

# Allergen Bureau

*"Food - With care,  
Kai - me te whakaaro nui"*  
How does best practice  
food allergen management  
contribute to this theme?

Debbie Hawkes  
Director, Allergen Bureau  
(IT-Systems & Process Mgr, Hawkins  
Watts)

July 2021

Informing the  
food industry



Food-With Care   
Kai - me te whakaaro nui  
NZIFST Conference, 2021  
6 - 8 July Palmerston North

# Pepeha

Kia ora tatou

Ko Rangitoto te Maunga

Ko Rotoiti te Roto

No Tāmaki Makaurau ahau

Ko Hawkes toku whanau

Ko Debbie toku ingoa

No reira tena koutou,  
tena koutou, tena koutou katoa

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# Agenda

- Who are the Allergen Bureau?
- Why do we care?
- How does Allergen Bureau support the Food Industry to provide “*Food with care*”?
  - ✓ New Website
  - ✓ New VITAL Online
  - ✓ Updated Resources
- What’s coming soon?

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# Our Membership

*Who are we?*

- Membership based organisation established to provide food industry with rapid responses to questions about allergen risk management in food ingredients & manufactured foods
- Established 2005, pre-competitive, 'not-for-profit', Allergen Bureau directors provide voluntary, unpaid services.
- Great example of cooperation amongst competitors in the food industry

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Global Members



Full Members



ALDI Stores  
BBF Hull Limited  
Lindt & Sprüngli  
Australia  
SoFine Foods

# Vision & Mission

*Why do we care?*

## **Vision:**

A trusted food supply for allergen sensitive consumers around the world.

## **Mission:**

Lead the global food industry in best practice allergen management, sharing information that builds trust and transparency that supports allergen sensitive consumers to make informed choices.

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# Our Strategies 2021-25

1. Evidence based science
2. Best practice allergen management guidance and resources
3. Key stakeholder acknowledgement
4. Global influence and brand recognition
5. Good governance and financial sustainability



# How does the Allergen Bureau support the Food Industry to provide “Food with care”?





# New Website Platform

We have recently launched a new and improved website [allergenbureau.net](http://allergenbureau.net), and a new website platform for [VITAL® Online](http://VITAL® Online)

- ✓ Interactive news and events pages
- ✓ **Easy search functions**
- ✓ Updated industry FAQs
- ✓ **Conference presentations**
- ✓ **Key Events**
- ✓ Access to the **free helpline services**
- ✓ Essential three step **Industry Guidance page**



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Supporting industry to manage the risks of food allergens in the interests of consumers.







*Easy*  
Step-by-step  
industry  
guidance

1

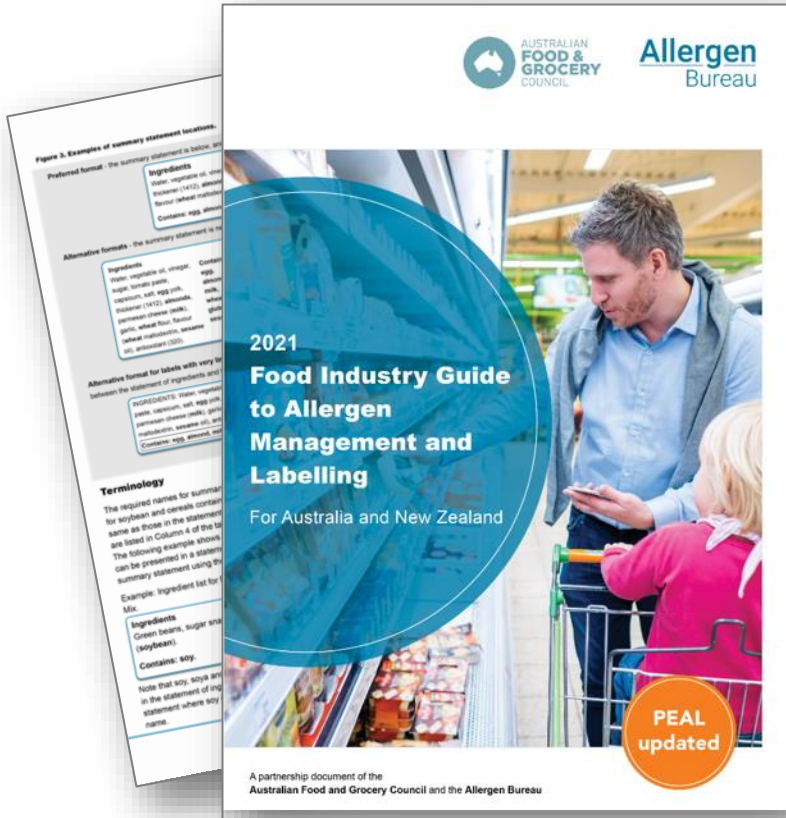
3

2

*Informing the food industry*

## 3 Step Industry Guidance Page

1. Food Industry Guide to Allergen Management and Labelling for Australia and New Zealand – PEAL updated edition
2. Allergen Bureau's Allergen Risk Review website
3. Food Industry Guide to the Voluntary Incidental Trace Allergen Labelling (VITAL®) Program.



