

Gluten Free Labelling in Australia: Is anybody listening?

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Coeliac Disease

- Autoimmune disease
- Intolerance to gluten (wheat, rye, barley and oats)
- Flattens and inflames villi in the small bowel so that nutrients are not absorbed properly
- Prevalence: 1% of the Australian population
 - 75% remain undiagnosed

What does 'gluten free' mean?

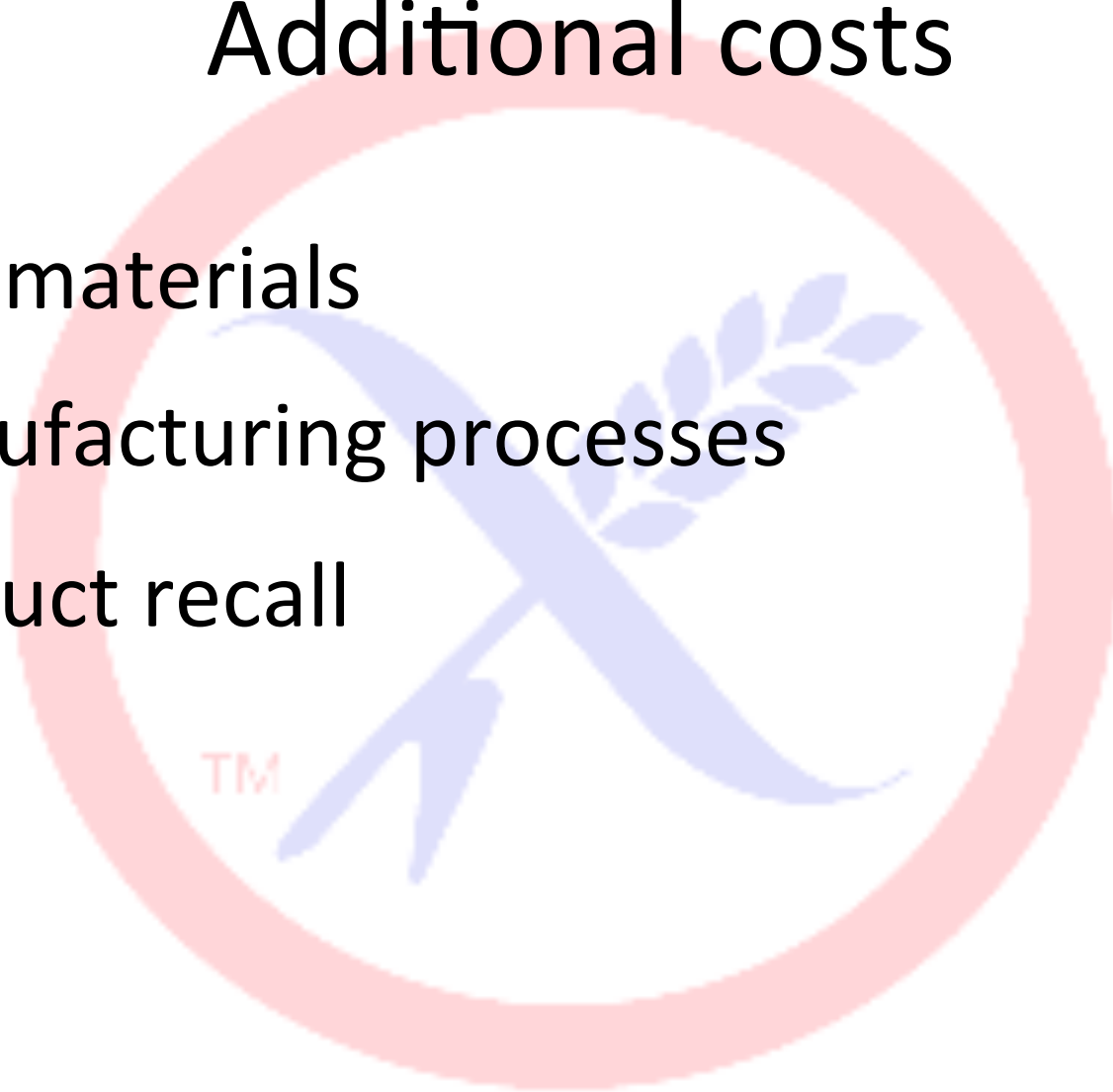
- Codex: < 20ppm
- USA: < 20ppm (proposed)
- Canada:
 - No ingredient derived from wheat, rye, barley or oats
 - Contamination to 20ppm

What does GF mean in Australia?

- No detectable gluten
- Test has become more sensitive
 - 20ppm → 5ppm → 3ppm → ???
 - No other country is advocating a standard below 20ppm
 - Will the term disappear in Australia?

