

# The Allergen Bureau Strategic Plan 2016-2020

June 2017



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# Introduction

- This Strategic Plan will guide the Allergen Bureau objectives, Operating Plans & Budgets and our activities for the five year period from 2016 to 2020
- The Allergen Bureau Strategic Plan is a 'living document' and will be reviewed on at least an annual basis



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# The Allergen Bureau

## Vision

- The Allergen Bureau is a globally recognised and supported industry organisation promoting best practice food industry allergen management, risk review and consistent labelling to facilitate informed consumer choice

## Mission

- To facilitate a globally accepted, consistent, science-based approach to food allergen risk assessment, management and communication that:
  - guides **industry** best practice
  - assist allergen sensitive **consumers** to make informed choices based on label information



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# The Allergen Bureau Strategies 2016-2020

Strategy 1. Promote scientific rigour

Strategy 2. Develop industry capability

Strategy 3. Engage with stakeholders and advocate on behalf of industry

Strategy 4. Ensure good governance of the Allergen Bureau Ltd

# Strategies 2016-2020

## 1. Promote scientific rigour

### Goals

1. Promote a science-based approach to all facets of food allergen management
2. Provide a verified, auditable, food allergen risk assessment and decision making process
3. Support , and collaborate with, a pre-eminent advisory panel of food allergen experts - the VITAL<sup>®</sup> Scientific Expert Panel
4. Incorporate relevant VSEP findings into the VITAL Program , including VITAL Online
5. Promote global acceptance of the VITAL Program as the best approach to consistent trace allergen risk assessment and labelling

# Strategies 2016-2020

## 2. Develop industry capability

### Goals

1. Provide resources and training packages that are recognised and used by industry as the leading source of food allergen information
2. Engage skilled food allergen experts to provide dedicated helpline services for members and the broader food industry
3. Endorse appropriate Training Providers to promote and effectively deliver Allergen Bureau training

## Strategies 2016-2020

### 3. Engage with stakeholders and advocate on behalf of industry

#### **Goals**

As the peak industry body representing food industry allergen management, we will use our mandate to:

1. Promote industry best practice food allergen management
2. Maintain an open dialogue with key stakeholders
3. Share food allergen information with the food industry, regulators, consumer organisations and other stakeholder groups

## Strategies 2016-2020

### 4. Ensure good governance of the Allergen Bureau Ltd

#### **Goals**

1. The Allergen Bureau Directors and Managers act on behalf of members and according to The Constitution of the Allergen Bureau Ltd
2. Activities are regularly and openly reported to members
3. The Allergen Bureau is supported by a professional Secretariat
4. The Allergen Bureau business model is sustainable
5. Allergen Bureau assets are appropriately protected
6. Partners are strongly supported by the Allergen Bureau