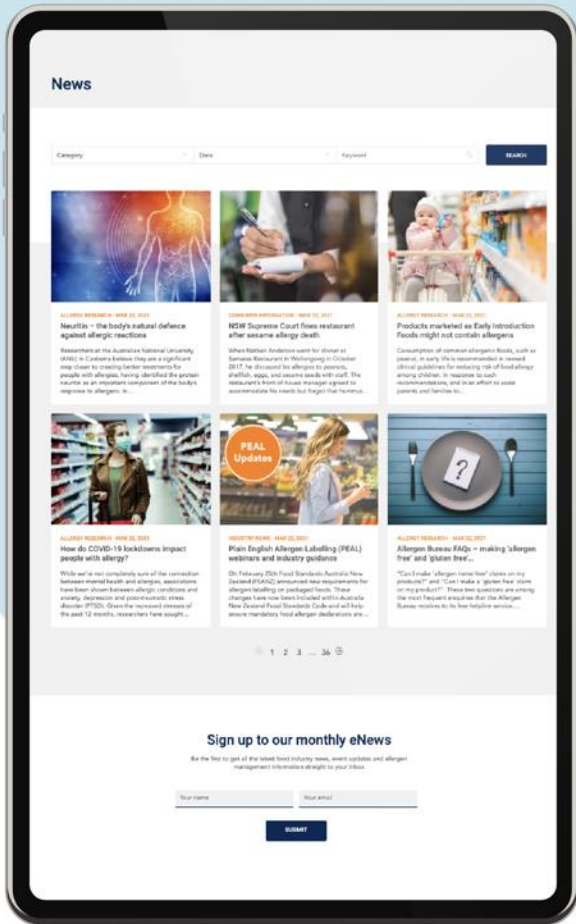
# Updated FIGAML 2021

The Food Industry Guide to Allergen Management and Labelling (FIGAML) describes industry best practice for the management of allergens, allergen labelling, and allergen communication.

Essential allergen guidance for the ANZ food business operator

2021 edition contains updates for Plain English Allergen Labelling as shown by the orange PEAL logo





Stay up to date  
Read the  
latest  
industry news

New  
easy  
search  
function

# Industry News

Easy search for current and past news stories, research, resources and more on the new site.

Search by category or keyword for easy reference.

Subscribe to our eNews for monthly newsletter straight to your inbox



# Key Events

Bringing you the latest food allergen events and continued training opportunities from around the globe.

Access to past conference presentations (past 3 years)

Registration details for the latest global events

# Allergen management events

Bringing you information on the latest events and training opportunities globally

*Find out more*

Discover  
global events



# Key Events – FAMS 2021

The 4th Food Allergen Management Symposium (FAMS) was held in May 2021.

This bi-annual conference, was this time held virtually. It drew the alumni from the international food allergen management community to share knowledge, exchange ideas, discuss research and deepen relationships, and did not disappoint.

