

Allergen  
Bureau

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## VITAL – Future Direction!

April 2013



VITAL

an initiative of the Allergen Bureau



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## ***A VITAL future***

- Overarching plan for VITAL
- VITAL Phase 2 & Phase 3 & working groups
- VSEP what next?
- VITAL Calculator
- VITAL Trademark
- Allergen Bureau Partners & Training collaborations - Global



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# VITAL Master Plan Snapshot

| Priority (Strategic Objective)        | Driver (Tactical)  | Description (Executorial)   | Owners                           | 2013   |     |  |   |  |  |
|---------------------------------------|--|---|----------------------------------|--|-----|--|---|--|--|
|                                       |  |   |                                  | Q1   |     |  | Q2  |  |  |
|                                       |  |   |                                  | Jan  | Feb | Mar                                      | Apr   | May  |  |
| Facilitate a VITAL global platform by | Networking and presenting at key Global food Allergy Conferences or Meetings | Key Conference and workshop representation  | KG                               |  |     |  | AUS/NZ Allergen Meetings                            | European Conferences as well as BRC/FDF UK stakeholder Group |  |
|                                       |  | Monitor the transition of VITAL 1 to VITAL 2 or Business RA to Vital 2              | KG & GC                          |  |     | Scope brief on how to capture transition |   |  |  |
|                                       | Targetting communication activities with specific stakeholder communities    | Health Care Professionals communication activities ie. ASCIA                        | KG                               |  |     |  | Scope targeted communication activities – VITAL 2.0 |  |  |
|                                       |  | Food Industry Communication activities lie. AIFST investigate                       | RLS                              |  |     |  | Workshops with strong VITAL focus                   |  |  |
|                                       |  | Dietiticians communication activities, target INDANA & DAA                          | Neil (through nutrition manager) | email to INDANA & DAA & review opportunities |     |  |   | DAA conference is May 23-25 Canberra                         |  |
|                                       |  | Communicating with allergic consumers and their carers, ie. A&AA, Coeliac Australia | KG                               |  |     | Contact A&AA and offer support for AAW   |   | Target allergy awareness week                                |  |



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## **Our Drivers**

Protecting the allergic consumer

Protecting the food industry

## **Our Challenge**

Consistency & industry alignment

## **Our Engagement**

One Program or One system

Harmonised Action Levels



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## ***VITAL Evolving***



## **VITAL Growth**

- **VITAL, 3 phases**
- **Phase 1 – Risk Review**
- **Phase 2 – Risk Communication (Labelling)**
- **Phase 3 – Certification Investigation**



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## ***VITAL Phase 1 - Risk Review***

- Expansion of Phase 1 to support the risk review phase!
- Need more 'how to review risk' in the VITAL guidance support document?
- Dealing with Manufacturing complexity & 'what to do'
- Using risk review to inform your allergen management practices
- Stakeholder feedback required

## ***VITAL Phase 2 - Risk Communication***

- Working group to be formed to develop the concept
- Building in links to Allergen labelling advice that currently exists?
- Working to improve clarity and consistency of allergen labelling
- Facilitate links to new and improved Allergen labelling guidance as it becomes available



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## ***VITAL Phase 3 – Certification Investigation***

- Working group formed to develop the concept
  - Options will be presented back to the Members & the AB Board
  - Investigation of a full certification program and its implications
  - What does a step back from full certification look like?
  - Logo? Criteria to move to Phase 3?, Legal perspective?





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**Phase 3**

**Certification**

**Phase 2**

**Risk  
Communication**

**Phase 1**

**Risk Review**

# Reminder - Why a VSEP ?

- Facilitate consistency in process
- Transparent approach to drive credibility
- Established parameters to share far and wide
- Penetration into the market
- Access to the best science through collaborative partners
- Maintain & grow our connection with the food allergic community





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## VSEP – What next?

- VSEP remains an integral part of our structure they give VITAL **scientific credibility & rigour**
- VSEP meetings & interaction are supported as the science evolves
- VSEP brings a global perspective so VITAL can remain a relevant tool
- VSEP also means positive advocacy amongst key stakeholder groups





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# VITAL Calculator

- Your feedback now is.....?
  - Better than before?
  - Still awkward?
  - Easy as long as you play with the system?
- Plan is to drive toward a more sophisticated web based solution however this will require external funding & industry determination
  - Do you want the Allergen Bureau to work toward this? Priority?

| Reference Amount / Serving Size ? | Action Level 1 | Action Level 2 |
|-----------------------------------|----------------|----------------|
| 40 g                              |                |                |
| Almond                            | <2.5 ppm       | ≥2.5 ppm       |
| Brazil nut                        | <2.5 ppm       | ≥2.5 ppm       |
| Cashew                            | <2.5 ppm       | ≥2.5 ppm       |
| Hazelnuts                         | <2.5 ppm       | ≥2.5 ppm       |
| Macadamia nut                     | <2.5 ppm       | ≥2.5 ppm       |
| Pecan                             | <2.5 ppm       | ≥2.5 ppm       |
| Pine nut                          | <2.5 ppm       | ≥2.5 ppm       |
| Pistachio nut                     | <2.5 ppm       | ≥2.5 ppm       |
| Walnut                            | <2.5 ppm       | ≥2.5 ppm       |
| Wheat                             | <20 ppm        | ≥20 ppm        |
| Rye                               | <20 ppm        | ≥20 ppm        |
| Barley                            | <20 ppm        | ≥20 ppm        |
| Oats                              | <20 ppm        | ≥20 ppm        |
| Spelt                             | <20 ppm        | ≥20 ppm        |
| Egg                               | <0.75 ppm      | ≥0.75 ppm      |
| Crustacea                         | <25 ppm        | ≥25 ppm        |
| Fish                              | <2.5 ppm       | ≥2.5 ppm       |
| Milk                              | <2.5 ppm       | ≥2.5 ppm       |
| Peanut                            | <5 ppm         | ≥5 ppm         |
| Sesame seed                       | <5 ppm         | ≥5 ppm         |
| Soy                               | <25 ppm        | ≥25 ppm        |
| Lupin                             | <100 ppm       | ≥100 ppm       |
| Mustard                           | <1.25 ppm      | ≥1.25 ppm      |



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# Global Partners & Training Collaborations

- Develop partners to support and facilitate VITAL implementation
  - BRC & FDF interest in being an Allergen Bureau Partner
- Goal is for Trainers to be managed through our Partners
- Training collaborations growing very quickly
- Training material review & roll out, more time on VITAL calculator
- Ongoing industry engagement & connection
- Critical to long term success



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## ***VITAL 2.0 – What Success Looks Like***

- A VITAL Procedure, tools & support material and services that are ***globally relevant***
- The ***science*** that underpins the reference dose/action levels remains ***current*** through VSEP ongoing interaction
- Growth through global partners and training collaborations
- Continuous development of VITAL as the industry and the program evolves

## ***VITAL Trade Mark***

- Filed to register the Word Trademark 'VITAL' and the logo Trademark in both Australia and the EU
- Both are progressing through registration process





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# Remember the Journey

## **2005**

- Industry (AUS & NZ) would use same process and information to drive precautionary labelling

## **2008 - 2010**

- Positive external influences, Corporate drivers began to impact

## **2011 & 2012**

- Drive toward industry globally using the same process and Action Levels for precautionary labelling

## **2013**

- Develop VITAL to facilitate wider implementation globally leveraging our Partners and trainers





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# A VITAL Future

**Go back to your primary drivers**

**Substantiate & invest in your platform  
&  
Stay Engaged**



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# The Journey together continues...

