

The Allergen Bureau Strategic Plan 2016-2020

May 2016



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Where we've come from

- The Allergen Bureau was created in 2004 to provide best practice guidance to the Australian and New Zealand (ANZ) food industry in allergen risk assessment, management and communication (labelling)
- Allergen Bureau members were aware of the needs of the 'allergen sensitive' community for consistent and reliable information regarding the presence, or not, of potential allergens

Where we've come from

- Food labelling regulations required food product labels to list the most common food allergens when present
- There was a recognised gap in knowledge, practice, assessment and communication for the potential presence of unintended allergens - due to cross contact in the supply chain or manufacturing process
- This led to the use of precautionary statements such as 'may contain ...' on many products
- It was agreed that 'may contain ...' labelling based on inconsistent allergen management practices was not helpful to allergen sensitive consumers

Where we've come from

- The Allergen Bureau set out to establish best practice risk assessment and management guidance utilising experts in allergen assessment and industry practices
- Improved allergen science provided the evidence that it is possible to determine allergen 'Reference Doses/Action Levels' and define where cross contact labelling is (or is not) required
- We aimed to promote this allergen research and to recommend appropriate risk-based management and communication practices

Where we've come from

- The Voluntary Incidental Trace Allergen Labelling (VITAL[®]) Program was developed to provide best practice risk assessment, management and communication for the food industry
- The VITAL Program – including VITAL Online - incorporates the scientifically supported 'Reference Doses/Action Levels' to assist in allergen risk assessment and quantification



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The Allergen Bureau Strategic Plan 2016-2020

- 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 strategies outlined in this plan are strongly focused on the ongoing development and promotion of the Allergen Bureau VITAL[®] Program - via collaboration and partnerships - and utilisation of the VITAL Program by the food industry globally
- 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



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The Allergen Bureau

Mission: Consistent, science-based, allergen risk assessment & labelling

- A globally accepted and consistent approach to food allergen risk assessment, management and communication (labelling), including incidental trace allergen risk quantification, that:
 - guides industry best practice
 - complements allergen labelling regulations
 - enables allergen sensitive consumers to confidently make choices based on label information

The Allergen Bureau VITAL[®] ‘brand’

- Underpinned by scientific rigor through the VITAL[®] Scientific Expert Panel (VSEP)
- Supported by Allergen Bureau endorsed Training Providers and a dedicated VITAL helpline
- Recognised by regulators and food allergic consumer organisations
- Protected by the registered trade mark [®]
- Valued principles and used by industry globally



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VITAL[®] Framework elements

- VITAL[®] Program
- VITAL Working Groups
- VITAL Scientific Expert Panel (VSEP)
- VITAL helpline services and VITAL Coordinator
- VITAL Guides
- VITAL[®] Online – user-friendly, web-based, VITAL Calculator
- VITAL Training Package & VITAL Training Providers
- VITAL advocacy and communication

Environmental scan/our operating environment





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The Allergen Bureau Strategies 2016-2020

Strategy 1. Ensure good governance

Strategy 2. Promote scientific rigour

Strategy 3. Deliver effective advocacy and communication

Strategy 4. Develop industry capability

Strategies 2016-2020

Strategy 1. Ensure good governance

Goals

- The Allergen Bureau Directors and Managers act on behalf of members and according to The Constitution of the Allergen Bureau Ltd
- Activities are regularly and openly reported to members
- The Allergen Bureau is supported by a professional Secretariat
- The Allergen Bureau business model is sustainable
- Allergen Bureau assets are legally protected - particularly the VITAL[®] Program
- International partners are strongly supported by the Allergen Bureau ANZ

Strategies 2016-2020

Strategy 2. Promote scientific rigour

Goals

- The Allergen Bureau engages a pre-eminent advisory panel of food allergen experts [i.e. the VITAL[®] Scientific Expert Panel (VSEP)]
- VSEP findings are promoted and accepted in ANZ and internationally
- The VITAL program - including VITAL Online - incorporates the current VSEP findings
- We will provide a verified, auditable, food allergen risk assessment and decision making process
- The VITAL Program is accepted globally as the best approach to consistent trace allergen risk assessment and labelling

Strategies 2016-2020

Strategy 3. Deliver effective advocacy & communication

Goals

- ANZ and international food industry organisations are aware of and value Allergen Bureau membership benefits - and join the Allergen Bureau as an essential part of managing their food safety risk and demonstrating good corporate citizenship
- The Allergen Bureau is recognised as the leading industry advocate and source of food allergen information by regulators, consumer organisations and other stakeholder groups
- The food industry and other stakeholders see value and participate in Allergen Bureau partnerships, projects and initiatives (e.g. Working Groups)
- The VITAL[®] Program is globally accepted as the best approach to consistent trace allergen risk assessment and labelling

Strategies 2016-2020

4. Develop industry capability

Goals

- Allergen Bureau resources and training packages are recognised and used by industry as the leading source of food allergen information
- The Allergen Bureau engages skilled food allergen experts in ANZ to provide dedicated helpline services for members and the broader food industry
- Allergen Bureau endorsed Training Providers promote and effectively deliver Allergen Bureau training – particularly the VITAL[®] Training Package – within ANZ and internationally



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Further information

- **Allergen Bureau website** allergenbureau.net
 - **Join the Allergen Bureau** allergenbureau.net/about-us/join-us
 - **Subscribe to monthly eNews** allergenbureau.net/news
 - **Trial VITAL Online for free** vital.allergenbureau.net
 - **Access the Helpline** info@allergenbureau.net
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