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## Our Analytics



18 - 21 May 2021



65408 Minutes Viewed



141 Participants



51 Presenters



73 Presentations



27 Sessions



11 Sponsors/  
Exhibitors



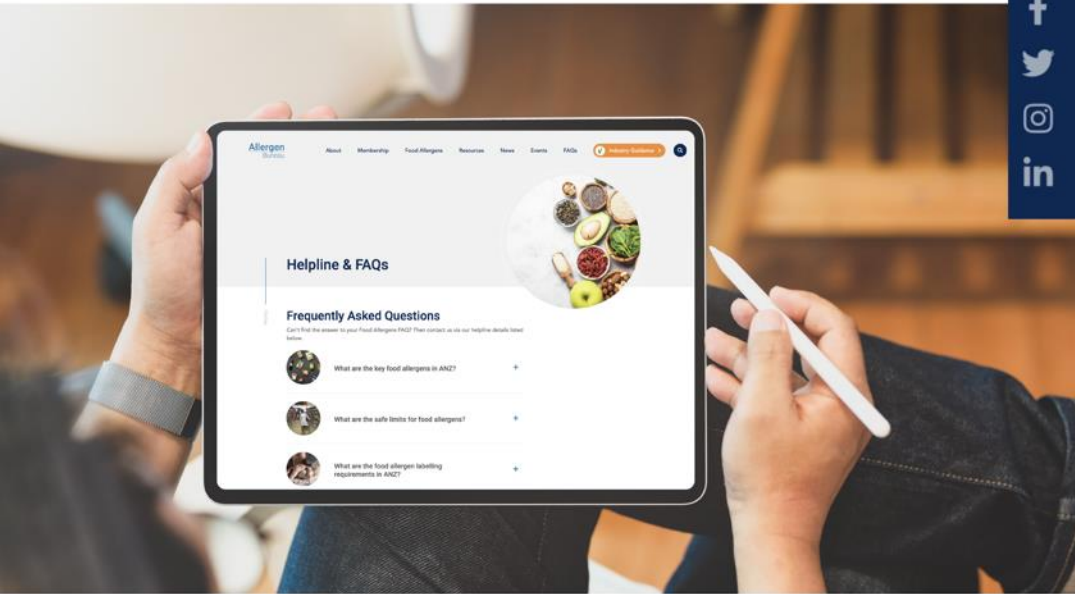
2 e-Posters

THANK YOU!

<https://fams2021.delegateconnect.co>

*Have a Question?*

## FAQ & Free Helpline



Free Helpline



## Free Helpline & Social Media

Use the easy to find sidebar for quick links to our free helpline, contact page and all new and updated social media platforms.

Be sure to subscribe to our database for the latest news straight to your inbox

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# Follow our Social platforms



Facebook



Twitter



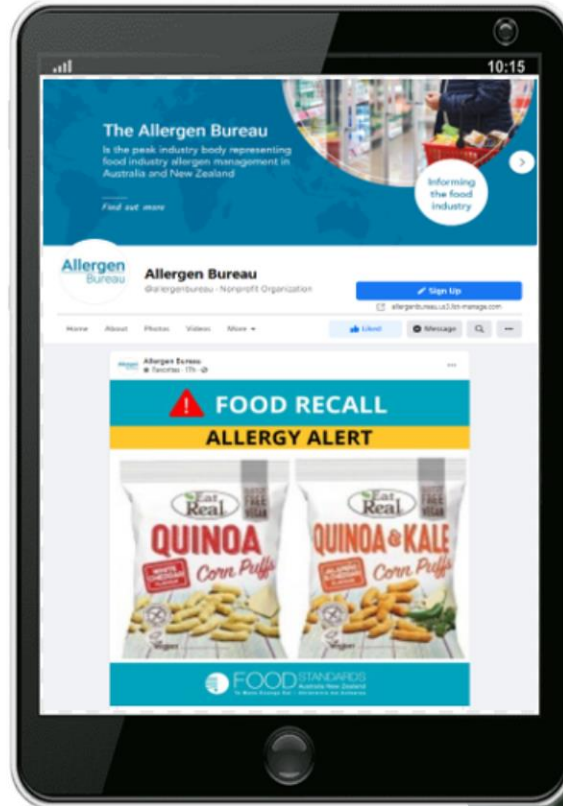
Instagram



LinkedIn

Or tag us  
@allergenbureau  
#allergenbureau

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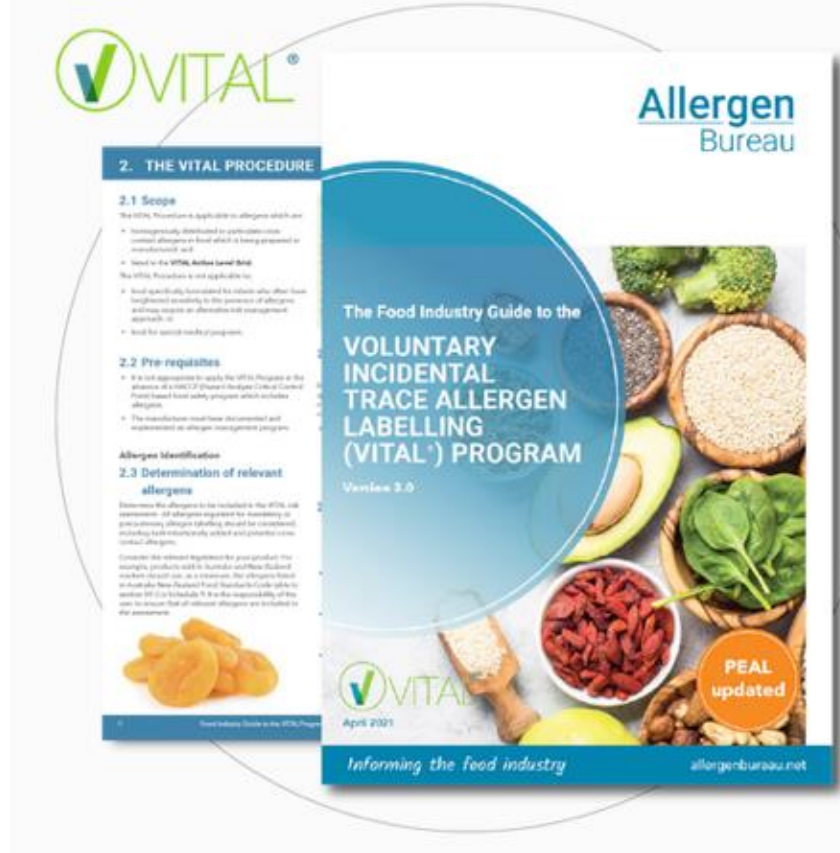




