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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 is the peak industry body representing food industry allergen management. The Allergen Bureau draws on, and disseminates the latest science and regulatory information from around the world on food allergens, including emerging food allergens.

The Allergen Bureau website and eNews provides a resource for all food companies to pro actively address food allergen issues, including training, information, food allergen FAQs, VITAL Online and helpline advice.

With over 8000 recipients, our eNews advertising is your chance to present your organisation's product and services to a targeted national audience within the global food industry.

Costs

1 edition	(1 Month)	\$150*
12 editions	(1 year)	\$900*
24 editions	(2 years)	\$1620*

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info@allergenbureau.net



* plus GST for Australian Companies

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



Advertising Policy

The Allergen Bureau website accepts advertising in the eNews by members and non-members of products and services appropriate to the field of food allergens. The fee is \$150 (plus GST for Australian companies) per single monthly edition, \$900 (plus GST for Australian companies) per year (i.e. 12 monthly editions), or \$1620 (plus GST for Australian companies) per 2 years (i.e. 24 monthly editions).

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 eNews.

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

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 the eNews 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.

THIS POLICY MAY BE REVISED PERIODICALLY.

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