VITAL – Current Status and Review

14th May 2010
Allergen Bureau Conference
Melbourne
Agenda

Why use VITAL?

VITAL in 2010

Resources
Why implement VITAL in your business?

- Consistent, scientific approach
- Assist consumers to make safe food choices
- Reduce management time required to make labelling decisions
- Build confidence in the food industry
- Prevent regulatory “creep”
VITAL

- **V**oluntary **I**ncidental **T**race **A**llergen **L**abelling
- VITAL is a process and criteria for determining the requirement for precautionary labelling
- Promotes consistent labelling across industry by prescribing when a standard precautionary label statement is to be used and when it should be avoided
- VITAL was developed **B**Y **i**ndustry **F**OR **i**ndustry and is adopted on a voluntary basis
VITAL Grid

Action Level 1: no declaration

Action Level 2: precautionary statement
   “May be present: Egg”

Action Level 3: ingredient labelling
VITAL in 2010

- FSANZ feedback
- VITAL Scientific Review
- VITAL Review
- International Interest
- Consumer Communication Strategy
- Expanding training providers
- VITAL Compliant Listing
FSANZ

• Food industry is addressing allergen labelling and precautionary process/labelling well
• Satisfied that there is a consistent approach
• No justification for a regulatory approach at this stage
VITAL Scientific Review

• Aim: Completion of scientific review of the VITAL Grid including an article suitable for peer review and publishing in suitable journal
• Draft has been produced
• Awaiting feedback (including from Steve Taylor, Director, Food Allergy Research and Resource Program, US)
VITAL Review

- Review of the VITAL Procedure, Grid and Decision Tree
- Revise VITAL tools (calculator, FAQs, worked examples) and other supporting information such as training documents in line with amendments to the VITAL process as a result of the review
International Interest

• Requests to speak in UK, Canada, US and provide further information about the rollout of VITAL
• Emails received requesting assistance with VITAL and for becoming training providers from Europe, Asia, South Africa
• Over 40% website traffic from outside Australia and New Zealand
Consumer Communication Strategy

• Advise consumers of our message:
  “Don’t eat products which contain a precautionary statement with an allergen to which you are sensitive.”

• Strategy in draft form and will be released and rolled out in the coming months
Training providers

- Expanding eligible Allergen Bureau-endorsed VITAL training providers
- Two-stage approval process
- Close to completion
- Watch our website and eNews for information about new trainers
- Increase options for trainees (training formats, timetable)
Support line

• Several contacts each week
• Multinationals, consultants, small business, students, retailers, consumers, food service
• Email and phone
• “How should bee pollen in honey be declared?”
• “How should glucose from wheat be labelled?”
• “Is sodium erythorbate an allergen?”
Uptake of VITAL by retailers

- For example, Progressive Enterprises Ltd are currently implementing VITAL on “Home Brand” and “Signature Range”
- Countdown, Foodtown, Woolworths, SuperValue, Fresh Choice stores and Gull Service Stations
Hamburger Buns

Woolworths Home Brand offers great value for money on a wide range of quality everyday products. If you’re not completely satisfied with this product, please return it for a full refund or replacement.

Nutrition Information

<table>
<thead>
<tr>
<th>Serving Size: 70 g (1 Bun)</th>
<th>6.0g Protein</th>
<th>0.4g Fat</th>
<th>1.7g Carbohydrate</th>
<th>0.9g Sugar</th>
<th>0.8g Dietary Fibre</th>
<th>2.6g Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Serving</td>
<td>70g</td>
<td>120g</td>
<td>120g</td>
<td>80g</td>
<td>28g</td>
<td>44g</td>
</tr>
<tr>
<td>Percentage Per Serving</td>
<td>9%</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Per 100g</td>
<td>110g</td>
<td>10G</td>
<td>45g</td>
<td>12g</td>
<td>28g</td>
<td>44g</td>
</tr>
</tbody>
</table>


Allergen Advice: Contains: Gluten, Soy. May be present: Sesame Seeds.

Storage Instructions: Store in a cool, dry place. Product may be frozen for up to 3 months from date of purchase. Once thawed, consume within 5 days.

Made in New Zealand from Imported and Local Ingredients
Packed for Woolworths
1 Woolworths Way
Bella Vista NSW 2153
Australia
80 Favona Road
Mangere Auckland
New Zealand
www.woolworths.com.au
www.progressive.co.nz
82845

Quantities stated above are averages only. *Percentage Daily Intakes are based on an average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.
Chicken Kiev

Our Promise:
Our promise is to provide you with high quality products to enjoy every day. If you are not 100% satisfied, let us know and we will happily give you a full refund or replacement – now there is a guarantee you can count on.

