

# Allergen Bureau

Best practice food  
allergen management  
through the VITAL<sup>®</sup>  
Program

PRESENTED BY:

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Allergen Bureau Director and  
Hawkins Watts

Informing the  
food industry



# OUR 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

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## OUR 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

- The Allergen Bureau is the **peak industry body** representing food industry allergen management in Australia and New Zealand
- The Allergen Bureau is a **membership based** organisation established to provide food industry with rapid responses to questions about allergen risk management in food ingredients and manufactured foods
- Established 2005, **pre-competitive**, **'not-for-profit'**, industry volunteer Board

## Global Members



## Full Members



- BPF Hull Limited
- Cargill Protein Europe
- Lindt & Sprungli Australia
- Sofina Foods

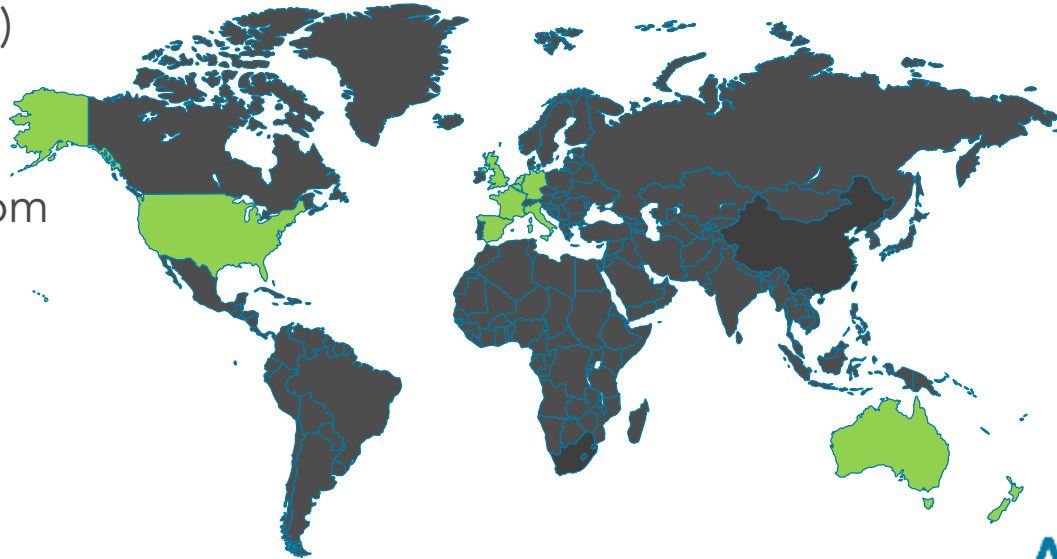
# GROWING INTERNATIONAL INTEREST

3402 registered organisations use the VITAL Program (to end 2019)

TOP 10 VITAL Online website visitors



1. Australia (42%)
2. Netherlands
3. New Zealand
4. United Kingdom
5. Belgium
6. Germany
7. Spain
8. United States
9. France
10. Italy



