

informing the food industry

Allergen Bureau: Who, Why & What

Robin Sherlock & Kirsten Grinter
Allergen Bureau Management Committee Members

Auckland Conference, 14 October 2008

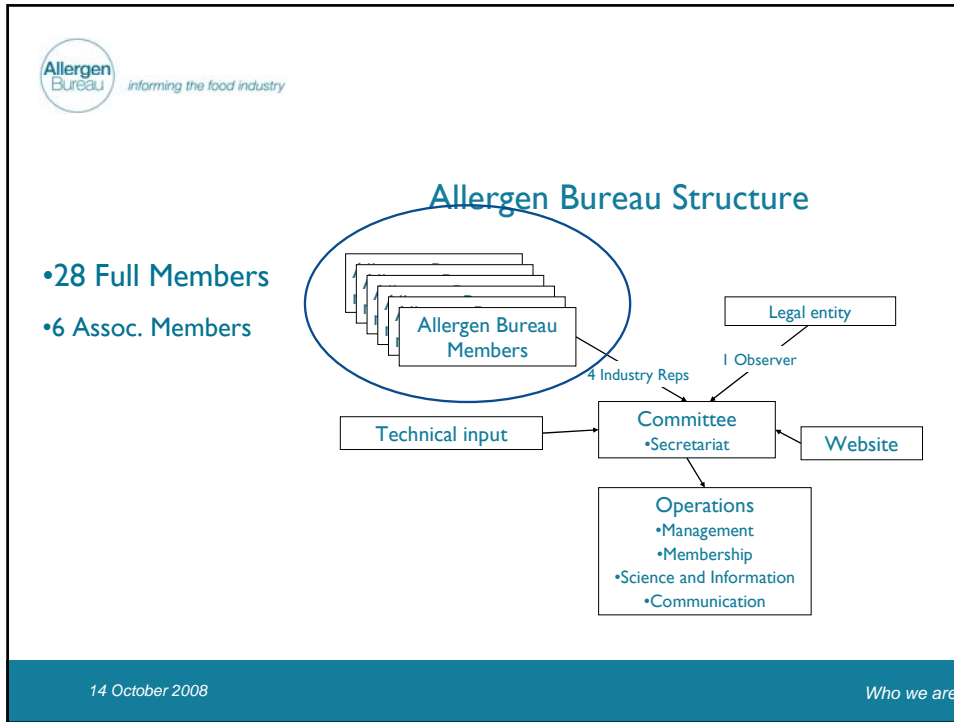


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Who we are



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Our Members

Logos of member companies include: ARNOTT'S, Cadbury, Cerebos, coles, DANISCO, DTS FOOD LABORATORIES, FACTA, Fonterra, GWF, Green's, Goodman Fielder, Heinz, Kellogg's, KERRY, KRAFT, Masterfoods, Mucash, NATIONAL FOODS, Nestlé, parmalat, PCA, Sanitarium, Simplot, Squires, SUN RICE, Unilever, and 'The Fresh Food People'.

Associate Members:

- Confectionary Link
- The Food Group Australia
- Unimonde
- Xynis Software
- Zymus International Limited

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The Member Advantage

- Being a Member of the Allergen Bureau can **save you time and money** in addressing food allergen issues
- It **demonstrates** to your staff, suppliers, customers and regulatory authorities **your commitment** and proactive approach to **food safety**.

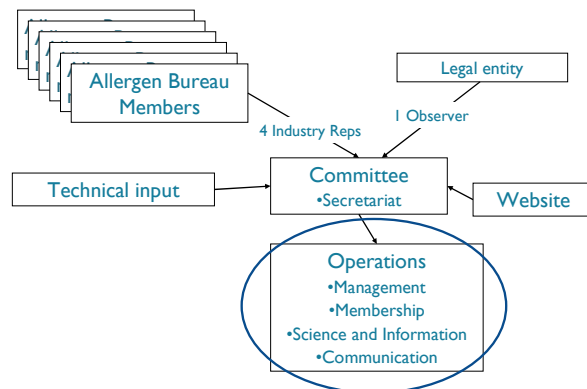
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Who we are



