

## Our Online Services Directory is:

- ✓ An effective and cost effective means of promoting directly to your **targeted market**.
- ✓ **Highly respected** and widely **trusted** as a leading source of up-to-date food allergen news and information.
- ✓ An opportunity to **promote** specialist services and products to **key decision makers**.

Advertise now – NEW Online Services Directory

## Online Services Directory

[www.allergenbureau.net](http://www.allergenbureau.net)

The Allergen Bureau aims to facilitate the improvement of food allergen management across the entire Australian and New Zealand food industry. Allergen Bureau Members – including small, medium and large food companies – are recognised as leaders in this area.

The Allergen Bureau website provides a resource for all food companies to proactively address food allergen issues, including training, information, tools and advice.

The new Online Services Directory is your chance to present your organisation's products and services 24/7 to a very targeted audience.

Reserve your listing now  
[info@allergenbureau.net](mailto:info@allergenbureau.net)

one FREE  
listing for  
Allergen  
Bureau  
Members

## Our Online Services Directory features:

- ✓ A series of **appropriate categories** makes it easy for people to locate the right product or service, with a maximum of two categories per listing.
- ✓ Directory advertisers will be rotated and shown as **featured listings**
- ✓ Advertisers can include a **logo** for greater brand awareness.
- ✓ A-Z directory as well as fully searchable.

# Directory categories

An easy way for people to locate your service

- ✓ Consultants
- ✓ Quality Control
- ✓ Equipment
- ✓ Laboratory
- ✓ Food Science
- ✓ Publications
- ✓ Testing
- ✓ Training Providers

The screenshot shows the Allergen Bureau website interface. At the top, the logo "Allergen Bureau" is displayed with the tagline "informing the food industry". A search bar is located in the top right corner. Below the header is a navigation menu with links: Home, About Us, Food Allergens, VITAL, Resources, News, Events, and Contact Us.

The main content area is divided into several sections:

- NEW! Services Directory:** A notice for members about a new services directory, with a link to "Read more..." and contact information "info@allergenbureau.net".
- Join Us:** Links to "Membership Flier PDF" (149 KB) and "Membership Application PDF" (58 KB).
- eNews:** Links to "Subscribe to our eNews" and "View our eNews Archive".
- Media Centre:** Link to "View our Media Centre".
- Categories:** A grid of category links with counts: Consultants (2), Equipment (0), Food Science (0), Laboratory (1), Publications (0), Quality Control (0), Testing (2), and Training Services (1).
- Listings:** Shows "Results 1 - 1 of 1". The first listing is for "Advanced Analytical Australia" (North Ryde NSW), marked as "Featured". It includes the company's website, a description of their food allergen testing services, and contact numbers: Phone 02 9888 9077 and Fax 02 9888 9577.

At the bottom of the page, there is a footer with the text "You are here: Home > Resources > Services Directory", contact information for Australia (1800 263 829) and New Zealand (0800 263 829), a link to "Subscribe to news feed", and a copyright notice: "Copyright © 2005 to 2011 Allergen Bureau".

# What it costs

12 months

non-members:  
\$99.00 incl GST  
per listing\*

members:  
one free listing and  
\$49.50 each for  
additional listings.

24 months

non-members:  
\$178.00 incl GST  
per listing\*  
SAVE OVER 15%

members:  
one free listing and  
\$89.00 each for  
additional listings.

\* Changes to text and logos during the period will incur a cost of \$55 per change.

# Your listing

The screenshot shows the Allergen Bureau website with a listing for FACTA. The website header includes the Allergen Bureau logo and the tagline 'informing the food industry'. The navigation menu includes Home, About Us, Food Allergens, VITAL, Resources, News, Events, and Contact Us. The listing for FACTA is titled 'FACTA (Food Allergen Control, Training & Analysis)' and includes the following information:

- Contact: Robin Sherlock, Technical Director
- Address: Brisbane QLD
- Phone: 07 3392 8222
- E-mail: [info@factaaustralia.com.au](mailto:info@factaaustralia.com.au)
- Website: [www.factaaustralia.com.au](http://www.factaaustralia.com.au)

The listing also includes a description of FACTA's services: 'Food Allergens Control Training Analysis (FACTA) Pty Ltd provides expert advice and consultative services on food borne allergens for the food manufacturing, food service and associated supply industries.' It also lists 'Provision of Risk Analysis' and 'Provision of Allergen Training Materials'.

The screenshot also shows a 'NEW! Services Directory' section with links to 'Membership Flier PDF', 'Membership Application PDF', 'eNews', and 'Media Centre'. The footer includes the Allergen Bureau logo and contact information: 'Australia toll free: 1800 263 829', 'New Zealand toll free: 0800 263 829', and 'Copyright © 2005 to 2011 Allergen Bureau'.