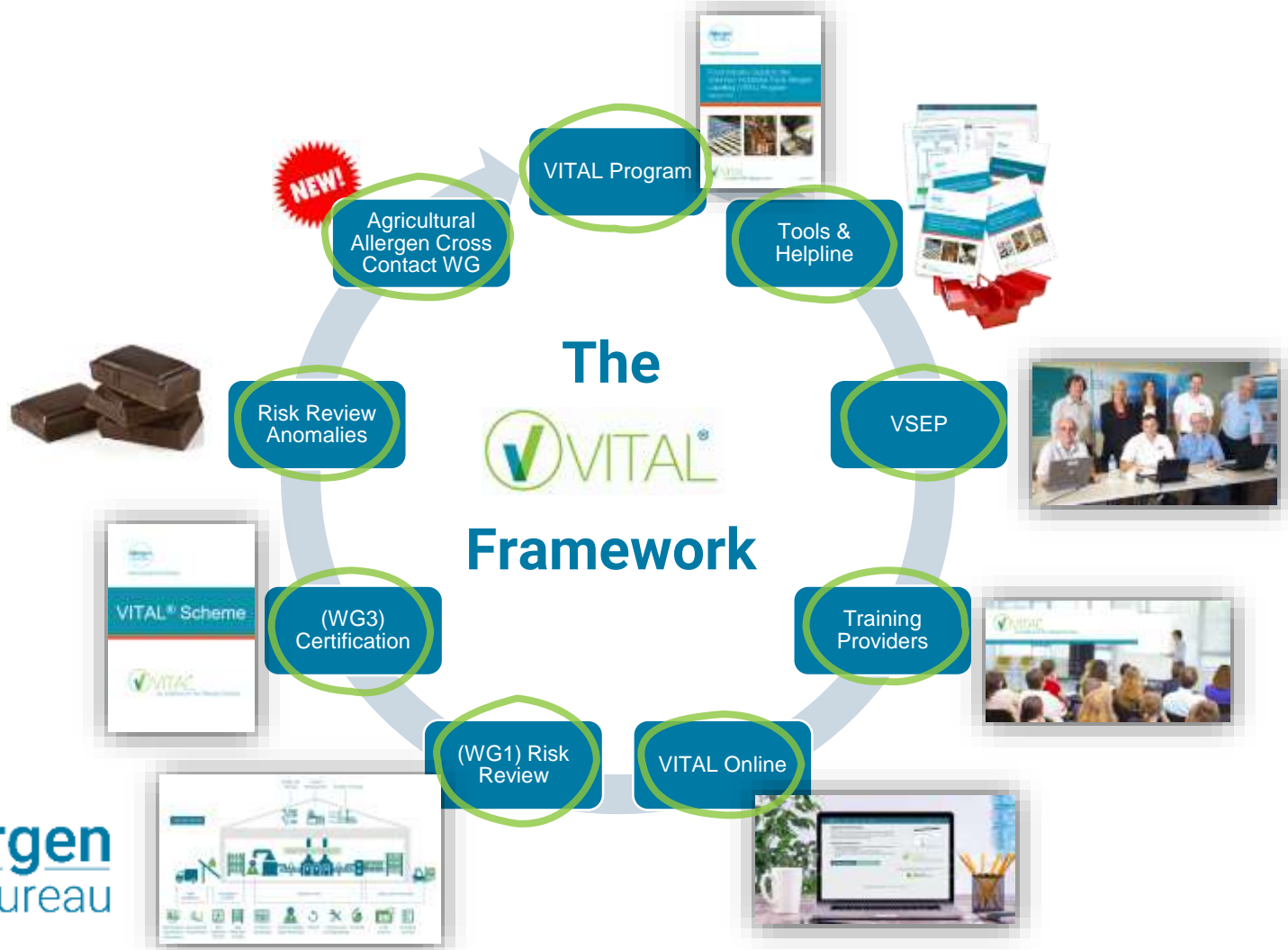
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# WHY IS ACCURATE ALLERGEN LABELLING IMPORTANT?

- Food allergic patients must avoid foods with the allergen to which they are sensitive
- Products must be labelled accurately
- Food allergic patients are managed by their doctor or specialist – doctors are confused too!
- Many people avoid certain foods for (perceived) health

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**NEW!**



# WHAT IS THE PROGRAM?



The VITAL Program provides a consistent methodology for food industry to **assess the impact of allergen cross contact** and provide appropriate precautionary allergen labelling on their products



Developed **by** industry **for** industry and is adopted on a voluntary basis

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**V**OLUNTARY  
**I**NCIDENTAL  
**T**RACE  
**A**LLERGEN  
**L**ABELLING

