



The VITAL[®] Standard

Nerolie Dever, Sanitarium Health Food Company & VITAL Certification Working Group

VITAL 3.0 and Allergen Management Guidance,
2020 AIFST Virtual Conference



Informing the food industry

VITAL[®] Standard

Version 1.0



October 2019



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Sanitarium Health Food Company
Woolworths
Allergen Bureau
DTS Food Assurance



Sugars	6.0g	<1%	7.7g	7%	0.7g
Dietary Fibre	5.5g	18%	5.5g	18%	12.2g
Sodium	9mg	<1%	56mg	2%	21mg
Potassium	193mg		356mg		429mg

*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.
All specified values are averages.

Ingredients
THIS PRODUCT CONTAINS GLUTEN CONTAINING INGREDIENTS AS INDICATED IN BOLD TYPE. 100% WHOLE GRAIN WHEAT. MAY CONTAIN PEANUTS AND TREE NUTS.

The UNCLE TODDYS team guarantees that every serving of our breakfast cereal is made with at least 8g of whole grain

Good to talk
CALL CONSUMER SERVICES
In Australia 1800 025 768, www.nestle.com.au
Cereal Partners Australia Pty Ltd.

HEALTH STAR RATING	ENERGY	SAT FAT	SUGARS	SODIUM	FIBRE
5.0	1520kJ	0.5g	0.7g	21mg	12.2g
	PER 100g				

12
BISCUITS
270g^e
serving suggestion

© Reg. Trademark of Société des Produits Nestlé S. A. NUTRITION

- Monounsaturated Fat (g)	0.1	0.2
Carbohydrate (g)	20.1	67.0
- Sugars (g)	0.9	2.9
Dietary Fibre (g)	3.3	11.0
Sodium (mg)	81	270
Potassium (mg)	102	340
Magnesium (mg)	32 (10%)*	107

Percentage of Recommended Dietary Intake (RDI).

Ingredients: Organic wholegrain **wheat** (97%), organic sugar, salt, **barley** malt extract.

Contains cereals containing gluten.

Ingédients: Blé entier bio (97%), sucre bio, sel, extrait de malt d'orge.

Contient des céréales au gluten.

FABRIQUÉ EN AUSTRALIE.

- **LOW IN SUGAR**
- **SOURCE OF FIBRE**
- **MADE FROM CERTIFIED ORGANIC WHEAT**

We'd love to hear from you!
Please contact our Customer Relations Team
For product enquiries



HEALTH STAR RATING	ENERGY	SAT FAT	SUGARS	SODIUM	MAGNESIUM
5	1490kJ	0.3g	2.9g	270mg	107mg
	PER 100g				



750g
SERVING SUGGESTION



Objectives

- Voluntary
- Consumer visibility
- Cost effective
- Internationally recognised
- Robust
- Product specific
- Auditable



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 **VITAL[®]**
an initiative of the Allergen Bureau

October 2019



VITAL Scheme

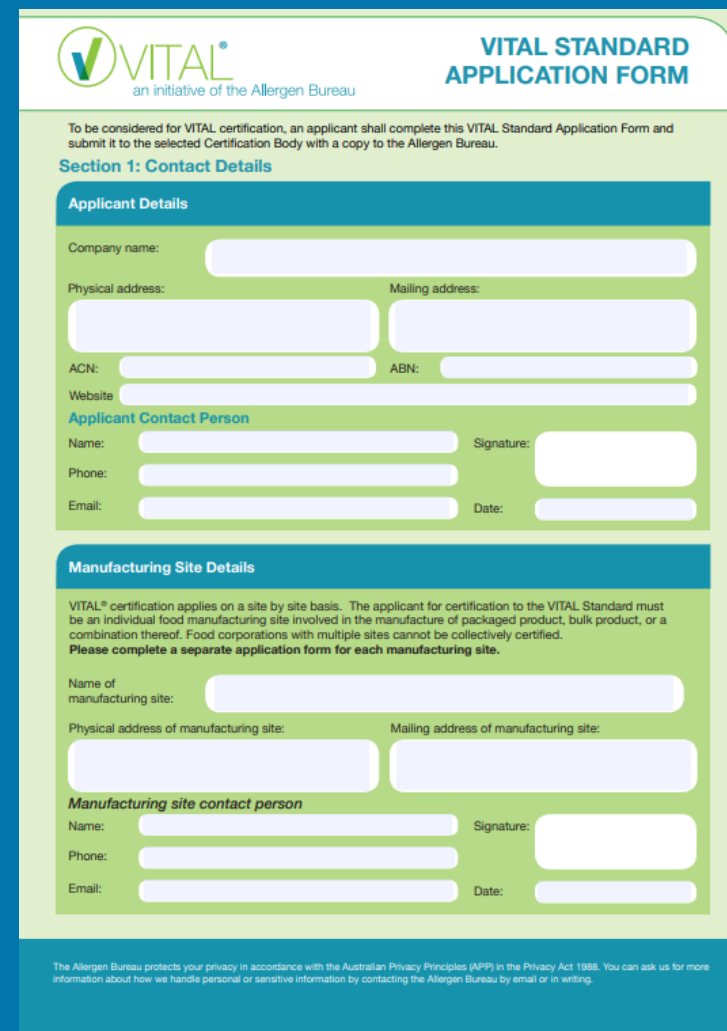
VITAL Scheme consists of the:

1. VITAL Standard

- Part A: Scheme Management
- Part B: The auditable VITAL Standard

2. Certification Body Requirements

- rules and processes to be followed by accredited Certification Bodies (in line with ISO 17065)



