

Allergen
Bureau

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Allergen Bureau: Update and Plans for 2010 - 2011





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Why we are





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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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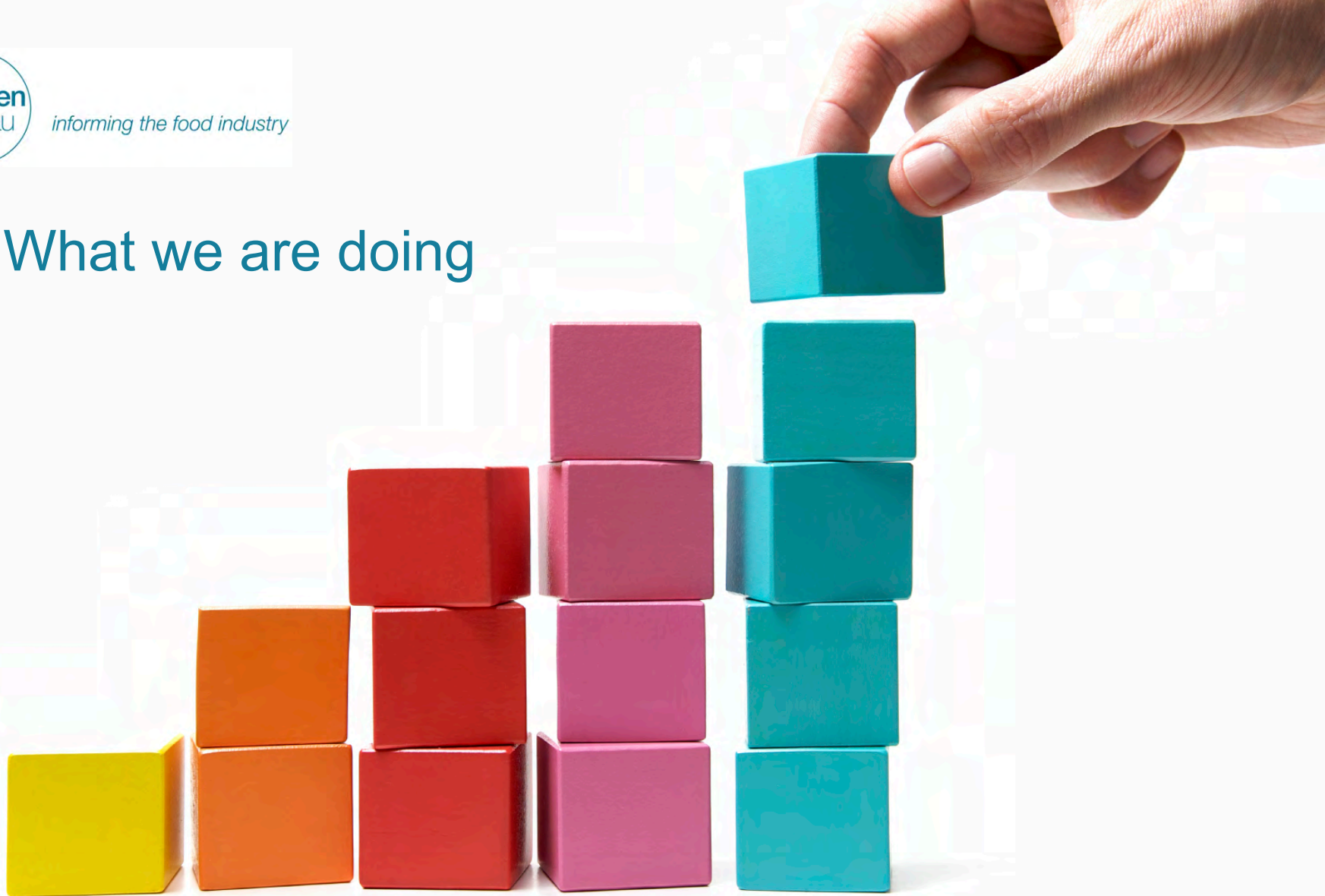
It's about managing risks and opportunities

