

# The Allergen Bureau Strategic Plan 2016-2020

December 2019



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# Introduction

- This Strategic Plan will guide the Allergen Bureau objectives, Operating Plans & Budgets and our activities for the five year period from 2016 to 2020
- The Allergen Bureau Strategic Plan is a 'living document' and will be reviewed on at least an annual basis



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# The Allergen Bureau

## Vision

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

## Mission

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



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# The Allergen Bureau Strategies 2016-2020

Strategy 1. Promote scientific rigour

Strategy 2. Develop industry capability

Strategy 3. Engage with stakeholders and advocate on behalf of industry

Strategy 4. Ensure good governance of the Allergen Bureau Ltd

# Strategies 2016-2020

## 1. Promote scientific rigour

### Goals

1. Promote a science-based approach to all facets of food allergen management
2. Provide a verified, auditable, food allergen risk assessment and decision making process
3. Support, and collaborate with, a pre-eminent advisory panel of food allergen experts - the VITAL<sup>®</sup> Scientific Expert Panel (VSEP)
4. Incorporate relevant VSEP findings into the VITAL Program, including VITAL Online
5. Promote global acceptance of the VITAL Program as the best approach to consistent allergen risk review, assessment and labelling



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# Strategies 2016-2020

## 2. Develop industry capability

### Goals

1. Provide resources for the food industry that are recognised as best practice food allergen management
2. Engage skilled food allergen experts to provide dedicated helpline services for members and the broader food industry
3. Endorse appropriate Training Providers to promote and effectively deliver Allergen Bureau training packages

# Strategies 2016-2020

## 3. Engage with stakeholders and advocate on behalf of industry

### Goals

As the peak industry body representing food industry allergen management globally, we will use our mandate to:

1. Provide industry best practice food allergen management
2. Maintain an open dialogue with key stakeholders
3. Promote VITAL Science and Allergen Bureau resources with the food industry, regulators, consumer organisations and other stakeholder groups

# Strategies 2016-2020

## 4. Ensure good governance of the Allergen Bureau Ltd

### Goals

1. The Allergen Bureau Directors and Managers act on behalf of members and according to The Constitution of the Allergen Bureau Ltd
2. Activities are regularly and openly reported to members
3. The Allergen Bureau is supported by a professional Secretariat
4. The Allergen Bureau business model is sustainable
5. Allergen Bureau assets are appropriately protected