

Advertise now – Online Services Directory

[www.allergenbureau.net](http://www.allergenbureau.net)

## Our Online Services Directory is:

- ✓ An **effective** and **cost effective** means of promoting directly to your **targeted market**.
- ✓ **Highly respected** and widely **trusted** as a leading source of up-to-date food allergen news and information.
- ✓ An opportunity to **promote** specialist services and products to **key decision makers**.

The Allergen Bureau aims to facilitate the improvement of food allergen management across the entire Australian and New Zealand food industry. Allergen Bureau Members – including small, medium and large food companies – are recognised as leaders in this area.

The Allergen Bureau website provides a resource for all food companies to proactively address food allergen issues, including training, information, tools and advice.

The new Online Services Directory is your chance to present your organisation's products and services 24/7 to a very targeted audience.

## One FREE listing for Allergen Bureau Members

Reserve your listing now

[info@allergenbureau.net](mailto:info@allergenbureau.net)

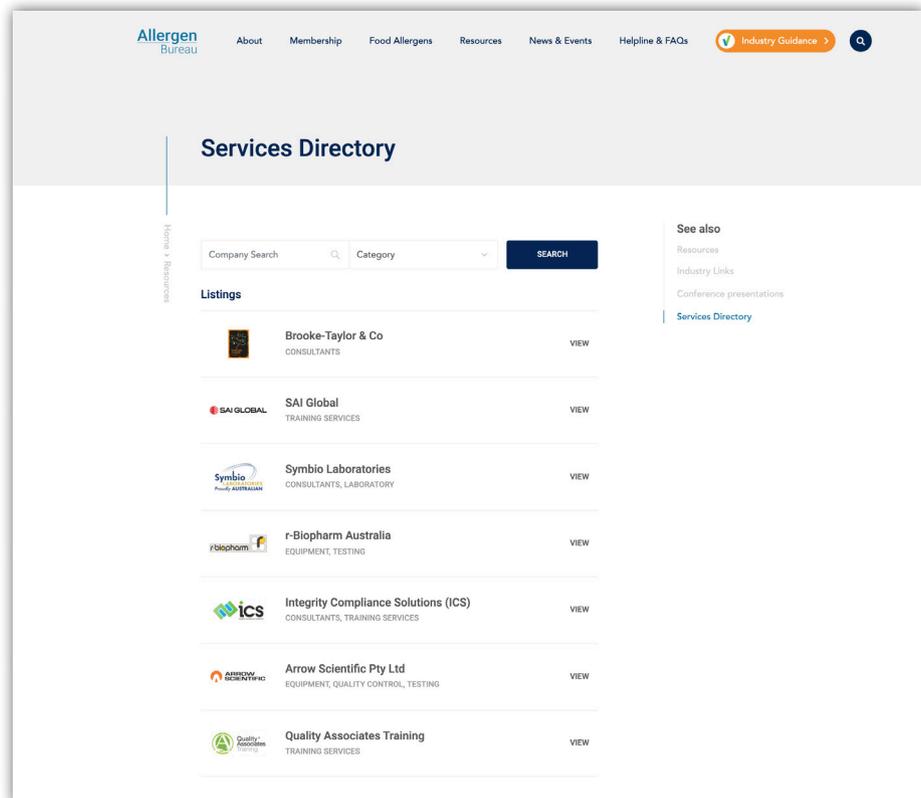


An easy way for people to locate your service

## Services Directory features:

- ✓ A series of appropriate categories makes it easy for people to locate the right product or service, with a maximum of two categories per listing.
- ✓ Advertisers can include a logo for greater brand awareness.
- ✓ Searchable directory

- ✓ Consultants
- ✓ Quality Control
- ✓ Equipment
- ✓ Laboratory
- ✓ Food Science
- ✓ Publications
- ✓ Testing
- ✓ Training Providers





