

informing the food industry

VITAL 2.0: What's new & how does it work?



Introduction to VITAL

- <u>V</u>oluntary <u>I</u>ncidental <u>T</u>race <u>A</u>llergen <u>L</u>abelling
- VITAL is a risk based precautionary labelling system which uses Action Levels underpinned by scientific evidence
- VITAL is a:
 - a process, decision tree, grid (Action Levels) & calculator and;
 - promotes consistent labelling across industry by prescribing when a precautionary label statement is to be applied / avoided
 - one labelling approach 'May be present: XXX'
- VITAL was developed BY industry FOR industry and is adopted on a voluntary basis



Why was VITAL developed?

- Proliferation of cross contact statements across the industry, survey of 350 products in 2005 revealed 42 creative statements!
- Allergic consumers were ignoring cross contact statements
- Some statements weren't about allergens at all!
 - May contain traces of vitamins and water
 - May contain traces of milk, egg and peanut, Sorry
- Action levels varied between manufacturers, no consistency



The VITAL Grid

	Allergen Milk*	Egg*	Soy*^	VITAL GRID	Peanuts*	Tree Nuts*	Sesame Seech	Crustacea*	Gluten#
				Fish*					
Action Level 1 (ppm)	<5	<2	<10	<20	<2	<2	<2	<2	<20
Action Level 2 (ppm)	5 - 50	2 - 20	10 - 100	20 - 200	2 - 20	2 - 20	2 - 20	2 - 20	20 - 100
Action level 3 (ppm)	>50	>20	>100	>200	>20	>20	>20	>20	>100
* mg/kg (ppm) # Gluten inclu ^The Action L	of total prodes all glut	otein en type prot	eins as defir				>20	>20	>1

- Total protein basis
- Expressed as a concentration in food (5g)
- 3 Action Levels, Green no label, Yellow may be present, Red contains



Review of VITAL

- VITAL Review initiated in 2010 International interest
- The VITAL Scientific Expert Panel (VSEP) was convened to review the science underpinning the Action Levels in the grid
- Incorporation of feedback from stakeholders (VITAL users) for a review of the process, calculator and other tools



VSEP The Science



VSEP - Collaboration

- Significant collaboration was required to ensure the event could proceed:
 - The Allergen Bureau;
 - FARRP (Food Allergy Research and Resource Program (University of Nebraska) and;
 - TNO (The Netherlands Organisation for Applied Scientific Research)
- Meeting focus & objective was to review and discuss Action Levels in the VITAL Grid
 - Underpinning science



VITAL Scientific Expert Panel (VSEP)

Scientific Expert Panel

Panel Members are:

- Dr Steve Taylor (FARRP)
- Dr Joseph Baumert (FARRP), supported by Mr Benjamin Remington (FARRP),
- Dr Geert Houben (Program Manager Food Safety, TNO. NL)
- Dr Rene Crevel (Allergy & Immunology, Unilever)
- Dr Katie Allen (Paediatric Gastroenterologist/Allergist, Royal Chrildrens Hospital, University of Melbourne), supported by Ms Jennifer Koplin
- Dr Simon Brooke Taylor (Food Safety & Risk Analysis Consultant, Allergen Bureau)
- The VSEP received significant support from Astrid Kruizinga (TNO), Ellen Dutman (TNO) & Harrie Buist (TNO)





VITAL Scientific Review

- Established that the Level of acceptable risk, protection for vast majority
 - Reiterated that exquisitely allergic consumers are not accounted for in VITAL, continue to assume they do not eat processed foods
- Established principles to be used in selecting Action Levels that are;
 - Scientifically & clinically sound, defensible and transparent
- Set action levels with the highest degree of safety
 - The more data the more confidence in the model
 - Lack of data drives research



VITAL Scientific Review

- Established the importance of Reference Amount or Serving Size
 - Allergen protein expressed as mg of protein as well as a concentration in serving sizes/reference quantities

- Determined that the current Action Levels in VITAL were:
 - appropriate based on available science at that time

 Science underpinning the Action Levels needs to be subject to ongoing review to remain relevant