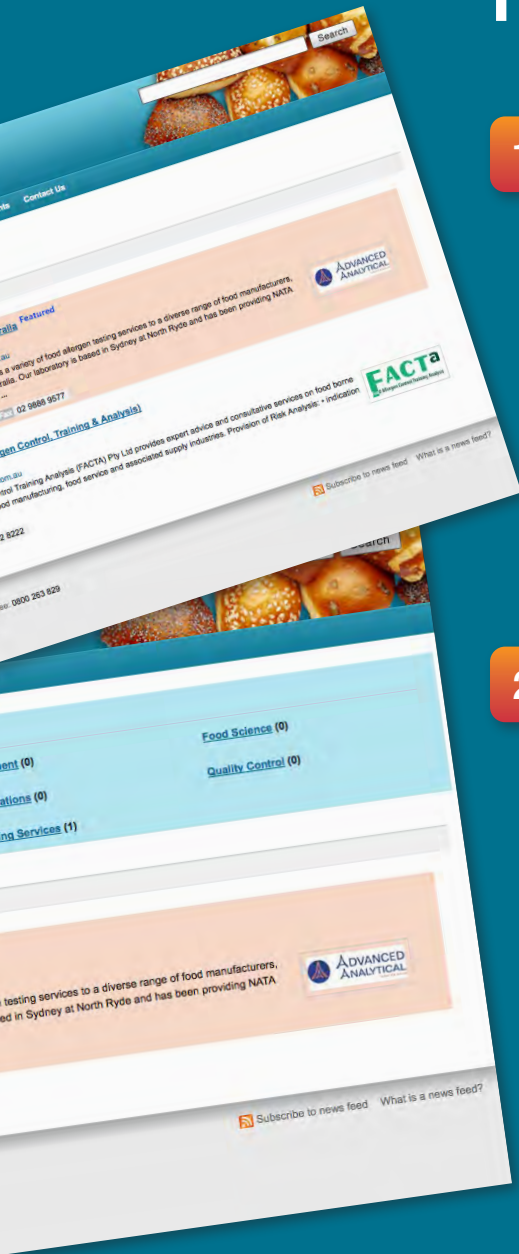
# How to prepare your listing

## 1. Select the category or categories

- Consultants
- Quality Control
- Equipment
- Laboratory
- Food Science
- Publications
- Testing
- Training Providers

## 2. Content

- Business and/or trading name
- Website
- Email
- Contact Name
- Contact Job Title
- Phone (including country and areas code please)
- Brief introductory paragraph: up to 65 words
- Further information: up to 100 words
- Images: logo and/or photo (must be high quality – prefer high resolution jpg or eps file for logos)



**The incidence of food allergies around the world is increasing.**

More than 8% of children and 2% of adults in countries such as Australia and New Zealand are allergic to one or more foods.

Provision of allergen information for consumers is an important and complex matter, with specific legal requirements as set out in the Australia New Zealand Food Standards Code.

If you are involved in supplying products and services to the food industry, you would benefit from advertising online in the Allergen Bureau Services Directory

# Managing food allergen risks in industry

The Allergen Bureau is an industry body established in 2005 as an initiative of the Australian Food & Grocery Council Allergen Forum, and operates on a membership basis. The Allergen Bureau provides rapid responses to members' questions concerning the management of food allergen risks in food ingredients and manufactured foods in Australia and New Zealand.

The core objective of the Allergen Bureau is to share information and experience within the food industry on the management of food allergens to ensure consumers receive relevant, consistent and easy to understand information on food allergens.

Almost 20% of visitors to the Allergen Bureau website come from North America (Canada and USA) and over 10% from Europe. These visitors include representatives from food industries in these countries as well as research groups and consumers.

The growth in the incidence of food allergens is an international phenomenon. The Allergen Bureau draws on and disseminates information from all over the world on food regulations and the latest scientific research on food allergens including emerging food allergens.

The Allergen Bureau is a wonderful example of cooperation amongst competitors in the food industry, with national and multinational food manufacturing and marketing companies, suppliers, importers, exporters, retailers and consumer groups sharing information on managing the risks of food allergens in industry in the interests of consumers.

**For more information go to [www.allergenbureau.net](http://www.allergenbureau.net)**

## Advertising Policy

The Allergen Bureau website accepts advertising in the Services Directory by members and non-members of products and services appropriate to the field of food allergens. The fee per listing for non-members is \$99 per year or \$178 for 2 years (includes GST), members receive one free listing and 50% discount on subsequent listings. Changes during the listing period will incur a fee of \$55.00 (incl GST) per change.

The presence of a listing on the Allergen Bureau website does not imply endorsement of the product or service, or the company supporting the product or the service being advertised.

The Allergen Bureau reserves the right to refuse a listing if it is not considered suitable for the web site.

Directory advertisers do not exert any influence on the website content, selection of content or presentation of material on the Allergen Bureau web site.

Advertisers are responsible for complying with the relevant Australian guidelines for advertising their products and services and must be able to substantiate any claims they make.

The Allergen Bureau respects your privacy and does not pass any information regarding individual members or users to advertisers or sponsors.

If you follow a link from an advertised directory listing you may be taken to a third party website. The Allergen Bureau does not review or control the content of third party websites and is not responsible for the accuracy of the information contained, or the views expressed, in those sites. If you supply information to those sites, or access their products and services you do so at your own risk.

Advertising on the Allergen Bureau website Services Directory may be listed within the most relevant category of the directory (e.g. training, auditing, publishing etc.), but is not linked to any information you may have provided to us and is not targeted to you personally in any way.

THIS POLICY MAY BE REVISED PERIODICALLY.

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