



informing the food industry

VITAL – Future Directions



14 October 2008 Kirsten Grinter



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Overview

- Where have we come from?
- Post Launch: June 07 – July 08
- Where are we going: Next Steps

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VITAL - Timeline

July 2004	Jul 2004 – Dec 04	Jan 2005 – Dec 2006	Feb 2006 – May 2006
Project Team formed	Review of current risk assessment protocols	Development of VITAL: <ul style="list-style-type: none"> • literature review was conducted to develop the levels in the grid • Decision Tree and Procedure developed 	Stakeholder consultations & refinement

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VITAL – Timeline (continued)

May 2006 – Dec 2006	Dec 2006 – Feb 2007	Jan 2007 – April 2007	May 2007	June 2007
VITAL Industry Pilots	Draft for inclusion into revised AFGC Guide	Targeted consultation on Action Level Grid	Finalise for AFGC Guide	Launch of AFGC Allergen Guide

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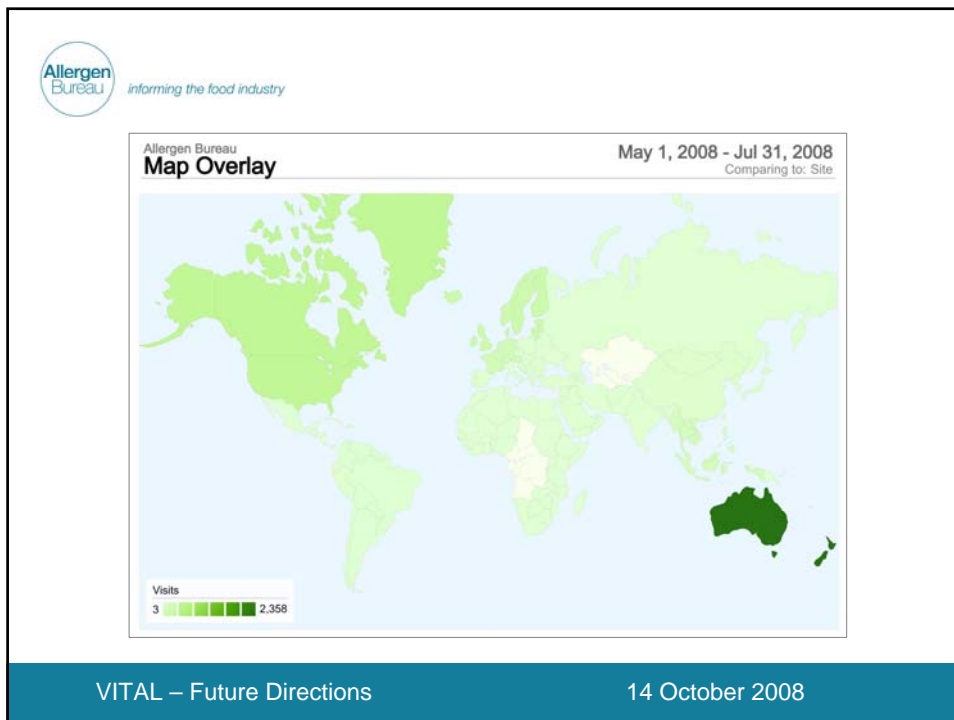
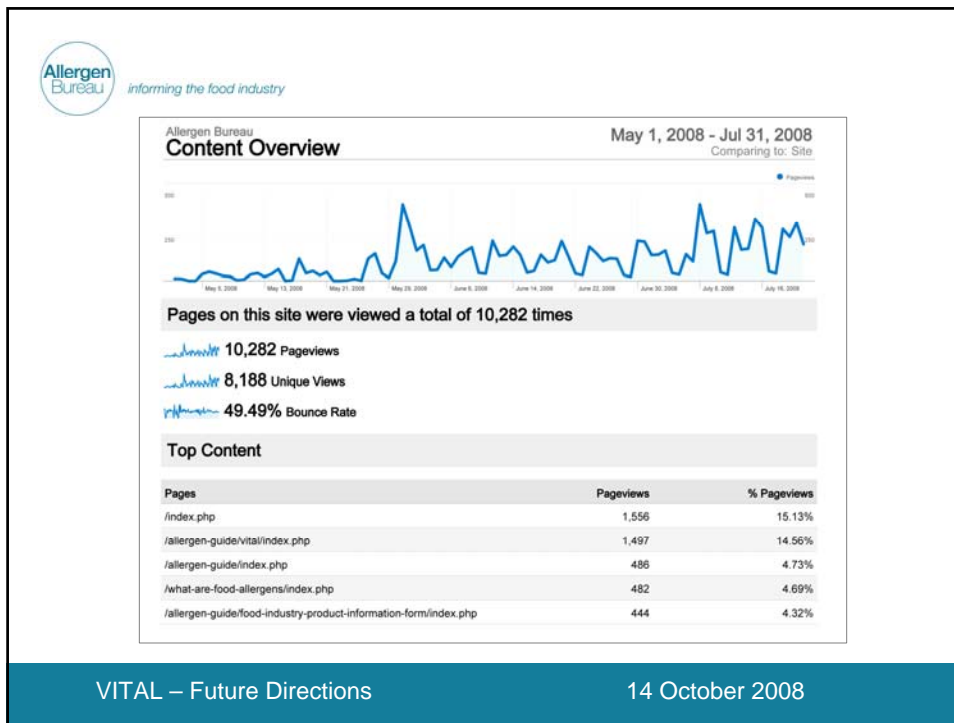
VITAL Resources