Additional costs

- Raw materials
- Manufacturing processes
- Product recall

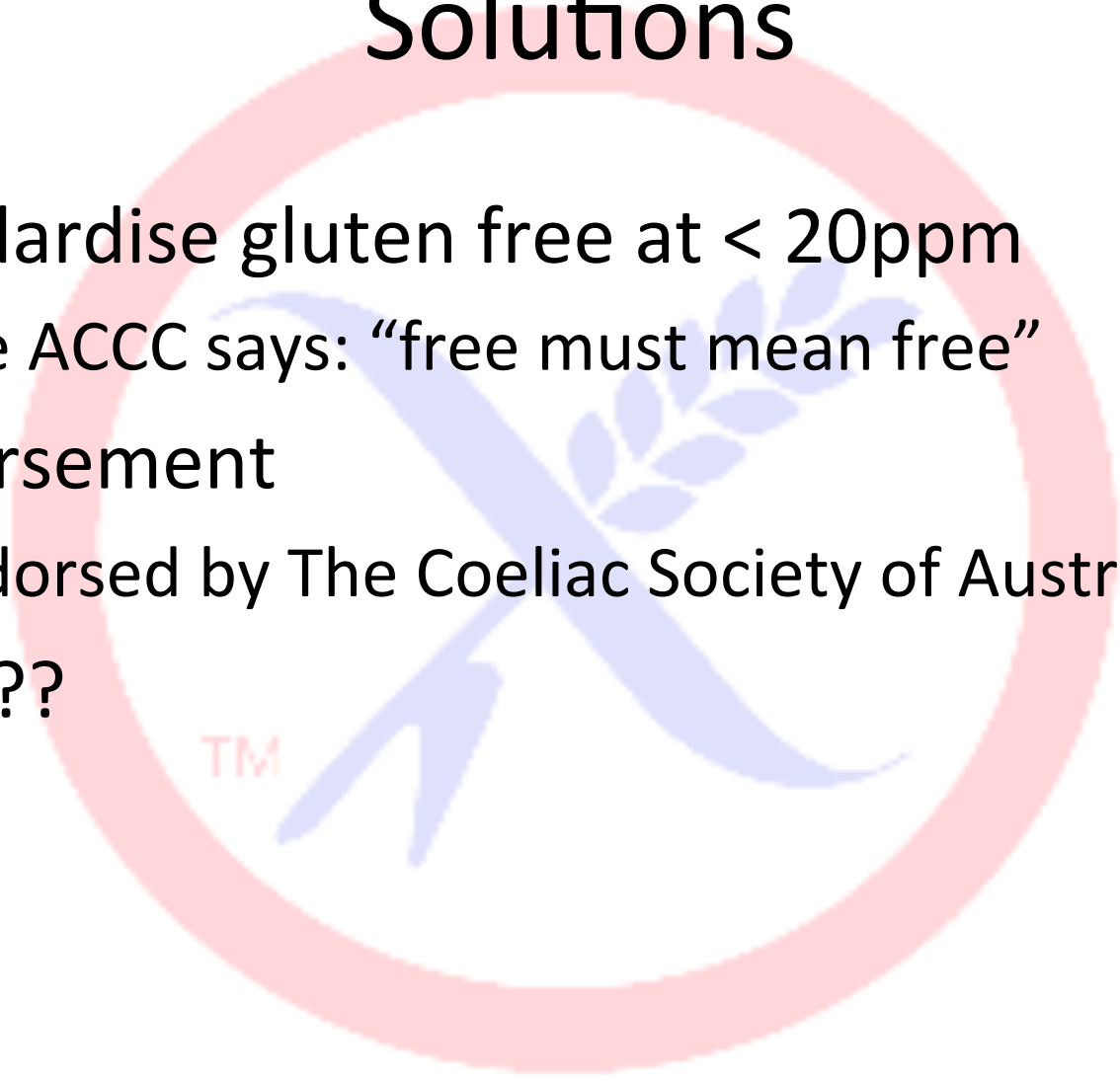


Product withdrawal in Victoria

- Tested to contain gluten at 8ppm (how accurate?)
- Would have been gluten free 10 years ago
- Would be gluten free anywhere else in the world
- Endorsed by The Coeliac Society of Australia
- Under the limit of the VITAL tool (20ppm)

Solutions

- Standardise gluten free at < 20ppm
 - The ACCC says: “free must mean free”
- Endorsement
 - Endorsed by The Coeliac Society of Australia
- P293??



Awareness, Sponsorship & Research

- Std 1.1a.2: “The label on, or attached to a package containing, or any advertisement for food, shall not contain the name of any disease.”
- Gluten free food is the only treatment for coeliac disease
- This standard limits the ability of manufacturers to be involved in our programs of awareness and research



Is anybody listening?