- Through the Allergen Bureau, industry is:
 - Demonstrating your collective ability to cooperate:
⇒ *reducing compliance creep*
 - 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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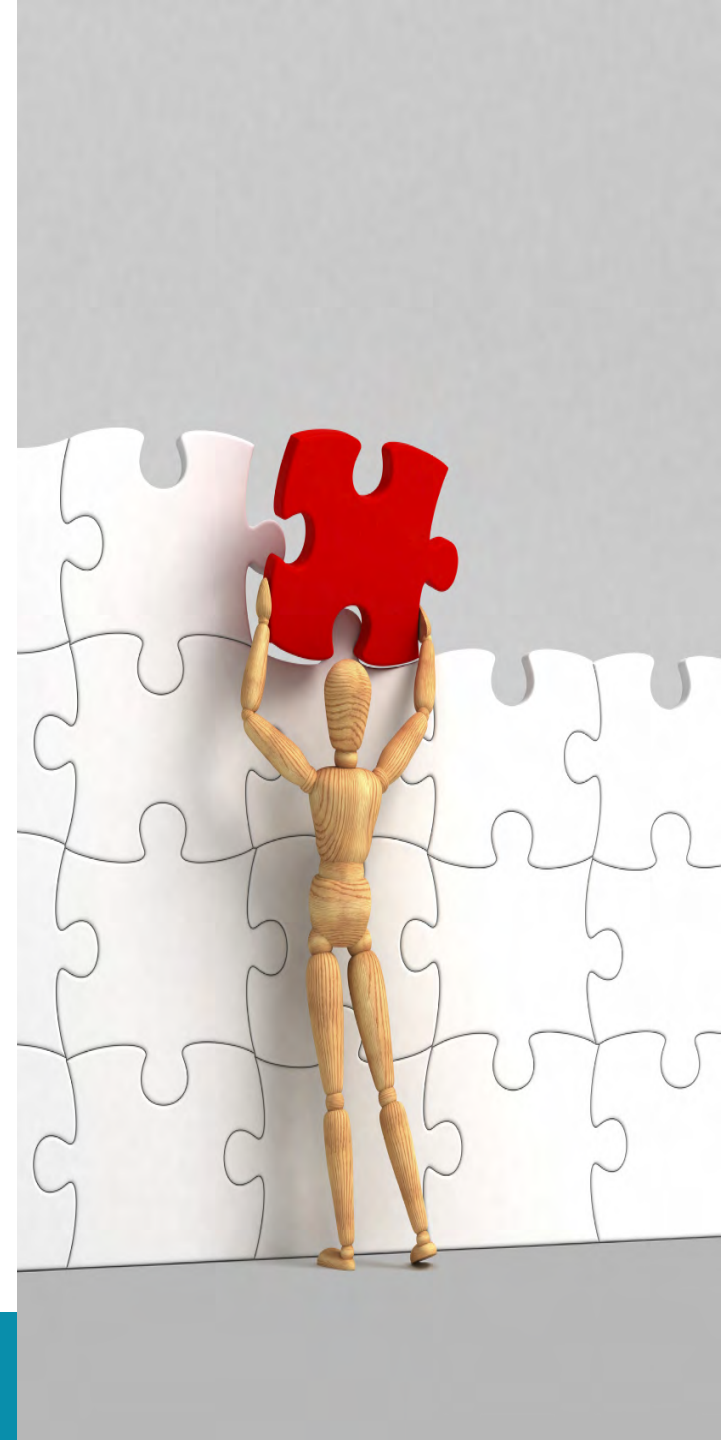
What we are doing





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



Management

Tom Lewis; Ray Murphy

Fiona Fleming

Membership

*Tom Lewis; Ray Murphy
Neil Smith*

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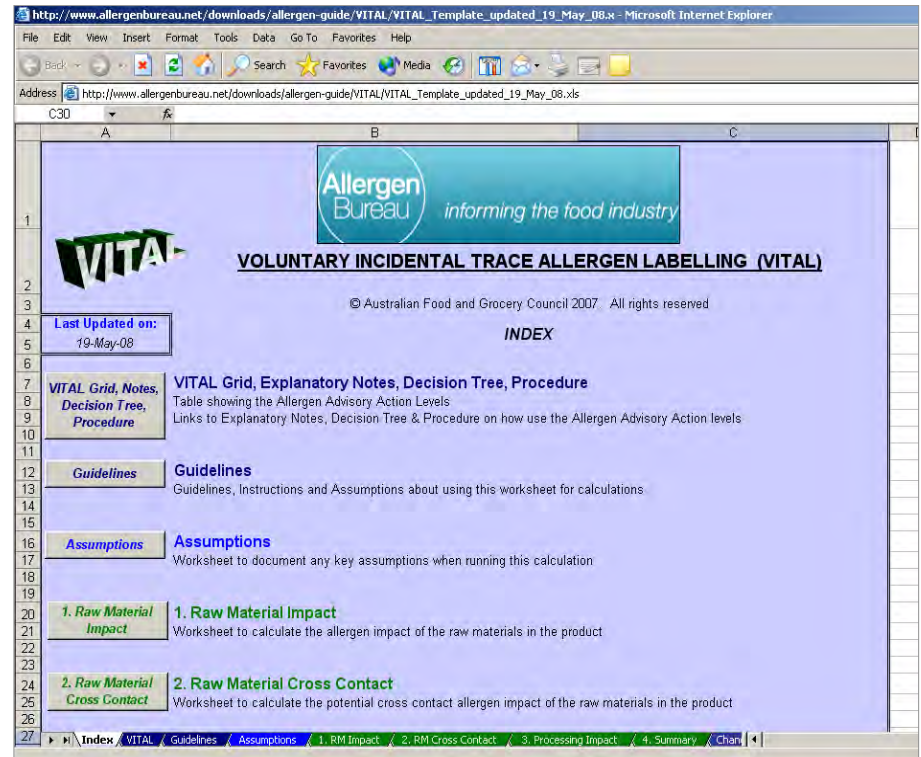
Science & Information

