

What the Allergen Bureau has been doing!

April 2013



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Allergen Bureau – Reminder of why we exist

- Industry established the Allergen Bureau to:
 - Provide the first point of call for questions concerning the management of food allergens
 - Share science-based allergen management information and experience within the food industry
 - Provide a central focus for managing industry wide, pre-competitive allergen related projects
 - Communicate information to consumer groups, industry and government stakeholders



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It's about managing risks and opportunities

- Through the Allergen Bureau, industry is:
 - Demonstrating our collaborative ability to manage risk and develop opportunities:
⇒ *building our reputation*
 - Positioning Australia and New Zealand food manufacturers as the leaders of pro-active allergen risk management strategies:
⇒ *setting the benchmarks*
 - Demonstrating to consumers that we are taking this matter seriously:
⇒ *increasing confidence and trust*



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What we have been working on!

- ✓ **Management**
- ✓ **Membership**
- ✓ **Science & Information**
- ✓ **Communication**



Management

Tom Lewis , Ray Murphy & Allergen Bureau Board



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Allergen Bureau Management

- We are now incorporated & what that means
- Your Board of Directors
 - Robin Sherlock (DTS & FACTa)
 - Neil Smith (Kraft)
 - Julie Newlands (Unilever)
 - Kirsten Grinter (Nestle)
- Our new way of working - working groups
- Our support network
 - VITAL Coordinator (Georgina Christensen)
 - Technical expertise (Simon Brooke Taylor & Lyn Davies)
 - VITAL Scientific Expert Panel
 - Allergen Bureau advisor – David Henning



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Allergen Bureau Management

- Master Planning & what that means
 - Transparent planning for our Members
 - Interactive plan that provides the overarching framework
 - Vision
 - Priorities & Drivers
 - Execution & activities
 - 12 month plan working toward 3 year plan
 - Allergen Bureau Strategy
 - VITAL Strategy

Membership

Tom Lewis, Ray Murphy & Neil Smith



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Allergen Bureau Membership

Full Members (25) & Associate Members (15)

- Information Technology (4 Associate)
- Manufacturing (19 Full & 7 Associate)
- Testing and analysis (3 Full & 2 Associate)
- Training / Auditing (2 Associate)
- Wholesale / retail (3 Full)

Join Us!



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Allergen Bureau Membership

- Our members drive our strategy & projects
- Building the industry reputation
- Different levels of membership, acknowledgement of different industry needs and levels of input
- Membership review, recognising individual members
- Value for Money \$ for our Members
- All Allergen Bureau work is owned by our members



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Allergen Bureau Projects

- **VITAL 2.0**
- **VITAL Partners & VITAL Training**
- **Working Groups**
 - **Allergen exemptions**
 - **Certification investigation**
- **ATSIG analytical group**





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Project - VITAL 2.0



VITAL 2.0 Launched October 2012

- New procedure, grid (Action Levels), support materials
- VSEP remains our scientific underpinning
- ILSI report informs EFSA report expected June 2013

VITAL Calculator

- Updated & still seeking funding options (web-based application)
- Worked examples on our website
- Measuring the change from VITAL to VITAL 2.0

VITAL Trade Mark



an initiative of the Allergen Bureau



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Reminder - Why we had to do Something!

- Initial development of risk hierarchy and associated statements
 - Made on the same line.....Made in the same factory/facility.....
- Proliferation of cross contact statements across the industry, survey of 350 products in 2009 revealed 42 creative statements!
- Allergic consumers were ignoring cross contact statements
- Some statements weren't about allergens at all!
 - May contain traces of ***vitamins and water***
- ***Action levels varied between manufacturers, no consistency***

Reminder – What that would mean

- Protection for stakeholders
- Allergen labelling information would mean something to the allergic consumer
 - Relevant, **consistent** and easy to understand
 - Easily recognised by the allergic consumer
 - Cross contact statements based on the same action levels
- Can we say that we are staying true to our goal?



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Project - VITAL 2.0



VITAL

an initiative of the Allergen Bureau

VITAL Growth

- **VITAL a 3 phased approach**
- **Phase 1 – Risk Review**
- **Phase 2 – Risk Communication (Labelling)**
- **Phase 3 – Certification Investigation**



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Project – Partners & Training

Allergen Bureau Partners

- Developing global partners
- UK – BRC and FDF
- Pilot completed with major players in the UK



Training – VITAL

- Training material development
- Trainers feedback
- Review with a global perspective





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Project – ATSIG



- Allergen testing and special interest group coordinated through NMI & Allergen Bureau
- Share information and mentor labs in area of analysis
- Produce consensus documents on areas of analysis and interpretation
- You will hear more about their work and the current status during the morning



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Communication

• **Help line**

• **Conferences/Seminars**

• **E News**

• **E alerts**

Updated monthly
 2007 – 10,347
 2008 – 22,347
 2009 – 36,691
 2010 - 35,935
 2011 – 46,690
 2012 – 43,081



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The Allergen Bureau & VITAL our place in the world

Industry Seminars on VITAL and the next steps to global allergen management harmonisation

The Allergen Bureau is pleased to announce a series of industry seminars showcasing our future plans and directions for VITAL.

- ▶ Not sure how to use VITAL in your facility?
- ▶ Want to know about international allergen management alignment?
- ▶ Get to know the latest developments in allergen testing
- ▶ Do you want to ask questions about VITAL?

These industry seminars are for you!

Help stay in touch with regulatory and industry developments.

Half-day industry seminars are being run in **Melbourne, Sydney and Auckland.**

MELBOURNE: Tuesday 9 April 2013

Deakin University Melbourne City Centre
500 Bourke Street, Melbourne, VIC

SYDNEY: Wednesday 10 April 2013

Waterview in Bicentennial Park
Bicentennial Park, Sydney Olympic Park, Sydney, NSW

NEW ZEALAND: Friday 12 April 2013

Alexandra Park Raceway
Greenlane West, Epsom, New Zealand



All seminars AUD\$190* (+10% GST for Melbourne and Sydney seminars) **BOOK ONLINE NOW!** *Plus booking fee

- ▶ Full Allergen Bureau Members – One FREE registration at each seminar; 50% discount for additional registrations
- ▶ Associate Allergen Bureau Members – 25% discount for each registration



<http://www.allergenbureau.net/events/ab-vital-seminars-2013>

See next page for program details

Allergen Bureau Toll free 1800 263 829 (Australia) Toll free 0800 263 829 (New Zealand)
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Representation

- AUS & NZ Conferences & Meetings
- International Representation
 - ILSI Allergen Workshop (UK – Sept 2012)
 - AOAC Meeting (USA – Sept 2012)
 - 5thFresenius Conf (Germany-October 2012)
 - Food Safety & Quality Conf (China – Nov 2012)
 - International Reference Material Working Group
- Submissions – FDA 'Request for Comments & Information on initiating a risk assessment for establishing food allergen thresholds





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The Journey continues...

