

VITAL – Current Status and Review

14th May 2010

Allergen Bureau Conference

Melbourne

Agenda

Why use VITAL?

VITAL in 2010

Resources



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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

- Voluntary Incidental Trace Allergen Labelling
- 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 *BY* industry *FOR* industry and is adopted on a voluntary basis



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VITAL Grid

Action Level 1: no declaration

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

Action Level 3: ingredient labelling



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VITAL in 2010

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



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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)



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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



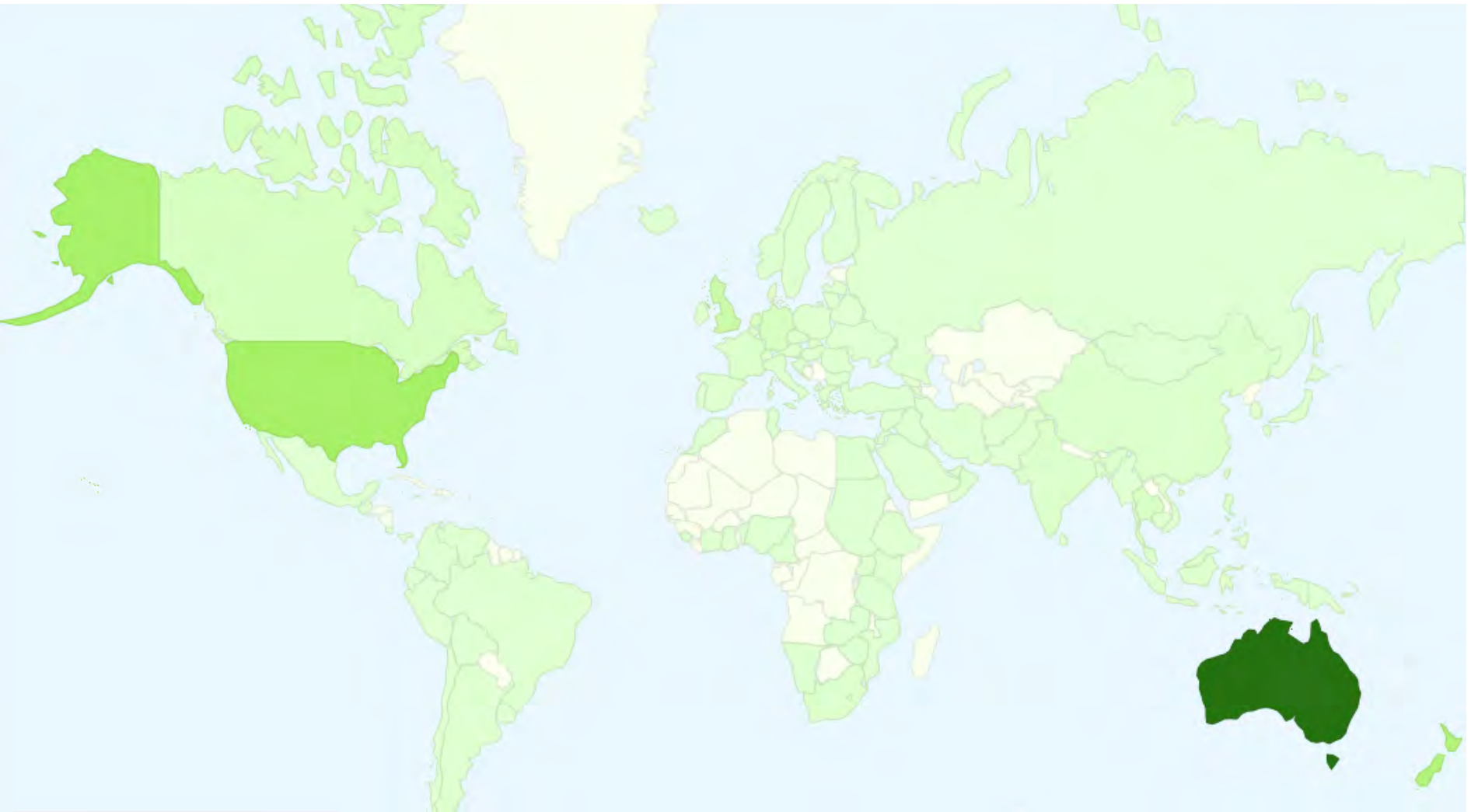
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International Interest

- 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



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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



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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



Allerg
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SR
SIGNATURE RANGE

White

SANDWICH BREAD

*Signature Range Breads use
only the finest ingredients.*

Bread is a part of a balanced diet.