The image shows a sample of the VITAL Standard Application Form. At the top, it features the VITAL logo (a green checkmark inside a circle) and the text "VITAL an initiative of the Allergen Bureau". To the right, it says "VITAL STANDARD APPLICATION FORM". Below this, a paragraph states: "To be considered for VITAL certification, an applicant shall complete this VITAL Standard Application Form and submit it to the selected Certification Body with a copy to the Allergen Bureau." The form is divided into sections. "Section 1: Contact Details" includes a sub-section "Applicant Details" with fields for Company name, Physical address, Mailing address, ACN, ABN, and Website. Below this is the "Applicant Contact Person" section with fields for Name, Signature, Phone, Email, and Date. The next section is "Manufacturing Site Details", which includes a paragraph explaining that VITAL certification applies on a site-by-site basis and that food corporations with multiple sites cannot be collectively certified. It then has fields for Name of manufacturing site, Physical address of manufacturing site, and Mailing address of manufacturing site. Below this is the "Manufacturing site contact person" section with fields for Name, Signature, Phone, Email, and Date. At the bottom, a small footer states: "The Allergen Bureau protects your privacy in accordance with the Australian Privacy Principles (APP) in the Privacy Act 1988. You can ask us for more information about how we handle personal or sensitive information by contacting the Allergen Bureau by email or in writing."



Pre-requisites



The manufacturing site shall:

- Be certified to a GSFI recognised Food Safety Management Standard (FSMS) that includes allergen management; and
- Have documented and implemented a HACCP based Allergen Management Plan (irrespective of requirements of FSMS)



Communication

How will consumers/customers know my product is VITAL Certified?

- Allergen Bureau website - directory of certified products
- VITAL Certificate from your CB
- Optional use of VITAL Mark – back of pack
- Manufacturer website - register of certified products encouraged

INGREDIENTS

Rolled **oats**, glucose syrup, **almond** meal, **peanut** pieces, honey, coconut.

Contains gluten, tree nut, peanut

May be present: wheat





Parliamentary Inquiry

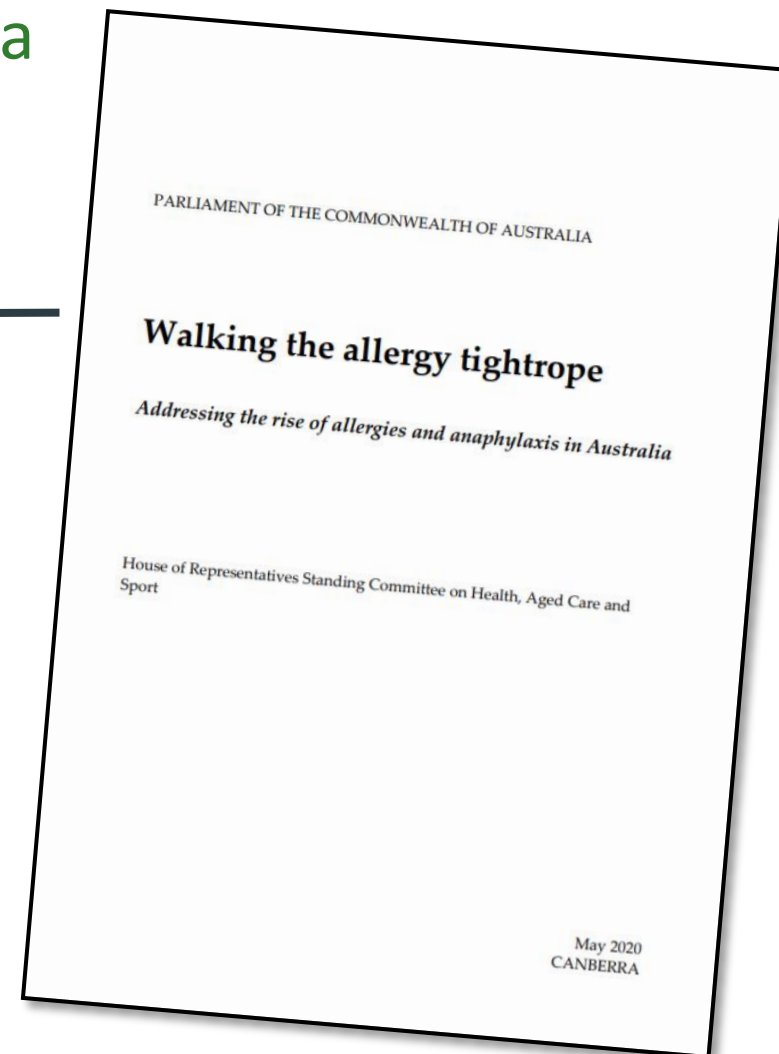
Allergies and Anaphylaxis in Australia



Recommendation 15

4.1.3.1

The Committee recommends that the Allergen Bureau in collaboration with Food Standards Australia New Zealand (FSANZ), work with the food industry to encourage the consistent use of the VITAL food allergen risk assessment program, including the introduction of a VITAL 'V' tick on packaging to inform consumers that a product has been through this process



https://parlinfo.aph.gov.au/parlInfo/download/committees/reportrep/024422/toc_pdf/Walkingtheallergytightrope.pdf;fileType=application%2Fpdf page xxi



Applying for certification



- Visit the Allergen Bureau VITAL Standard webpage
 - Download, review and understand the VITAL Standard
 - Be familiar with CB requirements
 - Complete and submit the VITAL Standard Application Form
- Talk to your Certification Body and, where possible:
 - Use same CB as for your FSMS audit
 - Combine VITAL audit with your FSMS audit
- For additional assistance: Contact the Allergen Bureau

The VITAL[®] Standard

<http://allergenbureau.net/vital/vital-standard/>



Free Allergen Bureau Helpline

email: info@allergenbureau.net

Phone: +61 437 918 959 (International)