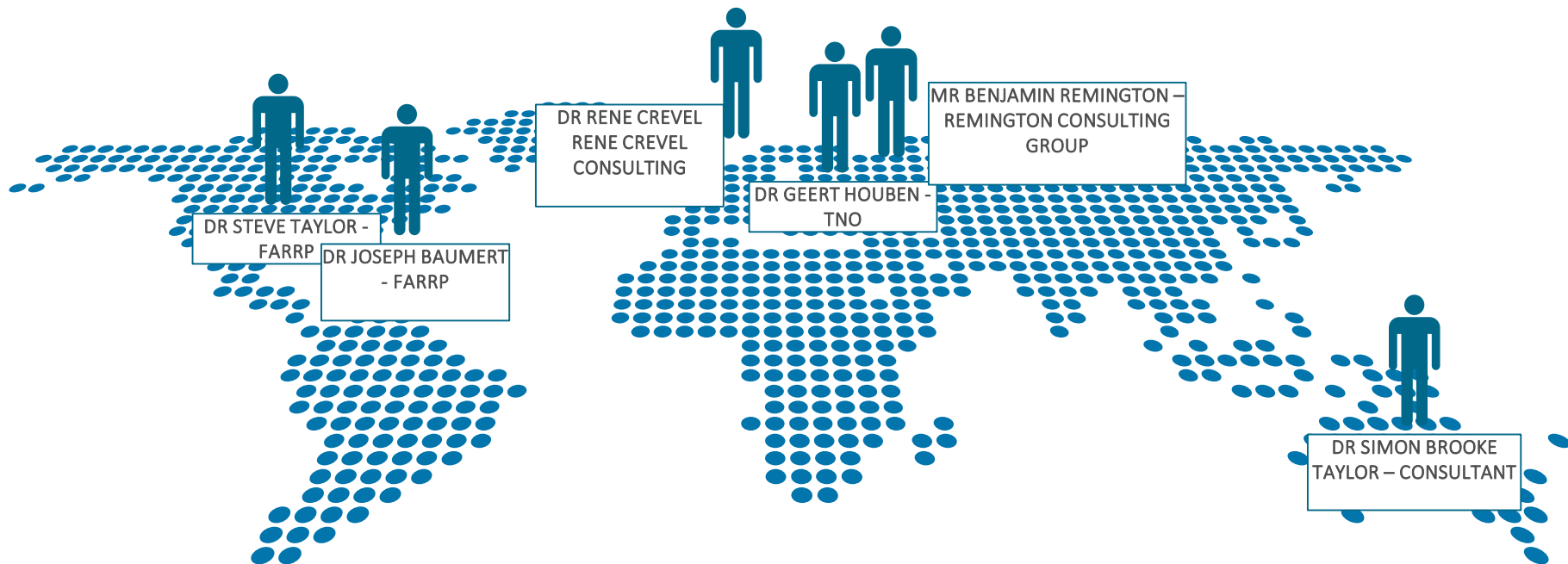


# THE VITAL SCIENTIFIC EXPERT PANEL (VSEP)

- over 3400 clinical data points were collated
- used statistical modelling called “Stacked Model Averaging” which incorporated 5 different statistical models to produce a single “averaged” distribution
- **Reference Doses** are set using ED01 – the Eliciting Dose of an allergen at which 1% of the allergic population would be likely to react



**World leaders in  
Food Allergy Research**



# MEET THE VSEP PANEL

Dr Steve Taylor  
Food Allergy Research & Resource Program  
(FARRP) (USA)

Dr Geert Houben  
Program Manager Food Safety,  
Netherlands Org. for Applied Scientific  
Research (TNO) (NL)

Dr Joseph Baumert  
Food Allergy Research & Resource  
Program (FARRP) (USA)

Dr Rene Crevel  
(RENE CREVEL Consulting Ltd, formerly  
of Allergy & Immunology, Unilever) (UK))

Mr Benjamin Remington  
(REMINGTON CONSULTING GROUP B.V.  
& adjunct faculty member of FARRP,  
formerly of TNO) (NL)

Dr Simon Brooke Taylor  
(Food Safety & Risk Analysis Consultant,  
Allergen Bureau) (AUS)

# VITAL 3.0 : SIGNIFICANT UPDATE IN 2019

VITAL 2.0

1

Increased data set from  
1815 data points (2011) to  
3417 data points (2019)

2

New statistical modelling  
approach used:  
Stacked Model  
Averaging

3

More information  
[allergenbureau.net/vital/vital-  
science/](https://allergenbureau.net/vital/vital-science/)

