

VITAL 2.0 to VITAL 3.0

An industry approach to thresholds and reference doses

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Who is the Allergen Bureau?

- The Allergen Bureau is the **peak industry body** representing food industry allergen management in Australia and New Zealand
- The Allergen Bureau is a **membership based** organisation established to provide food industry with rapid responses to questions about allergen risk management
- Established 2005, **pre-competitive**, 'not-for-profit', industry volunteer Board

Full Members





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The Allergen Bureau – Our Vision & Mission

Vision

- The Allergen Bureau is a globally recognised and supported industry organisation promoting best practice food industry allergen management, risk review and consistent labelling to facilitate informed consumer choice

Mission

- To facilitate a globally accepted, consistent, science-based approach to food allergen risk assessment, management and communication that:
 - guides **industry** best practice
 - assists allergen sensitive **consumers** to make informed choices based on label information

Organisation

Our Members

<http://allergenbureau.net/about-us/our-members>

Board of Directors

**Kirsten Grinter • Caroline Gray • Debbie Hawkes
Jasmine Lacis-Lee • David Henning**

Secretariat

**Dr Tom Lewis
Ray Murphy**

Management Committee

**Kirsten • Caroline • Debbie • Jasmine
Tom**

Website & VITAL Online

External service providers

Operations

Ray

Scientific & Technical

**Georgina Christensen • Lisa Warren
Dr Simon Brooke-Taylor • Robin Sherlock**

- Undeclared allergen recalls in 2016, 33 (46%), 34 (49%) in 2017 and 46 (46%) in 2018
- FSANZ identified the key causes for allergen related recalls,
 - Packaging errors
 - Supplier allergen verification
 - Lack of skills and Knowledge of labelling requirements
 - Accidental cross contamination
- As of 3/5/19 – 27 recalls (8 allergen recalls)
- ***Data sourced from FSANZ Website – Food Recalls***

The VITAL[®] Program

The VITAL (Voluntary Incidental Trace Allergen Labelling) Program is a standardised allergen risk process for the food industry

- ✓ VITAL Process & Risk Review Interactive Tool
- ✓ Science-based labelling outcomes
- ✓ Suitable for raw materials & finished product
- ✓ VITAL Online – web-based
- ✓ Industry Best Practice guidance

Provides reassurance through informed decision making





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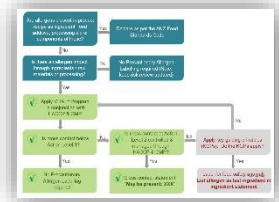


VITAL Program

Tools & Helpline



Risk Review Anomalies

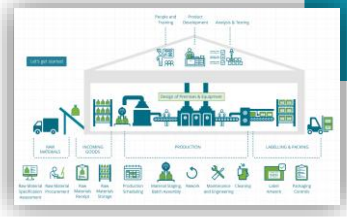


VSEP



The VITAL® Framework

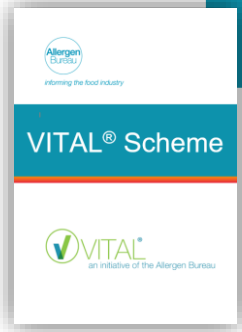
Risk Review



Training Providers



Certification



Communication

VITAL Online

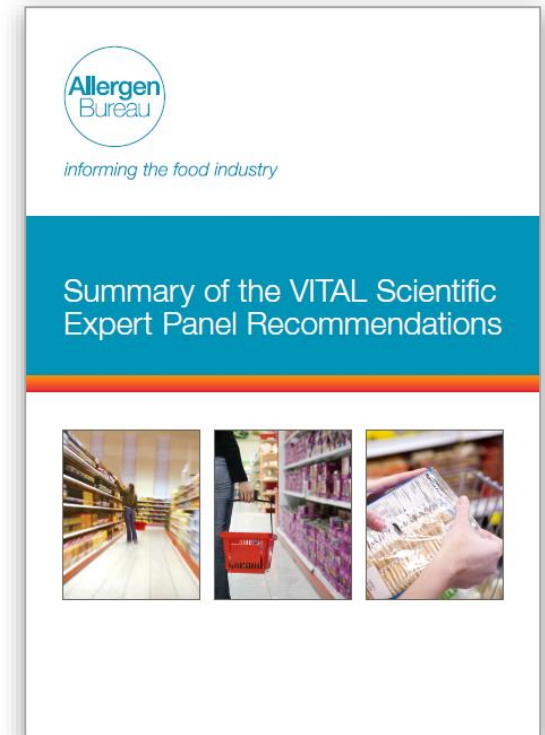
Ingredient List	Water, potato, carrots, celery, brown rice, oats, peanut oil, yeast extract (barley).
Allergen Summary Statement	Contains cereals containing gluten, peanut.
The VITAL Precautionary Statement	May be present: wheat.