# Voluntary Incidental Trace Allergen Labelling (VITAL)

Is a standardised allergen risk assessment process for food industry

*Find out more*



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# A New VITAL Online



We have responded to advances in web-based technology, with a rebuild of the VITAL Online application to improve performance, manageability, and reliability.

You can now access the brand new VITAL Online website for the VITAL Online Calculator, as well as

- ✓ VITAL Program
- ✓ VITAL Science
- ✓ VITAL Standard
- ✓ VITAL Training

and more.



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



# What's Coming Soon?



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# Food Allergen Fundamentals

- This was a basic overview presentation of food allergens, developed as a free training resource.
- Referred to as Allergen Management and Labelling 101
- It is now a bit old and tired so this will be reviewed and updated, and will reflect FIGAML



<https://allergenbureau.net/resources/allergen-bureau-resources/>



# Agricultural Co Mingling

- Ag Co-Mingling considerations – an unavoidable risk.
- Determining our next steps will be important
- Collaboration and working in partnership is pivotal



# Food Allergen Labelling VITAL Best Practice Guide

- To be updated to reflect Plain English Allergen Labelling (PEAL)
- Listening to our Members feedback regarding challenges is important
- Being as specific as possible about the cross contact is key, there may be instances where grouped or collective terms are still applied



# VITAL – One Step Further

- Food Category Consumption data rather than nominated reference amounts?
- Another level of consistency and robustness
- Working group activity



# CODEX Alimentarius Commission Global Guidance on Food Allergen Labelling

6 VSEP members on Joint FAO/WHO Expert Consultation.  
Agreed that 3 key elements of Public Health Risk for Food Allergy are Prevalence, Severity, Potency. Recommendations from this consultation:

- ✓ Cereals containing gluten (wheat & other Triticum species, rye & other Secale species, barley & other Hordeum species & their hybridized strains),  
Crustacea, Eggs, Fish, Milk, Peanuts, Sesame, specific Tree nuts (Almond, Cashew, Hazelnut, Pecan, Pistachio, Walnut) **should be listed as priority allergens**
- ✗ foods or ingredients such as Lactose, Sulphite, and food additives which cause **food intolerances** rather than immune-mediated responses, should be **excluded** from this list
- ✗ Buckwheat, Celery, Lupin, Mustard, Oats, Soy, Brazil nut, Macadamia, & Pine nuts, **should not** be listed as global priority allergens, but may be considered in individual countries

? Pulses, Insects and other  
"list"

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Kiwi fruits be included in a "watch

Ad hoc Joint FAO/WHO Expert Consultation on Risk Assessment of Food Allergens



# VITAL Training Review

- The VITAL Training Providers are endorsed by the Allergen Bureau to provide VITAL training.
- Please note some Training Providers may deliver training in the UK, other EU countries or the broader Asia-Pacific region.
- For more details on countries and languages, [download our VITAL Training Providers quick reference list](#).
- We are updating the VITAL Training Package in 2021-22



## VITAL Training

Endorsed training providers  
available worldwide

*Find a trainer*

A photograph of an audience seated in a lecture hall, looking towards a stage where a presenter is standing. The image is partially obscured by a large green circle.

Find a VITAL  
Trainer  
near you



## Become a Member

Manage the allergen risks within your foods, while helping your customers manage their choices when shopping

*Join us*

**Join us today**

A circular inset image showing two female scientists in white lab coats working in a laboratory. One scientist is wearing glasses and looking at a piece of equipment, while the other is looking on. They are surrounded by various lab equipment and glassware.

**Join the  
Allergen  
Bureau  
today**

# THANK YOU

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CONTACT US:



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

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