VITAL 3.0



Supporting the food industry

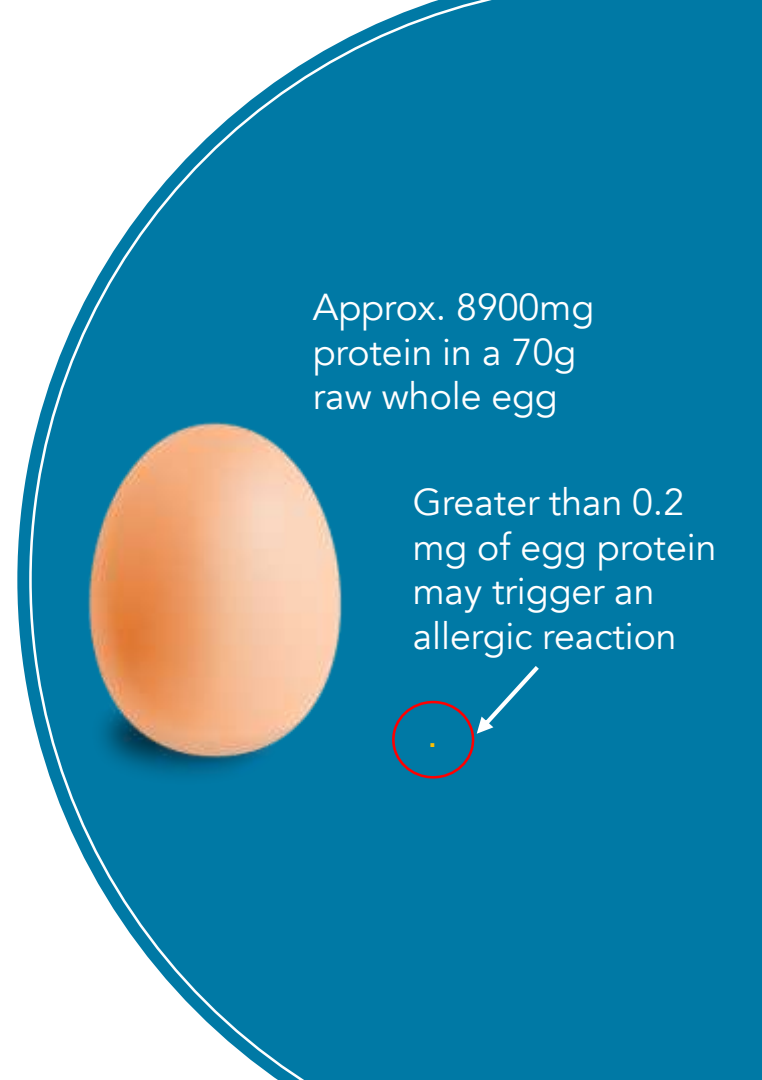
Summary of the 2019  
VITAL Scientific Expert Panel  
Recommendations



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# REFERENCE DOSE

- is the milligram protein level (total protein from an allergenic food) below which only the most sensitive (1%) of individuals in the allergic population are likely to experience an adverse reaction.
- If reactions to (unlabelled) allergens do occur from exposure below the Reference Dose they will be mild and transient, requiring no emergency medical intervention.



# The Steps of VITAL<sup>®</sup>

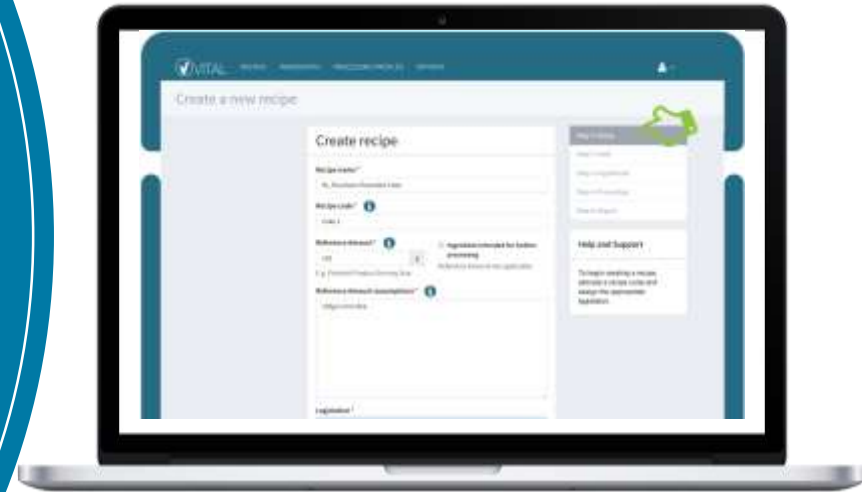
1. Determine relevant allergens
2. Identify intentionally added allergens
3. Identify and quantify cross contact allergens due to ingredients
4. Identify and quantify cross contact allergens due to processing
5. Calculate total cross contact allergen in finished product
6. Determine Action Levels
7. Review labelling recommendations and sources of cross contact
8. Record assumptions
9. Validate VITAL assessment
10. Ongoing monitoring