The VITAL[®] Scientific Expert Panel (VSEP) overarching scientific approach

- Analysed existing published clinical data and some unpublished data
- Statistical modelling to look at implication for the allergic population
- Scientifically and clinically sound, defensible and transparent
- Published papers (Taylor *et al* 2014, Allen *et al* 2014)
- Protection for vast majority of people with food allergy

VSEP meeting – 13 May, 2019



The VSEP Impacts for VITAL

- **Methodology** – Moved to Model Averaging
 - Defensibility – robust science is the key for all stakeholders
- **Reference Dose Recommendations** - based on ED01
 - Reference doses based on - 1 in 100 allergic consumers mildly reacting
 - This means that the majority of allergic consumers can eat a normal diet
 - Consistent approach across all reference doses
 - Some reference dose levels will change
 - New reference doses added

Allergen	VITAL 2.0	VITAL 3.0
Reference Dose - Increased		
Egg	0.03	0.2
Milk	0.1	0.2
Shrimp	10	25
Fish	0.1	1.3
Reference Dose - Lowered		
Lupin	4.0	2.6
Peanut	0.2	0.1
Soy (Milk & Flour)	1.0	0.5
Wheat	1.0	0.7
Sesame	0.2	0.1
Reference Dose – No change		
Hazelnut	0.1	0.1
Mustard	0.05	0.05
Reference Dose – NEW		
Cashew (Pistachio)	No ref dose	0.05
Celery	No ref dose	0.05
Walnut (Pecan)	No ref dose	0.03

Impacts for VITAL - What we need to consider

- **Tree Nuts**
 - New reference doses for Walnut, and Cashew - their relatives?
 - Default reference dose for 'all other tree nuts'?
- **Soy Flour & Soy Milk** – Combined data
- **New Reference Doses** – Supports other country regulations
- **Reference Dose levels that are changing**
 - Transition management plan is key – we will help here!
 - Re-review is necessary



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What needs to happen to move to VITAL 3.0

VITAL[®] Training

Food Industry Guide Allergen Management & Labelling (FIGAML)



an initiative of the Allergen Bureau



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The Risk Review interactive website





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Our Projects and Collaborations -

- VITAL 3.0
- Risk Review Interactive Tool
- VITAL Standard
- Risk Review Anomalies
- FIGAML
- National Allergy Strategy



national allergy strategy





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Our Challenges



- Perceived cost as well as resources to apply rigorous risk review
 - Tiered approach to VITAL Online subscription
 - Free helpline support via VITAL Coordinator
- Maintaining Best Practice Guidance - Investment in industry tools
- Implementation complexity
- International acceptance of the reference dose (Threshold) concept
- Global acceptance of VITAL® Program

Allergen Bureau - What we have learnt

- Go back to the beginning in a relatable format !
 - Be visual where possible
 - Make it Interactive and interesting
- Ensure you tackle the tough stuff, expose it and resolve it!
- Educate everyone involved and keep investing in that!

And know that it takes a long time to demonstrate a sustainable solution and for people to accept it!

Acknowledgements and Contact Details

- Secretariat (Dr Tom Lewis & Ray Murphy)
- VITAL[®] Coordinator (Georgina Christensen)
- VITAL Support (Lisa Warren)
- Technical Advisor- Analysis (Robin Sherlock)
- Scientific & Technical Support (Dr Simon Brooke-Taylor)

- Website: www.allergenbureau.net

- FREE Helpline :
 - email: info@allergenbureau.net
 - International phone: + 61 437 918 959

