



*informing the food industry*

## Allergen Bureau: Update and Plans for 2010 - 2011





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## Why we are





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## *It's about **managing risks and opportunities***

- Industry established the Allergen Bureau to:
  - Provide the first point of call for questions concerning the management of food allergens in food
  - Share science-based allergen management information and experience within the food industry
  - Provide a central focus for managing industry wide, pre-competitive allergen related projects
  - Communicate information to consumer groups, industry and government bodies

## *It's about managing risks and opportunities*

- Through the Allergen Bureau, industry is:
  - Demonstrating your collective ability to cooperate:  
⇒ *reducing compliance creep*
  - Positioning Australia and New Zealand food manufacturers as the leaders of pro-active allergen risk management strategies:  
⇒ *setting the benchmarks*
  - Demonstrating to consumers that we are taking this matter seriously:  
⇒ *increasing confidence and trust*

## What we are doing



- ✓ **Management**
- ✓ **Membership**
- ✓ **Science and Information**



# Management

*Tom Lewis; Ray Murphy  
Fiona Fleming*

# Membership

*Tom Lewis; Ray Murphy  
Neil Smith*

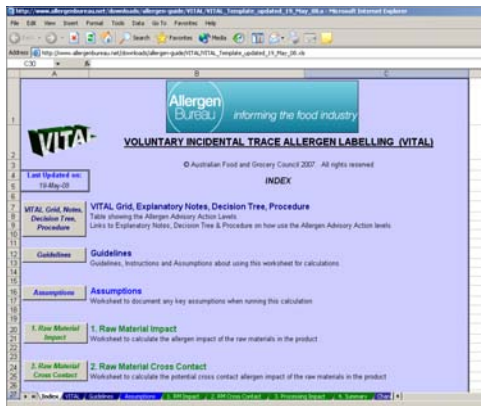
# Science & Information

*Fiona Fleming & Robin Sherlock*

# It's about Risk Management

## VITAL

- Training
- Calculator
- Review



The screenshot shows a web browser window displaying the VITAL website. The page features the Allergen Bureau logo and the text "informing the food industry". Below this, the title "VOLUNTARY INCIDENTAL TRACE ALLEGEN LABELLING (VITAL)" is prominently displayed, along with the copyright notice "© Australian Food and Grocery Council 2007. All rights reserved." and the word "INDEX".

The index lists several key sections:

- VITAL Grid, Explanatory Notes, Decision Tree, Procedure**: A table showing the Allergen Advisory Action Levels, with links to Explanatory Notes, Decision Tree & Procedure on how to use the Allergen Advisory Action Levels.
- Guidelines**: Guidelines, Instructions and Assumptions about using this worksheet for calculations.
- Assumptions**: Worksheet to document any key assumptions when running this calculation.
- 1. Raw Material Impact**: Worksheet to calculate the allergen impact of the raw materials in the product.
- 2. Raw Material Cross Contact**: Worksheet to calculate the potential cross contact allergen impact of the raw materials in the product.

The browser's address bar shows the URL: [http://www.allergenscience.com/downloads/allergen-guides/VITAL\\_VITAL\\_Template\\_updated\\_19\\_May\\_08.a](http://www.allergenscience.com/downloads/allergen-guides/VITAL_VITAL_Template_updated_19_May_08.a).

# Communication

*Kirsten Grinter*



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## **Communication Focus**

- **Member Communication** - about project work and allergen management initiatives that the Allergen Bureau is working on!
- **Consumer Communication** – VITAL communication plan currently being developed
- **Overseas Communication** – Participation in Allergen Conferences/Workshops where possible
- **Presentation Opportunities** – communicating project status and updates as work progresses at industry conferences in AUS & NZ as well as overseas



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## It's about Information

- Website
- eNews
- eAlerts

Updated fortnightly

2007 – 10,347

2008 – 22,347

2009 – 36,691

1<sup>st</sup> half 2010 – 20,863





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## It's about **Communication**

- **Help line**
- **Conferences**
- **Webinars**

Allergen  
Bureau

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### Allergen Bureau 2010 Sydney Breakfast Seminar

The Allergen Bureau is pleased to announce the continuation of its highly successful industry conferences and seminars in 2010.

This Breakfast seminar will focus on the theme:  
**Allergens: the Tools and Science**



**Wednesday 4 August 2010**

Oatlands House  
42 Bettington Road, Oatlands NSW

[See next page for program details](#)



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## It's about Representation

- FAAN
  - Washington, Sept 10
- International conferences
  - ILSI – Nice, Oct 10



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¶ SUBMISSION TO ¶

¶ Food Standards Australia New Zealand ¶

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¶ IN RESPONSE TO ¶

¶ Initial Assessment Report on Application A490:  
Exemption of allergen declaration for isinglass ¶

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¶ Contact details for this submission ¶

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¶ November 2008 ¶ Section Break (Next Page) ¶

The Free 1800 263 629 (Australia) / Free 0800 263 629 (New Zealand)  
Email: [management@allergensbureau.net](mailto:management@allergensbureau.net)

## The Journey continues...



...will you join us?