



Clear Labels, Hidden Challenges:

Progress and Challenges for Consumers with Coeliac Disease

Dr. Kim Faulkner-Hogg
Advanced Accredited Practising Dietitian

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Summary

THE JOURNEY SO FAR: CELEBRATING OUR PROGRESS

- Product Range & Quality
- Food Labelling

ONGOING CHALLENGES & OPPORTUNITIES

- Product Labelling
- Oats
- The Burden of Coeliac Disease



Product Range & Quality



- From Minimal Choice to Comprehensive Product Range
- Product Parity Established Through Dedicated R&D Investment
- Enhanced Accessibility and Reliable Availability
- Elevated Dining Experience Beyond the Home



Food Labelling & Policy



- The Gluten Free Standard
 - 1994 Australia 'no detectable gluten' GF standard
 - 2008 CODEX 20ppm or less
 - 2012 UK & Canada followed
 - 2013 USA less than 20ppm
- Mandatory Allergen Declaration
 - Plain English Allergen Labelling (PEAL)
- Precautionary Allergen Labelling (PAL)



Product Labelling

THE GLUTEN FREE CLAIM

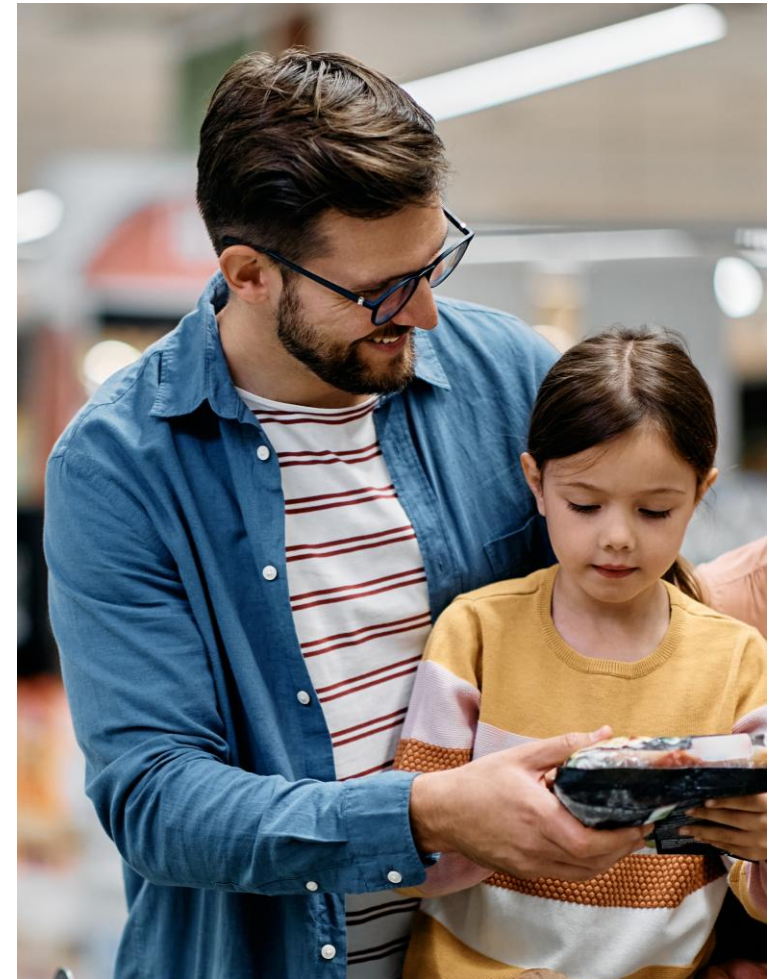
- Differing standards: Not Detected vs 20ppm
- More data being gathered

MANDATORY ALLERGEN DECLARATION

- Consumer understanding: 'gluten free' vs products suitable by ingredient
- Highly processed ingredients

PRECAUTIONARY ALLERGEN LABELLING (PAL)

- No data for gluten... need a reference dose



Oats



- ✓ Pure oats are safe and well tolerated by most people with CD... but a very small number do react.
- ✓ Including pure oats can help improve the quality and variety of the gluten-free diet and may even enhance QOL.
- ✓ The benefits of oats may outweigh the potential risk of including them in a GFD.

CHALLENGES/ UNCERTAINTY

- *How to introduce?*
- *How to identify which oats are suitable?*

*An individual approach to oats for each person living with coeliac disease should be tailored in collaboration with their medical team.

The burden of coeliac disease



- Stigma - It's not a fad diet or current trend for those with coeliac disease
- Uncertainty and anxiety can lead to social isolation & exclusion
- Hypervigilance
- Financial burden





Thank you