The screenshot shows a webpage with a navigation menu including Home, About Us, Food Allergens, Allergen Guide, Resources, News, Events, Our Members, and Join Us. The main content area is titled "VITAL" and describes the Voluntary (Incidental Trace Allergen Labeling) system. It lists downloadable VITAL models for various allergens: Egg (72 KB), Peanut (525 KB), Soybean (527 KB), Wheat (60 KB), Sesame (90 KB), and Milk (22 KB). It also includes a section for "Download VITAL models" with links for each allergen. The page concludes with a thank you message for joining the VITAL procedure.

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Allergen Bureau Conference - VITAL





3,651 visits came from 18 sub continent regions

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
3,651 % of Site Total: 100.00%	2.82 Site Avg: 2.82 (0.00%)	00:02:38 Site Avg: 00:02:38 (0.00%)	53.33% Site Avg: 53.33% (0.00%)	49.49% Site Avg: 49.49% (0.00%)	
Sub Continent Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Australia and New Zealand	2,358	2.88	00:02:43	46.52%	46.56%
Northern America	428	2.10	00:01:06	74.30%	67.06%
Northern Europe	268	2.93	00:02:51	60.45%	56.34%
Western Europe	204	2.90	00:02:28	60.78%	42.16%
South-Eastern Asia	150	3.95	00:05:19	50.67%	39.33%
Eastern Asia	55	2.91	00:02:26	61.82%	41.82%
Southern Europe	42	2.05	00:02:10	78.57%	64.29%
South America	30	3.13	00:04:17	76.67%	36.67%
Eastern Europe	25	2.84	00:06:11	60.00%	52.00%
Western Asia	25	1.40	00:00:17	60.00%	80.00%

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VITAL Pickup – Registration

To date: 200+ registrations

- Australia
- NZ
- US
- India
- Belgium
- UK
- Israel
- France
- Netherlands

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Training – Advancing Food Safety (AFS)



Total VITAL training
March – Aug 08 = 365

www.haccptown.com

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Communication

- **Conferences**
 - Allergen Bureau - educating industry both in Aus and NZ in both VITAL and allergen management in general
 - 2008 – Sydney, Brisbane, Adelaide, NZ, Perth
 - FAAN - Sept 07
- **E-news**
- **Vital updates via registration list**