VITAL 2.0 New Identity





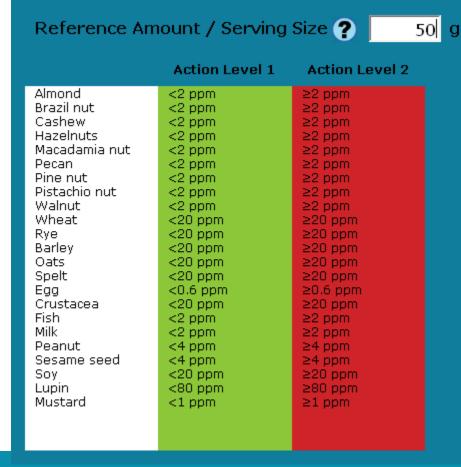
VITAL 2.0

- New procedure (Guidance document) & decision tree
- New VITAL Calculator
- New VITAL Action Level Grid (incorporated in the VITAL Calculator)
- New FAQ's and support documentation



Introducing VITAL 2.0

- NEW Action Levels
- NEW Concepts
 - Reference Dose
 - Reference Amount or Serving Size
- NEW Definitions
 - Fish
 - Tree nuts
 - Particulates





New VITAL Procedure

- Now called Food Industry Guide to the VITAL Program
- New definitions and expanded explanations
- Attempts to avoid common mistakes
- Includes detailed information about allergen analysis
- Available on our website



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Food Industry Guide to the Voluntary Incidental Trace Allergen Labelling (VITAL) Program

Version 2.0 (14 November 2011)





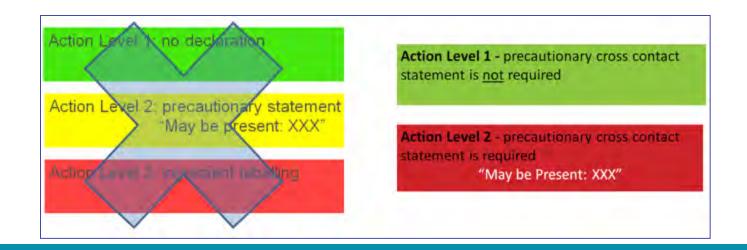






Action Level Concept

- VITAL 2.0 still uses Action Levels
- Action Levels guide labelling recommendations
- BUT VITAL 2.0 has only 2 Action Levels and a new interactive VITAL Action Level Grid





VITAL Labelling Outcomes

Action Level 1 - precautionary cross contact statement is <u>not</u> required

Action Level 2 - precautionary cross contact statement is required

"May be Present: XXX"



Reference Amount or Serving Size

Definition:

- the maximum amount of a food eaten in a typical eating occasion;
- may be the same as the "serving size" on the nutrition information panel or;
- the whole product as presented to the consumer
- it is recommended that where serving size is used that the AFGC serving size principles should be applied



Reference Amount or Serving Size

- Entered into VITAL Action Level Grid to determine Action Levels
- Specific for each product
- Determination of Reference Amount / Serving Size is a business decision
- Reference Amount / Serving Size choice can significantly affect Action Levels



A VITAL Future – Continuing the Journey

- VITAL 2.0 Launch
 - VITAL calculator, Guidance document, FAQ's, examples and other supporting information
- VITAL Training project, increase training consistency and providers
- VITAL calculator ongoing
 - We have launched with the updated excel based tool
 - Longer term project, working with GS1 to produce a sustainable tool that is web based, easy to use with a global footprint
- E-Commerce & Extended Labelling, connecting with the allergic consumer



Summary

- VITAL was developed to ensure a consistent approach to precautionary labelling across industry
- It has been a successful and positive collaboration between industry and consumer groups and we continue to collaborate
- VITAL flat lining, where we lost our way!
- VITAL Revival encompasses, Procedure & Decision Tree, Action Level Grid – Scientific Review, VITAL calculator
- The scientific expert panel work has been instrumental
 - it underpins the credibility of the system and ensures there is a VITAL future
- VITAL journey will continue!



Thank you

Allergen Bureau Management Committee

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