

Consumer perspectives in Australia and New Zealand

Food Allergy Management Symposium

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Consumers are responsible for their food allergy

Read allergen information on pack every time product is purchased

Triple check - at purchase

- when packing away
- just prior to consumption



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Where are we at?

- Leading the way – FSC 2002
- Allergy capital of the world
- Food allergy more complex
- Avoidance is only way to manage food allergy – currently no cure
- Need to read ingredient list, summary statements – and front of pack



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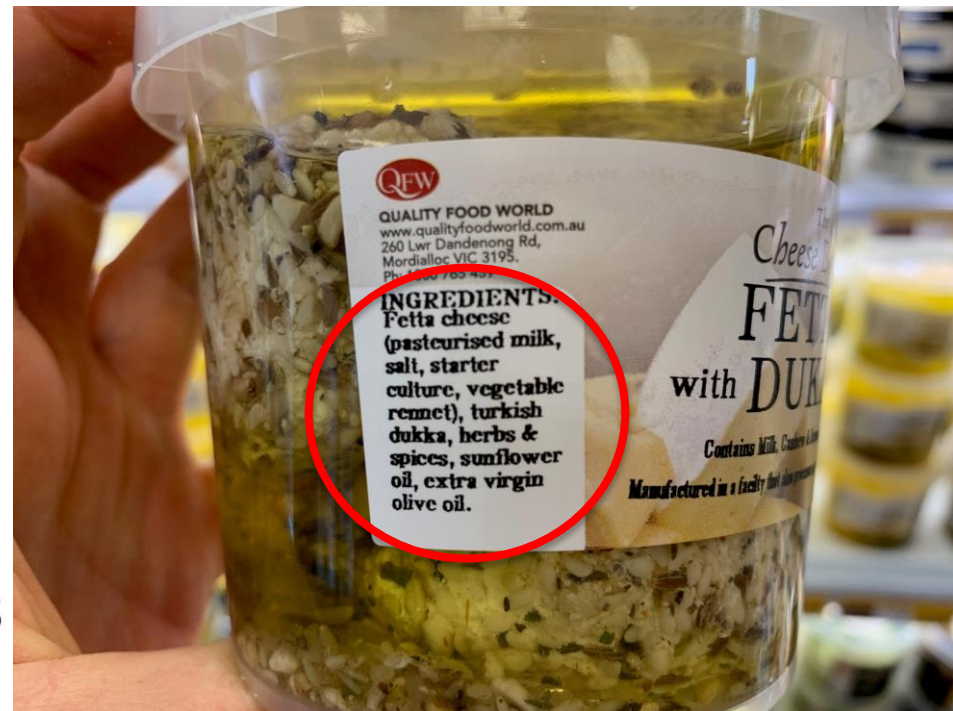
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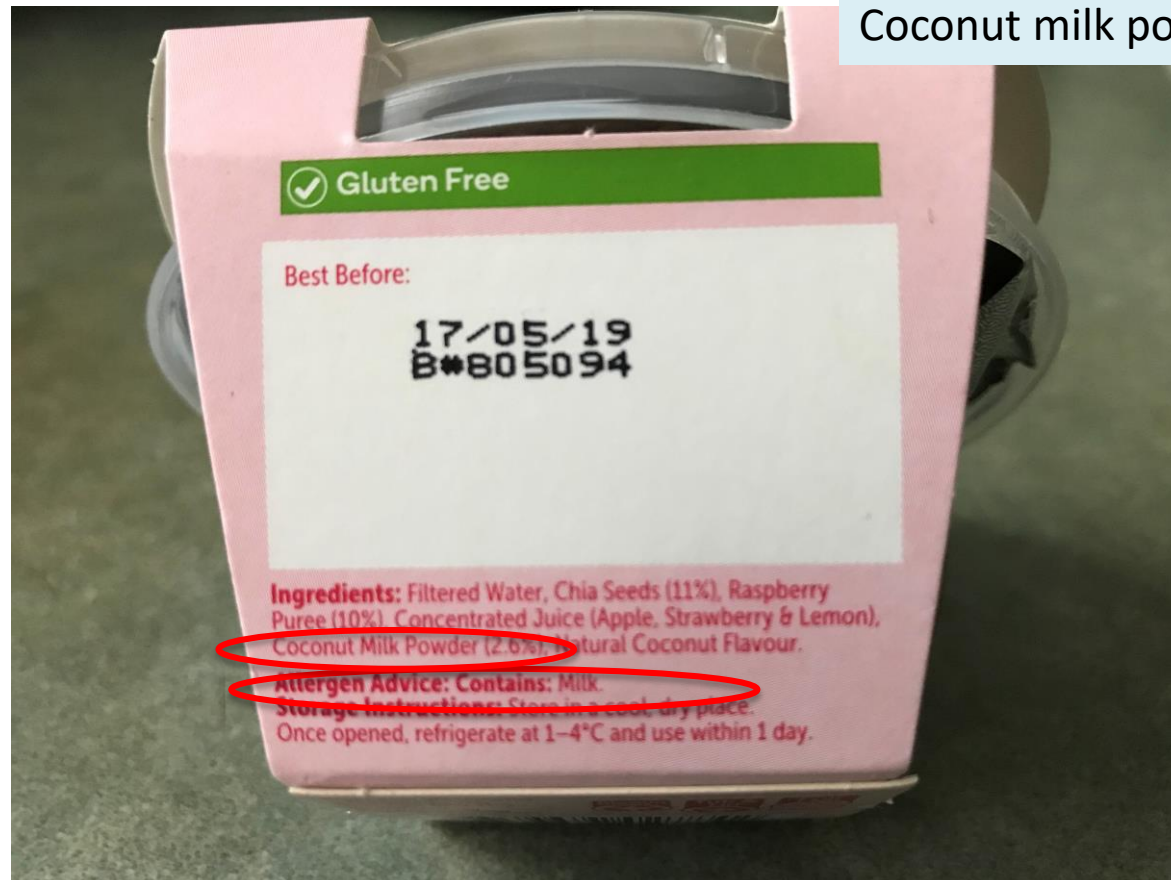
Cashew and sesame



