

FIA Professional Development Workshop



Allergens in Food and Drink - New science, consumer trends and legislation & testing requirements

Thursday 22nd April 2010

**UWA Club, Seminar Room 3
Hackett Drive, Crawley, WA 6009
8.30am - 4.30pm**

Presenters:

Fiona Fleming, Chair Allergen Bureau and Group Corporate Affairs Manager, GWF
Stuart Johnson, Marketing and Business Development Manager, Milne Agri Group
Kim Leighton, Director Food Policy and Regulation, AFGC
Peter Lowe, Operations and Analytical Services Director, Silliker Australia
Maria Said, President of Anaphylaxis Australia

Food Allergies are repeatedly reported to be on the rise. The debate on whether allergic reactions in people can be clearly traced to a single and/or combination of substances in what people eat and drink, raises many issues for manufacturers, marketers and retailers of food and beverages. These include an increase in consumer concerns, the subject of liability if human health is severely impacted & traced to an allergic reaction to a product, and the availability of additional information.

Workshop topics focus on:

- Allergens; An increasing risk to humans – The view of the medical practitioner and people impacted by allergens and their need for information
- Legislation: Australian and International regulations and obligations
- Precautionary labeling for unintended presence of allergens
- Technical possibilities and limitations for managing allergenic substances at the manufacturing processes and analytical detection
- Manufacturers Perspective - Samples on what manufactures are doing to deal with allergens as part of strategic product development decisions
- Retail Perspective - Food Retailing strategies that target consumer confidence and impact suppliers responsibility to meet product specifications and labeling
- Risk and responsibilities within the food and beverage supply chain
- Future directions and what to expect – new science, allergenic substances, legislation
- What is and should be reasonable consumer responsibility?
- What strategies are developed and implemented internationally in concerned consumer-driven markets?
- Future market potential - An allergen free product category?

This full day workshop will be of interest to managers and business owners including staff involved in product development, quality assurance, brand management, marketing and sales. For full details about the program and speaker profiles visit www.foodindustry.org.au

Cost per person inc GST | \$480.00 FIA Members | \$680.00 Non-FIA Members

Places are limited to a maximum of 40 attendees.

Cost includes full day catering, comprehensive workshop materials, pens etc.

To register, please complete the attached registration form and e-mail fiacconnect@foodindustry.org.au or fax back to the FIA on (08) 6488 6640.

FOOD INDUSTRY ASSOCIATION WA INC