How to Cook:
1. Preheat oven to 200°C.
2. Line oven proof tray with baking paper or a lightly oiled foil sheet.
3. Place Kiev in oven and cook for the recommended time as per the table opposite.

Cooking Times:
- Oven type: Conventional/Gas; Temperature: 200°C; Time: 10 minutes then 180°C for a further 20 minutes
- Fan Forced: 200°C; Time: 10 minutes then 180°C for a further 20 minutes

Cooking times and temperatures are provided as a guide. Ovens will vary between brands.

NUTRITION INFORMATION:
Serving size: Approx. 173g
- Quantity Per serving
- % Daily Intake Per serving
- Quantity Per 100g

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Quantity</th>
<th>% Daily Intake</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy</td>
<td>1838kJ</td>
<td>21%</td>
<td>1050kJ</td>
</tr>
<tr>
<td></td>
<td>(441Cal)</td>
<td></td>
<td>(252Cal)</td>
</tr>
<tr>
<td>Protein</td>
<td>19.8g</td>
<td>40%</td>
<td>11.3g</td>
</tr>
<tr>
<td>Fat, total</td>
<td>30.3g</td>
<td>43%</td>
<td>17.3g</td>
</tr>
<tr>
<td>- saturated</td>
<td>14.2g</td>
<td>59%</td>
<td>8.1g</td>
</tr>
<tr>
<td>Carbohydrate</td>
<td>22.4g</td>
<td>7%</td>
<td>12.8g</td>
</tr>
<tr>
<td>- sugars</td>
<td>5.4g</td>
<td>6%</td>
<td>3.1g</td>
</tr>
<tr>
<td>Sodium</td>
<td>1510mg</td>
<td>66%</td>
<td>863mg</td>
</tr>
</tbody>
</table>

Note: The above values relate to uncooked product. All values are considered averages unless otherwise indicated.

* Percentage Daily Intakes are based on an average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

Ingredients:
Chicken (47%), Water, Garlic Butter (11%) [Butter (Cream, Water, Salt), Cheese (2.8%) (Milk, Water, Mineral Salts (339, 452), Salt, Food Acid (270), Preservative (200), Natural Colour (160b), Rennet, Culture), Garlic (0.5%)], Flours (Wheat, Soy), Starch (Wheat), Vegetable Oils (Cottonseed, Canola), Maltodextrin, Vegetable Shortening [Vegetable Oils (Soy, Canola), Milk Solids], Cheese Powder (Milk, Wheat), Thickeners (1442, 1404, 412, 415), Emulsifiers (471, 481, 472e, 322 - Soy), Salt, Vegetable Powders, Sugar, Gluten (Wheat), Mineral Salts (450, 451), Acidity Regulators (262, 500, 541, 551), Natural Flavour, Yeast, Vinegar, Herbs, Ground and Extracted Spices, Natural Colours (100, 160c - Soy), Antioxidants (319, 320, 306), Vitamin (Thiamin). This is a formed product.

Allergy Advice:
CONTAINS GLUTEN, MILK AND SOY. MAY BE PRESENT: SESAME.

Storage:
Keep refrigerated. Store at or below 5°C. This product has been thawed for your convenience and is not suitable for freezing.

Information:
Made in Australia from local and imported ingredients
Coles is a trade mark of Coles Supermarkets Australia Pty Ltd.
800 Toorak Road, Hawthorn East, Vic 3123.
Free Call 1800 061 562
www.coles.com.au
Resources for Food Industry

- Website (www.allergenbureau.net)
- Technical assistance
- FAQ’s
- Examples
- Training – over 1100 people in Aust/NZ
  Expression of Interest for new trainers
- AFGC Product Information Form
- Auditor Guide
- Other (conferences, breakfast seminars etc)
Challenges

- Resourcing for VITAL people: Allergen Bureau Management Committee is made up of volunteers from food industry and uses a significant portion of their time
- money: Allergen Bureau is funded by membership
- Keep up to date with new research
- Unite the food industry
Further information is available

- [www.allergenbureau.net](http://www.allergenbureau.net)
- Consumer Frequently Asked Questions
- Email
- Toll free
  NZ: 0800 263 829
Allergen Bureau Members
Thank you

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