## THE NEW ALLERGEN RULES – PREPARING FOR CHANGE

Dr Chun-Han Chan
Food Allergy and Novel Foods Branch
Food Standards Agency



Public health is "the science and art of preventing disease, prolonging life and promoting health and efficiency through organized community effort" (Winslow 1920)



## **Key facts**

- ~1.92m people have food allergy in the UK (based on population of 63.1m). This figure excludes food intolerance
- 1 in 100 people have coeliac disease
- 10 deaths / year

There is no cure, therefore need to observe avoidance

- Read ingredient labels
- Look out for hidden allergens





## The impact of food allergy



The symptoms can include:

- rashes (usually very itchy)
- tingling sensation in the mouth
- swelling of the lips, tongue, face and throat
- difficulty breathing
- diarrhoea
- vomiting
- abdominal cramps
- and on rare occasions anaphylaxis



## Allergen labelling rules

- What is deliberately added as an ingredient or processing aid
- Moving from General Labelling Regulation (2000/13/EC) to Food Information for Consumers Regulation (1169/2011/EC)
- Existing requirements for pre-packed foods are retained – but new requirement to emphasize allergenic ingredients within the ingredients list
- New requirement to provide allergy ingredients information for unpackaged foods



Changes to information on the label

Changes to information provided for loose foods

Changes to enforcement



## **Need for support**



- Food businesses
- Enforcement officers
- Food consultants
- Consumers



## **Detailed interpretation**

- Advice, guidance and tools for those who need technical support
  - Help visualise what compliance could be
  - Provide examples of good practice
  - Consistency in understanding
- Technical allergen guidance on EU FIC www.food.gov.uk/allergen-resources



## Supporting the consumer



## **Eating out**

- Some cuisines were more risky than others due to typical ingredients used or hidden allergens i.e peanuts, almonds, cashew nuts, soy sauce, oyster sauce
- Required some degree of planning, information was online, making restaurant choices
- New allergen rules under EU FIC will still mean that consumers will need to take responsibility and communicate their dietary needs to food businesses to ensure food is safe



## **Encouraging dialogue**

Engagement between serving staff and the consumer

UPDATED: 12:45, 24 November 2010

○ Comments (59) Share Tweet 0

dead in hospital later that night.

- Recipes change
- Ingredients change



Schoolboy, 11, died after suffering extreme allergic nut reaction to Father's Day takeaway meal he had eaten several times before without problems

- · Ethan Thomas collapses after eating favourite takeaway curry
- Nut allergy sufferer collapsed at home and later died in hospital
- · Mother speaks about ...
- 1 food and carry medication

arious' son

r 2012

Teenage girl with nut allergy killed by a takeaway curry



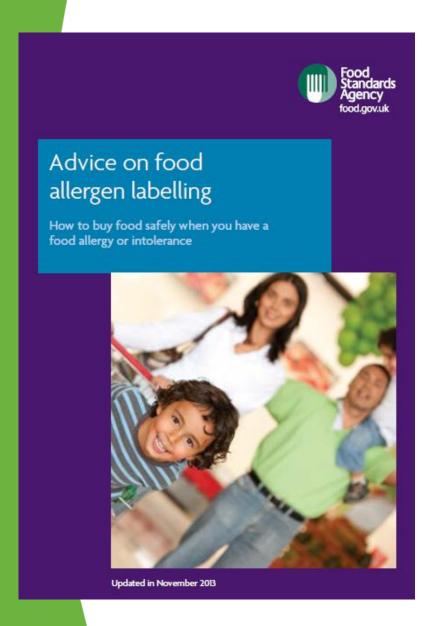
cer father Rod and mother Judith when he

40 View

g the epiPen he carried as an emergency and rushed to hospital.



#### Consumer advice



- Update on labelling
- Overview of changes
- Key points to managing an allergy
- What happens if someone has an allergic reaction



## Understanding the requirements



## Prepacked food



## Allergy: what to consider when labelling food

A guide for small and medium businesses that make or sell prepacked food



- Allergens already declared
- Outlines new requirements for added emphasis and better clarity
- Covers cross contamination and precautionary allergen labelling



## Non-prepacked foods

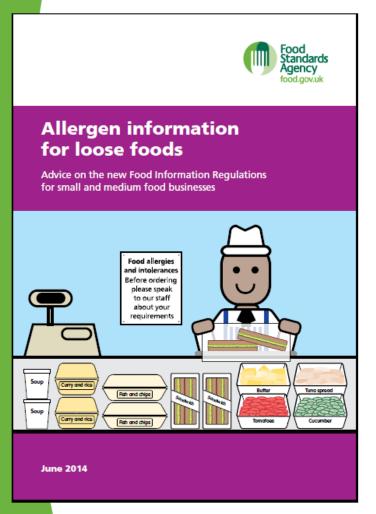
- The allergenic ingredient must be declared
- Can use a contains statement, charts, tables etc.
  - i.e. chicken tikka masala Contains: milk, almonds (nuts)
- Consider accessibility of mandatory information. Signposting when information is not provided written and upfront. It should be where consumer would expect to find allergen information i.e in a folder, on menu board, at till or on the menu card

### Non-prepacked food

- How are dietary requests communicated from front to back of house? e.g. use of chef cards, order tickets, receipts
- Preparing foods for allergic consumers- what process is in place
- Is the business observing Safer Food, Better business (SFBB) "Safe Method: Allergy"