Allergen Bureau Structure

- 28 Full Members
- 6 Assoc. Members



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Who we are



Management Committee

- Fiona Fleming George Weston Foods
 - Kirsten Grinter Nestle
 - Rob Sherlock FACTA
 - David Henning Campbell Arnott's
- ✓ 4 full day meetings each year
 - ✓ Committee telecons every week or two
 - ✓ Other meetings, calls and activities every week or two
 - ✓ Keeping the secretariat on our toes

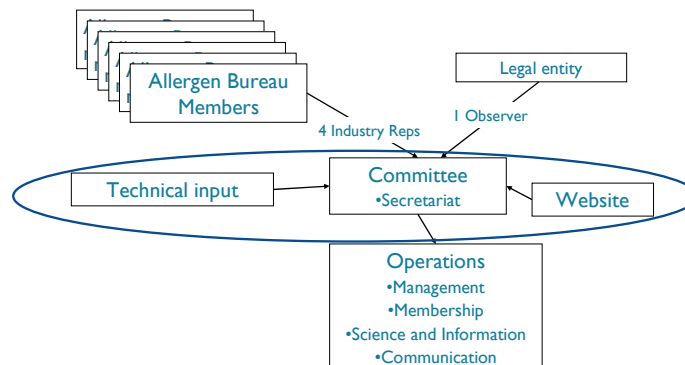
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Who we are



It's about service

- Secretariat Rural Development Services
- Technical input Dr Lyn Davies, Dr Simon Brooke-Taylor
- Website MangoldSengers
- Training, Conferences Advancing Food Safety
- Other agencies/resources may be contracted from time to time as required to complete Allergen Bureau projects in a timely and effective manner.

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Who we are



Why we are



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It's about managing risks and opportunities

- Managing risks associated with allergens in manufactured foods is complex
- In 2004, industry called for a central entity to help understand and manage these risks
- The AFGC supported this call through establishment of the AFGC Allergen Forum
- From this need the Allergen Bureau has grown

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Why we are



It's about managing risks and opportunities

- Industry established the Allergen Bureau to:
 - Provide the first point of call for questions concerning the management of food allergens in food
 - 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 bodies

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Why we are



It's about managing risks and opportunities

- Through the Allergen Bureau, industry is:
 - Demonstrating our ability to cooperate, reducing compliance creep
 - Positioning Australia and New Zealand food manufacturers at the forefront of pro-active allergen risk management
 - Demonstrating to consumers that we are taking this matter seriously

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Why we are



What we are doing

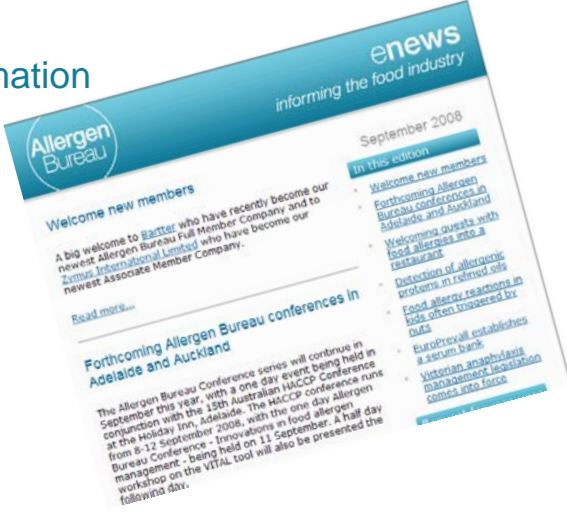


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It's about e-Information

- Website
- eNews
- eAlerts





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It's about tools

- PIF
- VITAL
 - VITAL coordinator
 - ✓ Georgina Christensen



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It's about communication

- Help line
- Conferences
- Webinars



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What we do



It's about training

- VITAL



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What we do

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It's about representation

- FSANZ
- TGA



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It's about leadership and shared responsibility



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It's about leverage: ↑ membership = ↑ activity

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Join the industry leaders: Join the Allergen Bureau

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