# VITAL<sup>®</sup> Online

Web based VITAL calculator to allow users to:

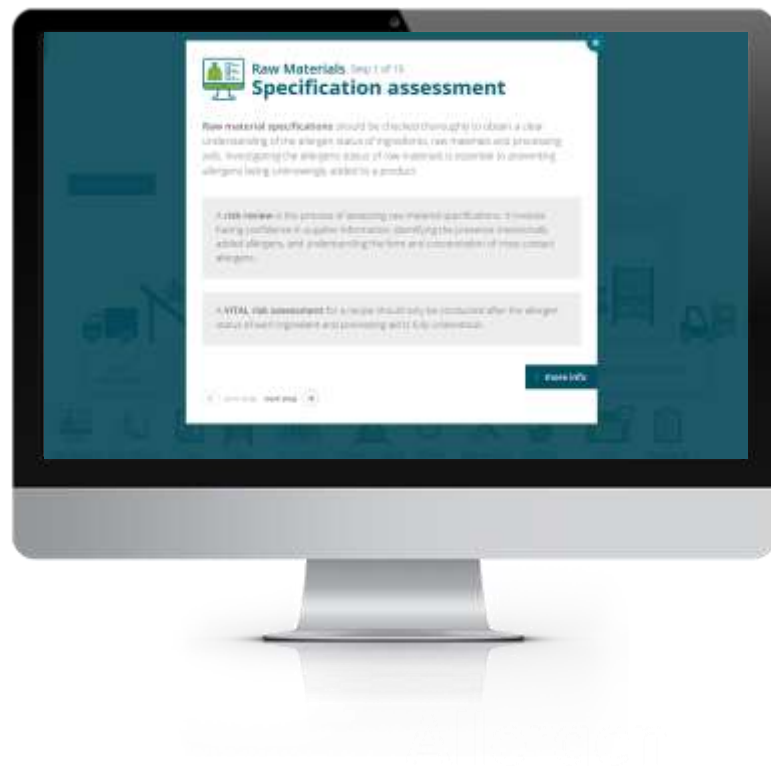
- create a VITAL Action Level Grid report based on Reference Amount/Serving Size
- create a library of ingredients and processing profiles that can be used in multiple recipes
- assess likely sources of allergen cross contact from raw materials and the processing environment
- review the ability to reduce allergenic material from all contributing sources



# Allergen Risk Review Website

Web based interactive “Factory Map” with detailed information and guidance on all aspects of allergen risk review.

[www.allergenbureau.net/risk-review/](http://www.allergenbureau.net/risk-review/)



# VITAL<sup>®</sup> Standard Certification

The VITAL Standard is a supplementary certification program for food manufacturers that are **already certified to GFSI recognised food safety management standards** that include allergen management.

Manufacturers that achieve VITAL certification may use the VITAL mark on the products within their scope of certification.

Is your product going to be the first VITAL<sup>®</sup> certified product?



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# APPLYING THE PROGRAM DEMONSTRATES...

- due diligence with regard to understanding the risk of cross contact allergens from all ingredients used and from the manufacturing process
- commitment to consumers
- commitment to consistent risk review and allergen labelling across industry

And therefore minimises the indiscriminate use of precautionary allergen labelling and thereby preserving its value as a risk management tool

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# THANK YOU and please CONTACT US:

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Free Allergen Bureau Helpline

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