Fiona Fleming & Robin Sherlock

It's about Risk Management

VITAL

- Training
- Calculator
- Review



Communication

Kirsten Grinter



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Communication Focus

- **Member Communication** - about project work and allergen management initiatives that the Allergen Bureau is working on!
- **Consumer Communication** – VITAL communication plan currently being developed
- **Overseas Communication** – Participation in Allergen Conferences/Workshops where possible
- **Presentation Opportunities** – communicating project status and updates as work progresses at industry conferences in AUS & NZ as well as overseas



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It's about Information

- Website
- eNews
- eAlerts

Updated fortnightly

2007 – 10,347

2008 – 22,347

1st 2009 – 36,691

1st half 2010 – 20,863

Members Area

Join Us

[Membership Flyer](#)
(file size: 149 KB)

[Membership Application PDF](#)
(file size: 98 KB)

eNews

[Subscribe to our eNews](#)

Looking for a previous eNewsletter?

[View our eNews Archive](#)

Sunday, 25 July 2010

Research lead to field treatment of...

[Read more: High pressure...](#)

[Cassava does not change allergen...](#)

Allergy New Zealand 2010 National Conference

Sunday, 25 July 2010

The Allergy New Zealand National Conference, ACM and Health Professionals' Workshop will be held at Waipuna Hotel & Conference Centre, Auckland from Saturday 14 – Sunday 15 August 2010.

at the effects of high-pressure/temperature treatment and pulsed electric...

...Centre, Auckland from Saturday 14 – Sunday 15 August 2010.







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It's about **Communication**

- **Help line**
- **Conferences**
- **Webinars**




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Allergen Bureau 2010 Sydney Breakfast Seminar


The Allergen Bureau is pleased to announce the continuation of its highly successful industry conferences and seminars in 2010.

This Breakfast seminar will focus on the theme:
Allergens: the Tools and Science



Wednesday 4 August 2010
Oatlands House
42 Bettington Road, Oatlands NSW

[See next page for program details](#)



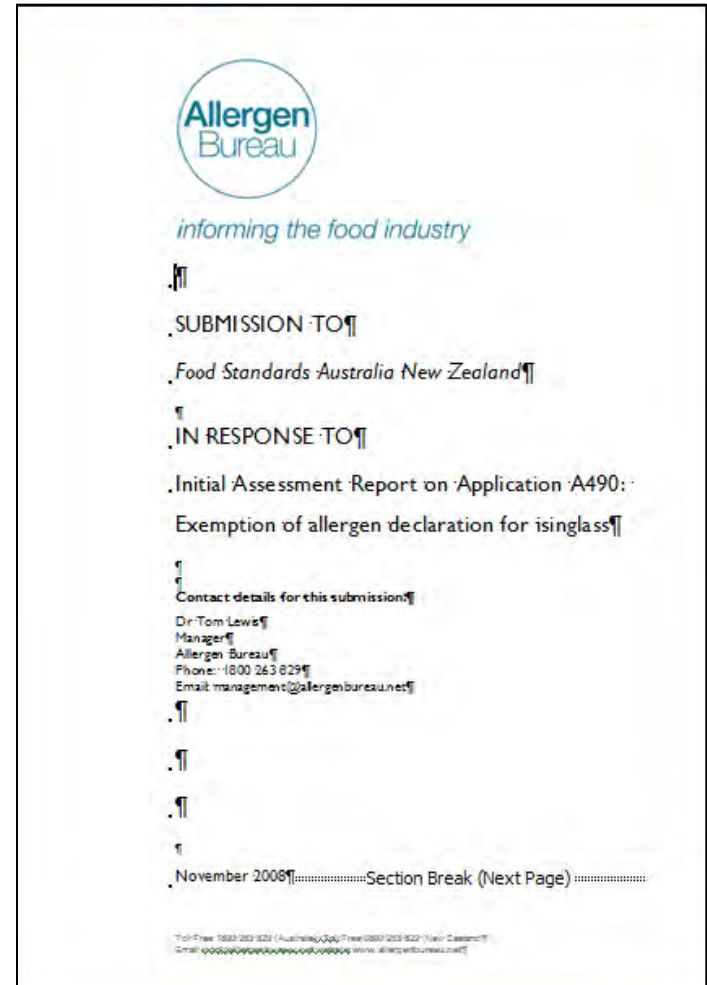
Allergen Bureau
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It's about Representation

- FAAN
 - Washington, Sept 10
- International conferences
 - ILSI – Nice, Oct 10



The Journey continues...



...will you join us?