

VITAL

a three stage approach

Current Status

- VITAL is used as a risk management tool
- It has real and practical applicability
- Many businesses currently use VITAL without the 'L' (& sometimes without the V during crisis)
- The Allergen Bureau recognise current use and acknowledge future needs but...
- ***This it not a change in direction – merely a recognition of how VITAL is being used and how some choose to communicate its use.***



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Phase 1

Manufacturing risk assessment

- Self implementation and verification for use within own manufacturing environment for product/line or site risk assessment purposes
- No proactive external/public communication of VITAL outcomes.
- Can advise consumers/customers that VITAL is used to manage allergens within the plant but choose not to label “*may be present*”
- Part of risk assessment to assist in crisis management

Phase 2 Labelling

May be present

- labelling is applied to products where a full VITAL risk assessment has been conducted and internally verified on a product by product basis.
- Consistency in message for consumers
- Visible to consumers where trace allergen labelling may be appropriate
- Working group is needed to explore additional labelling options



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Phase 3

Product certification ?

- External verification of specific products showing VITAL process is in control
- Certification mark based on verification of appropriate VITAL implementation for use on pack for consumer awareness?
- Working group identified to explore options

VITAL – 3 Phases

- **Phase 1 – Risk Review**
Harnessing the value of physical risk review and analysis to validate management decisions and assumptions
- **Phase 2 – Risk Communication (Labelling)**
Communicating accurately and consistently to the allergic consumer
- **Phase 3 – Certification Investigation**

TBC



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Phase 3

Certification

Phase 2

**Risk
Communication**

Phase 1

Risk Review