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Key Stakeholders

Retailers

- Coles
- Woolworths

Auditors

- NCSI

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Products in the market



A MARS® BAR CONTAINS MILK CHOCOLATE 40%, NOUGAT 33% AND CARAMEL 27%. INGREDIENTS: SUGAR, GLUCOSE SYRUP (SOURCES INCLUDE WHEAT), MILK SOLIDS, VEGETABLE FAT, COCOA BUTTER, COCOA MASS, BARLEY MALT EXTRACT, COCOA POWDER, EMULSIFIER (SOY LECITHIN), SALT, EGG WHITE, NATURAL VANILLA EXTRACT. MILK CHOCOLATE CONTAINS A MINIMUM OF 25% COCOA SOLIDS AND 22% MILK SOLIDS. MAY BE PRESENT: PEANUTS AND TREENUTS.

MALTESERS® CONTAINS 75% MILK CHOCOLATE AND 7.5% MALT EXTRACT. INGREDIENTS: SUGAR, MILK SOLIDS, COCOA BUTTER, COCOA MASS, GLUCOSE SYRUP (SOURCES INCLUDE WHEAT), BARLEY MALT EXTRACT, VEGETABLE FAT, EMULSIFIER (SOY LECITHIN), WHEAT GLUTEN, RAISING AGENTS (500, 501), SALT, PECTIN, NATURAL VANILLA EXTRACT. MILK CHOCOLATE CONTAINS A MINIMUM OF 25% COCOA SOLIDS AND 22% MILK SOLIDS. MAY BE PRESENT: PEANUTS



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Next steps



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VITAL Co-ordinator

- Develop and maintain VITAL-related FAQ's and case studies
- Manage the VITAL review process
 - Conduct research to support the action levels on which VITAL is based
- Develop the vitalallergen.com website
- Maintain and develop VITAL documentation
- Maintain and develop the VITAL calculator
- Liaise with food industry retailers with respect to implementation of VITAL
- Liaise with our training provider with respect to VITAL training
- Develop an Auditor Guide for VITAL
- Conduct benchmarking on VITAL

Timeframe: September 08

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VITAL Co-ordinator



Georgina Christensen joins the Allergen Bureau most recently from the Heinz infant food factory at Echuca.

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VITAL Q&A

- Q. What is VITAL?
- Q. What is the benefit to industry to use VITAL
- Q. What is the benefit to allergic consumers if industry uses VITAL
- Q. Is it mandatory?
- Q. Who is using it – what sort of take up has occurred in the food industry?
- Q. Is there some way to indicate to consumers that the vital tool has been used to determine the risk – e.g. “V” for Vital?
- Q. Is there a Certification system for those who are using vital?

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VITAL Q&A (continued)

- Q. Are there penalties for manufacturers who claim to use VITAL, but haven't done it or haven't done it properly?
- Q. Does VITAL propose manufacturers to set up an active surveillance program to monitor how effective their labelling strategy has
- Q. Who can help me to set up VITAL in my business?
- Q. Do training companies have VITAL courses?
- Q. Are ISO/HACCP audit companies ready to audit VITAL programs?
- Q. Do Food Safety Auditors accept the use of VITAL?
- Q. Does FSANZ endorse the use of VITAL?

Timeframe: September 08

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VITAL Review

Project description:

Review of the Vital Process and supporting documentation.

Outcomes:

- Update "Development of VITAL Allergen Actions Levels Grid Explanatory Notes" to include references published since June 2007 through a comprehensive literature review
- Update values in VITAL Grid based on findings of literature review
- Review VITAL Decision Tree and Procedure

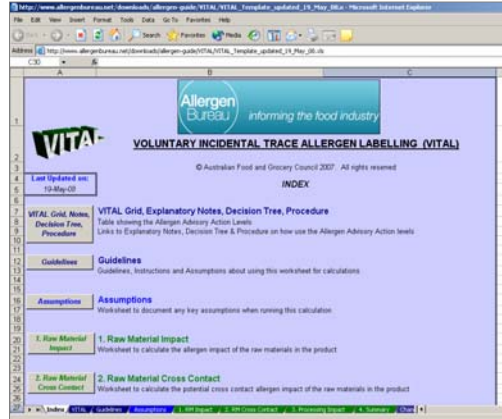
Timeframe: January 09

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VITAL Calculator



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Retailer requirements

Liaise with food industry retailers with respect to implementation of VITAL

Timeframe: Ongoing

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VITAL – Training

- Industry
- Auditors
 - Auditor Guide

Timeframe: Ongoing

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Market Survey – Methodology

Reference Labelling Guide: the AFGC Allergen Management and Labelling guide is to be used as the labelling reference and is provided from the Allergen Bureau website.