INGREDIENTS:

WHEAT FLOUR, WATER, YEAST, IODISED SALT, CANOLA OIL, SOY FLOUR, EMULSIFIERS (471, 481), ACIDITY REGULATOR (263).

CONTAINS: GLUTEN, SOY.
MAY BE PRESENT: SESAME SEEDS.

STORE IN A COOL, DRY PLACE.

MADE IN NEW ZEALAND FROM IMPORTED AND LOCAL INGREDIENTS.

PRODUCTS YOU CAN TRUST AND QUALITY YOU CAN RELY ON. IF NOT FULLY SATISFIED, RETURN IT AND WE WILL GLADLY REFUND YOUR MONEY.

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FOR PRODUCT ENQUIRIES:

NEW ZEALAND: 0800 728 4739
WWW.PROGRESSIVE.CO.NZ

82845

NUTRITION INFORMATION

SERVINGS PER PACKAGE: 11.5 (21 slices & 2 crusts)
SERVING SIZE: 61 g (2 slices)

	Quantity per serving	Quantity per 100g
ENERGY	500 kJ	815 kJ
PROTEIN	4.2 g	6.9 g
FAT - TOTAL	1.0 g	1.7 g
- SATURATED	0.2 g	0.4 g
- TRANS	Less than 0.1 g	Less than 0.1 g
- POLYUNSATURATED	0.3 g	0.5 g
- MONOUNSATURATED	0.4 g	0.7 g
CARBOHYDRATE	22.0 g	36.0 g
- SUGARS	1.5 g	2.5 g
DIETARY FIBRE	1.7 g	2.8 g
SODIUM	240 mg	390 mg

All values are considered averages unless otherwise indicated.



Woolworths logo

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.



Made in New Zealand from Imported and Local Ingredients

Packed for Woolworths
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Bella Vista NSW 2153
Australia

80 Favona Road
Mangere Auckland
New Zealand

www.woolworths.com.au
www.progressive.co.nz

82845

Nutrition Information			
Servings Per Package:			6
Serving Size:			70g (1 Bun)
	Per Serving 70 g (1 Bun)	%DI*Per Serving	Per 100g
Energy	770kJ	9%	1100kJ
Protein	7.0g	14%	10.0g
Fat - Total	1.2g	2%	1.7g
- Saturated	0.4g	2%	0.6g
- Trans	Less than 0.1g	-	Less than 0.1g
- Polyunsaturated	Less than 0.1g	-	Less than 0.1g
- Monounsaturated	0.6g	-	0.9g
Carbohydrate	34.7g	11%	49.5g
- Sugars	1.6g	2%	2.3g
Dietary Fibre	2.0g	7%	2.8g
Sodium	310mg	13%	445mg

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.

Ingredients: Wheat Flour, Water, Yeast, Wheat Gluten, Iodised Salt, Sugar, Canola Oil, Soy Flour, Emulsifiers (471, 481), Acidity Regulator (263).

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.





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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	Temperature	Time
Conventional/Gas	200°C	10 minutes then 180°C for a further 20 minutes
Fan Forced	200°C	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:

Servings per package: 4
Serving size: Approx. 175g

	Quantity Per serving	% Daily Intake*	Quantity Per 100g
	Per serving		
Energy	1838kJ (441Cal)	21%	1050kJ (252Cal)
Protein	19.8g	40%	11.3g
Fat, total	30.3g	43%	17.3g
- saturated	14.2g	59%	8.1g
Carbohydrate	22.4g	7%	12.8g
- sugars	5.4g	6%	3.1g
Sodium	1510mg	66%	863mg

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.**

195774 DA0210

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.

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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)



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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



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Further information is available

- www.allergenbureau.net
- Consumer Frequently Asked Questions
- Email
- Toll free
NZ: 0800 263 829



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Allergen Bureau Members



First you add knowledge



Dairy for life



George Weston Foods Australia



Fielder



PEANUT COMPANY OF AUSTRALIA



The Rice Food Experts



Unilever



Woolworths



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Thank you

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