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Contains : milk
BUT
ingredient list only lists
Coconut milk powder



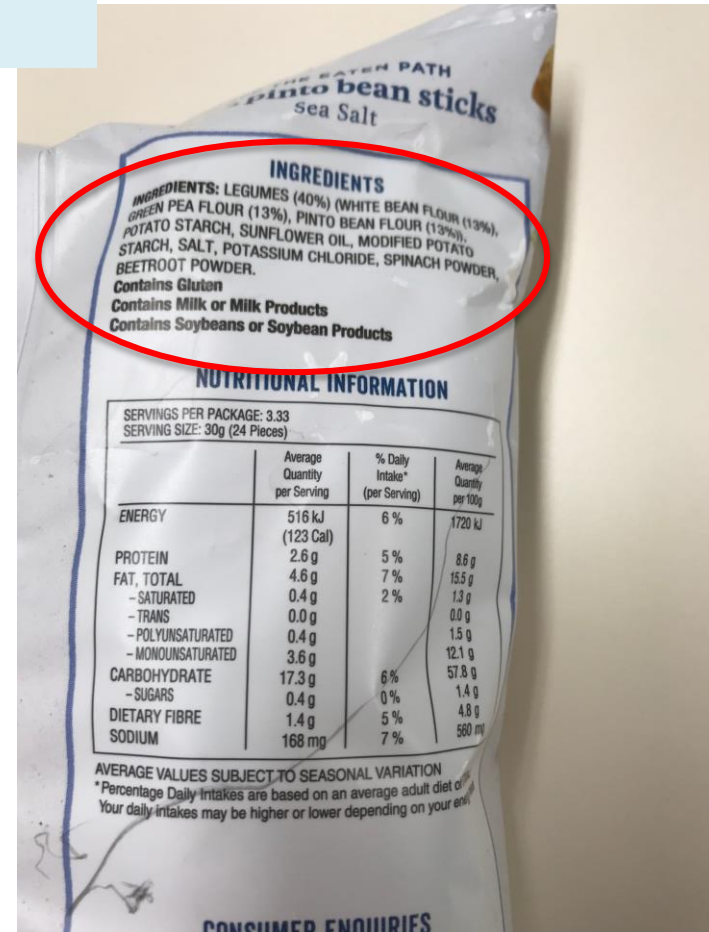
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Contains soy and milk
BUT
no soy or milk in ingredient list



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Where are we at?

- Impacts Quality of life
- PAL – voluntary
- Manufacturer FA understanding varies
- Product without PAL could be >risk than product with PAL
- Many still believe PAL is just about company covering themselves legally

(PAL – Precautionary Allergen Labelling)



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Where are we at?

- Majority of consumers ignore PAL
- Health professionals tell people to ignore PAL
- Recalls for undeclared allergens dominate food recall space by far
- Foods labelled FREE FROM recalled often



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Where are we at?

- Cooking of meals using raw ingredients less common
- Many young people don't know how to cook
- Majority of packaged foods have PAL – even raw ingredients
- Foods with a PAL that trigger anaphylaxis are rarely investigated by EHO



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Where are we at?

