

Allergen Labelling (Aug 05)

Project Brief: K Grinter

Number: **AF-P3**

<p>Project description:</p>	<ul style="list-style-type: none"> Development of a consistent allergen labelling process appropriate for all industry groups including retail, food service, catering, commercial and point of sale labelling. 	
<p>Project justification:</p>	<ul style="list-style-type: none"> A change to the Food Standards Code with respect to allergen labelling has increased the demand for a consistent approach to facilitate consumer allergen communication. The food industry is receiving criticism for the number of different ways in which it declares the presence of allergens, both mandatory and voluntary declarations. Advisory allergen labelling currently is not consistent across industry. Different companies use different risk thresholds to decide when to advisory label and when not to advisory label. The same advisory statement can mean something different from company to company product to product consumer to consumer. A standardised method of declaration will assist food businesses in presenting allergen information in a way that is more consistent and easily recognised and understood by allergy sufferers. AFGC Food Industry Guide to Allergen Management and Labelling was written with the knowledge and practices of the time and would benefit from an update incorporating the developed labelling guidelines. Any labelling impacts due to the applications currently under consideration with FSANZ will need to be reflected in the development of a consistent allergen labelling process. 	
<p>Deliverable's & Success Criteria:</p>	<ul style="list-style-type: none"> Development of a consistent product allergen labelling process suitable for all industry groups. Development of a consistent advisory labelling approach commensurate with the level of risk. Acceptance of consistent uniform allergen labelling guidelines by food manufacturers, consumers, health professionals, regulators and enforcement personnel Comprehensive review of AFGC Allergen Management & Labelling Guide focusing on expanding the labelling section. 	
<p>Key Activities/ Milestones</p>	<p><i>Milestone</i></p> <p>Project brief supported Project group appointed Project review of domestic and international allergen labelling practices Key measures defined to track project Recommendation of allergen declaration and format Recommendation regarding variation to Food Standards Code Recommendation of allergen advisory labelling declaration & format AFGC Allergen Management & Labelling Guide Sign off by S&T Committee Sign off by Board</p>	<p><i>By when</i></p> <p>Aug 04 Oct 04 Mid March 05 Mid March 05 End Oct 05 End Oct 05 End Dec 05 Dec 05 End Feb 05 End Feb 05</p>
<p>Key team members:</p>	<ul style="list-style-type: none"> Industry, FSANZ, Consumer support group, Consults – Clinicians, enforcement authorities, health professionals 	
<p>Resources requirements:</p>	<ul style="list-style-type: none"> Meeting room facilities. Tele-conference facilities. 	
<p>Risks:</p>	<ul style="list-style-type: none"> What could go wrong: <ul style="list-style-type: none"> Failure to reach consensus across companies regarding labelling & advisory labelling process developed. Risks minimised by: <ul style="list-style-type: none"> Consulting widely. Assessing current situation and identifying the gaps. Focussing on the target group. If the project does not proceed: <ul style="list-style-type: none"> The inconsistent labelling approach to allergens and advisory allergen labelling will 	

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	<p>continue and consumer confusion will remain.</p> <ul style="list-style-type: none">• The advisory allergen labelling will not give a real understanding or indication of the level of risk associated with the statement.• Industry will be open to increasing criticism for lack of progress and may lose credibility• Consumer distrust and confusion will remain• Industry will be open to negative publicity should an allergy sufferer experience an anaphylactic reaction linked to poor labelling practices.• The possible imposition of a mandatory labelling regime that may not suit industry.
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