Surveys: Two audit surveys will be conducted over a 12 month period, six month apart. Each survey will be conducted within a two week period. A report on the finding of the survey is to be provided within one month of the completion of each part.

Supermarkets: The two surveys will be conducted with the assistance of Coles, Metcash and Woolworths in the same two large supermarkets in Melbourne (or Hobart??). Exact locations to be determined and approved in consultation with the head office of these retailers.

Products: food products on shelf will be examined in the first survey shall be shelf stable, while foods in the second survey shall be perishable. The name of each product, batch code or date mark and manufacturer is to be recorded.

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Market Survey – Outcome

After each survey combine the data from the 3 sites and provide a written report with:

- A list of all products carrying the allergen labelling; and
- Assesses the proportion of product correctly using the AFGC labelling guide and Vital.

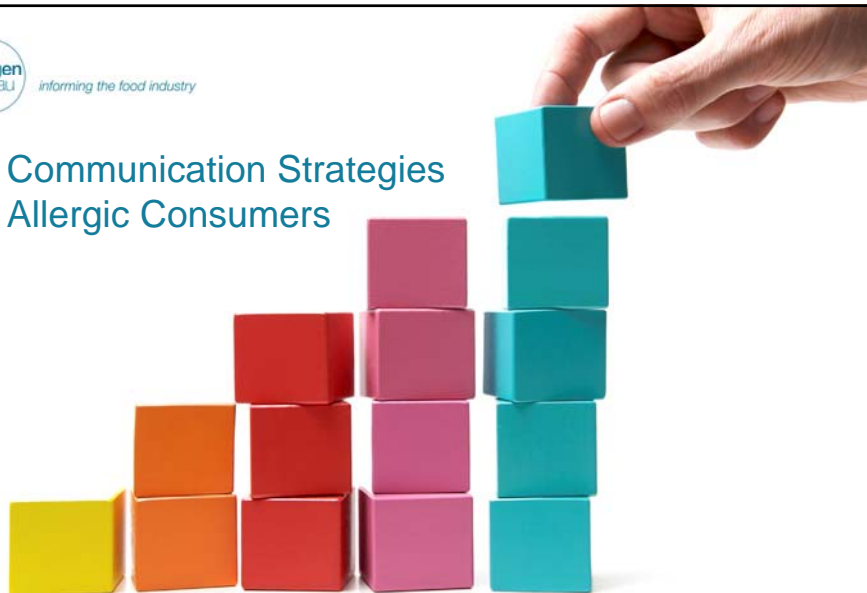
Timeframe: February 09

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Communication Strategies Allergic Consumers



Timeframe: February 09

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Consultations

- FSANZ Allergen Issues Paper
- FDA – Public Hearing

Food Labelling; Current Trends in the use of Allergen Advisory Labelling: Its Use, Effectiveness, and Consumer Perception

- The FDA is developing a long-term strategy to assist manufacturers in using allergen advisory labelling that is truthful and not misleading, conveys a clear and uniform message, and adequately informs food allergic consumers and their care-givers

<http://www.cfsan.fda.gov/~lrd/fr080808.html>

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Challenges

- Cross contact information from suppliers of ingredients (PIF)
- Robustness of the Action Level numbers
- Assume homogenous distribution of “cross contact” allergen
- Imported products
- Does the use of the process need to be audited to ensure compliance?
- How do consumers know which companies are using the process?
- Who will manage and update?

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The Journey continues...



...will you join us?

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www.allergenbureau.net



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