Reach a  
GLOBAL and  
targeted  
audience

What is costs	Investment*	Investment*
	Australian Entity <i>Inc gst</i>	Non-Australian Entity <i>ex gst</i>
<i>Please circle desired listing 12 or 24 months and inclusive or exclusive of GST</i>	<b>12 / 24 months</b>	<b>12 / 24 months</b>
<b>Member</b> - one FREE listing	Free	Free
<b>Member</b> - additional listings	\$110 / \$176	\$100 / \$160
Non Member	\$220 / \$352	\$200 / \$320
Non Member - additional listings	\$220 / 352	\$200 / \$320



# Preparing your listing

## 1. Select the category or categories

- Consultants
- Quality Control
- Equipment
- Laboratory
- Food Science
- Publications
- Testing
- Training Providers

## 2. Content

- Business and/or trading name
- Website
- Email
- Contact Name
- Contact Job Title
- Phone number
- Company service description: up to 250 words
- Logo: logo file suitable for online screen viewing

## The incidence of food allergies around the world is increasing.

More than 8% of children and 2% of adults in countries such as Australia and New Zealand are allergic to one or more foods.

Provision of allergen information for consumers is an important and complex matter, with specific legal requirements as set out in the Australia New Zealand Food Standards Code.

If you are involved in supplying products and services to the food industry, you would benefit from advertising online in the Allergen Bureau Services Directory

The Allergen Bureau is an industry body established in 2005 as an initiative of the Australian Food & Grocery Council Allergen Forum, and operates on a membership basis. The Allergen Bureau provides rapid responses to members' questions concerning the management of food allergen risks in food ingredients and manufactured foods in Australia and New Zealand.

The core objective of the Allergen Bureau is to share information and experience within the food industry on the management of food allergens to ensure consumers receive relevant, consistent and easy to understand information on food allergens.

Almost 20% of visitors to the Allergen Bureau website come from North America (Canada and USA) and over 10% from Europe. These visitors include representatives from food industries in these countries as well as research groups and consumers.

The growth in the incidence of food allergens is an international phenomenon. The Allergen Bureau draws on and disseminates information from all over the world on food regulations and the latest scientific research on food allergens including emerging food allergens.

The Allergen Bureau is a wonderful example of cooperation amongst competitors in the food industry, with national and multinational food manufacturing and marketing companies, suppliers, importers, exporters, retailers and consumer groups sharing information on managing the risks of food allergens in industry in the interests of consumers.

**For more information go to [www.allergenbureau.net](http://www.allergenbureau.net)**



# Advertising Policy

The Allergen Bureau website accepts advertising in the Services Directory by members and non-members of products and services appropriate to the field of food allergens.

## Members

- Members receive one free listing, additional listings are
- Member Australian Entity is:  
\$110.00 (incl GST) per year or \$176.00 (incl GST) for 2 years
- Member Non-Australian Entity is:  
\$100.00 per year or \$1600.00 for 2 years

## Non-members

- Non-members Australian Entity is:  
\$220.00 (incl GST) per year or \$352.00 (incl GST) for 2 years
- Non-members Non-Australian Entity is:  
\$200.00 per year or \$320.00 for 2 years

The presence of a listing on the Allergen Bureau website does not imply endorsement of the product or service, or the company supporting the product or the service being advertised.

The Allergen Bureau reserves the right to refuse a listing if it is not considered suitable for the website.

Directory advertisers do not exert any influence on the website content, selection of content or presentation of material on the Allergen Bureau web site.

Advertisers are responsible for complying with the relevant Australian guidelines for advertising their products and services and must be able to substantiate any claims they make.

The Allergen Bureau respects your privacy and does not pass any information regarding individual members or users to advertisers or sponsors.

If you follow a link from an advertised directory listing you may be taken to a third party website. The Allergen Bureau does not review or control the content of third party websites and is not responsible for the accuracy of the information contained, or the views expressed, in those sites. If you supply information to those sites, or access their products and services you do so at your own risk.

Advertising on the Allergen Bureau website Services Directory may be listed within the most relevant category of the directory (e.g. training, auditing, publishing etc.), but is not linked to any information you may have provided to us and is not targeted to you personally in any way.

THIS POLICY MAY BE REVISED PERIODICALLY.

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www.allergenbureau.net

**Allergen**  
Bureau