Deaths from packaged foods



in deaths from food allergy

Deaths are preventable

Deaths impact everyone – even when product lists allergen/s

Not just about preventing death – need to prevent avoidable reactions



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Voluntary Trace Incidental Trace Allergen Labelling- VITAL

- Introduced 2007
- Remains voluntary
- Insufficient industry up take
- Poor communication to consumers
- Treated as just another PAL
- Process is robust but needs to be mandated
- Symbol on pack indicating VITAL process would increase trust — statement alone not sufficient



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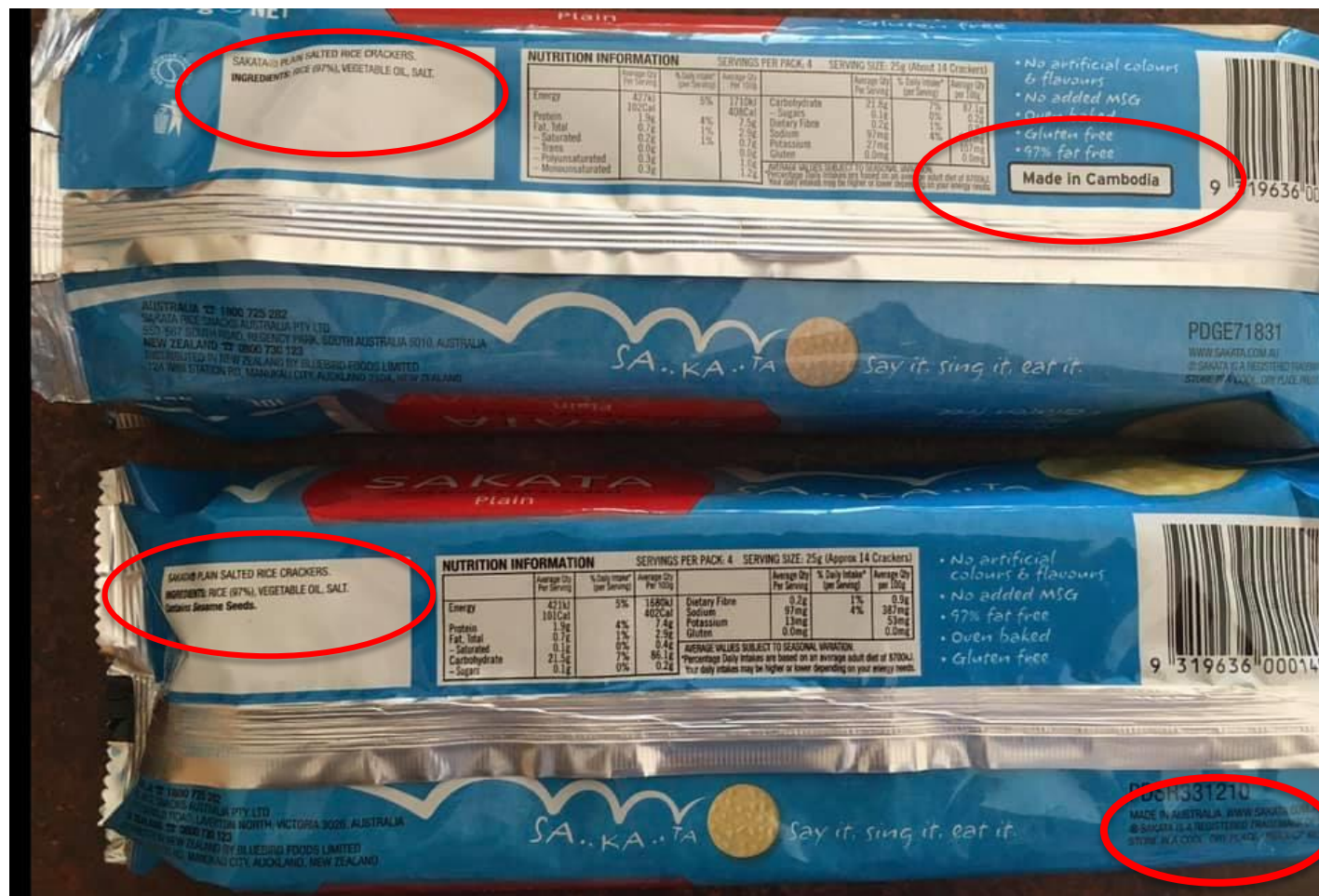
← 2018 – Milk removed

2019 – Egg added
Soy removed →



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Need to build consumer trust



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Moving forward

Progress in consistent manner

Progress with evidence base for the majority of consumers with food allergy

Thank you

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