## Supporting businesses – nonprepacked



Developed in collaboration with food industry and consumer support organisations

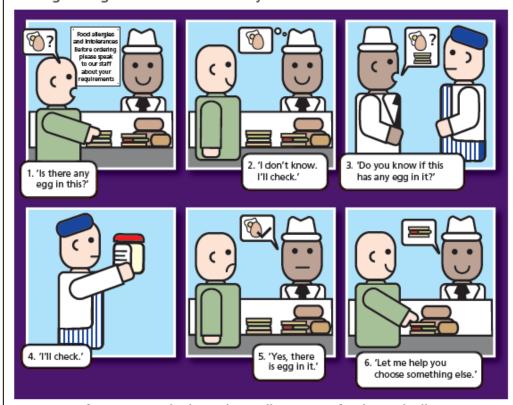
http://multimedia.food.gov.uk /multimedia/pdfs/publication/ loosefoodsleaflet.pdf

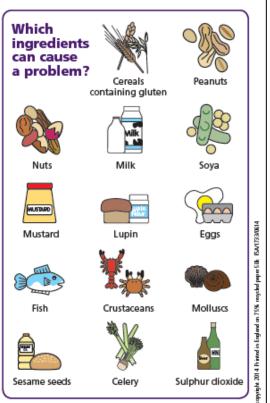


#### Think Allergy



When someone asks you if a food contains a particular ingredient – always check. From 13 December 2014, food businesses will need to provide information about allergenic ingredients in the food they serve.





For more information and advice about allergy, visit: food.gov.uk/allergy A booklet Allergen Information for loose foods is also available to download.

http://multimedia.food.gov.uk/multimedia/pdfs/publication/thinkallergy.pdf



# FOOD ALLERGIES and INTOLERANCES

Please speak to our staff about the ingredients in your meal, when making your order.

Thank you.



#### DISHES AND THEIR ALLERGEN CONTENT - [INSERT THE NAME OF YOUR FOOD BUSINESS HERE]

DISHES	*	W	T <sub>i</sub>	<b></b>		Digital State of the Control of the	Mark.		AN APPROPRIES		×		£	O WE
	Celery	Cereals containing gluten	Crustaceans	Eggs	Fish	Lupin	Milk	Molluscs	Mustard	Nuts	Peanuts	Sesame seeds	Soya	Sulphur dioxide
Tuna Salad [example]	<b>\</b>			<b>√</b>	<b>√</b>		<b>√</b>		<b>√</b>					

Review date: Reviewed by:



#### ALLERGENS: CHEF RECIPE CARDS Dish/ingredient: Date: Chef: Cereals containing Celery gluten Crustaceans Eggs Fish П Lupin MILK Molluses: Mustard Nuts TICK THE WHICH ARE IN THE DISH Soya Sulphur dloxide Peanuts Sesame seeds Notes:

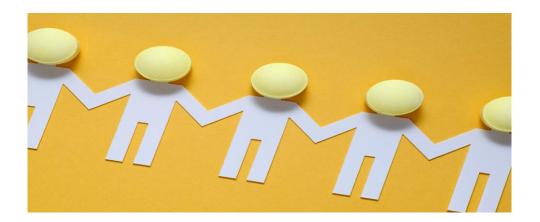
#### Reviewed and checked by:





## Communication is key

- Think about the chain of communication
  - The person buying the food
  - The person handling the food
  - The person taking the order
  - The person ordering the food





### Chef card for consumers





You can help make sure restaurant staff know about your food allergies when you're eating out. Just type the food(s) you are allergic to into the space below, print the page, then cut out the cards and carry them with you. The next time you're eating out, give one of these handy chef cards to the serving staff.



#### Think Allergy

I have an allergy to:

Please check my meal does not contain this food.

Just a small amount could make me very ill

food.gov.uk/allergy



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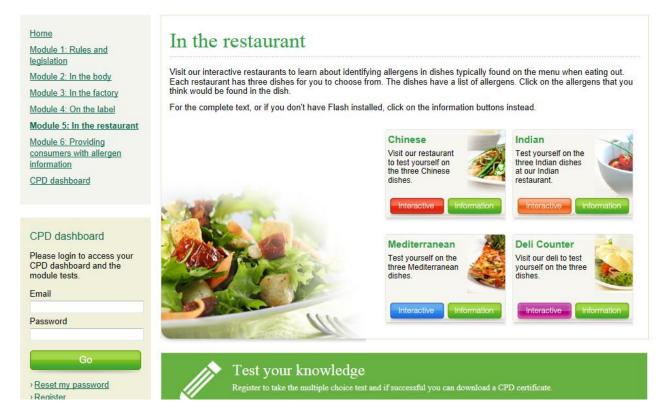
## Supporting the local authorities



## E- learning







Access free training on: http://allergytraining.food.gov.uk/



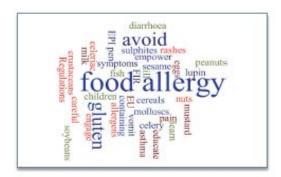
## Food allergen labelling and information training workshops: 25 November 2014 to 26 February 2015

www.food.gov.uk/enforcement/enforcetrainfund/ enforcertraining/



## Allergen communication kit





#### Changes to allergen information

The communication toolkit for the EU Food Information for Consumers Regulation

- Information about food allergies and intolerances
- Suggested media posts
- Links to useful information and artwork



## Support from the FSA www.food.gov.uk/allergen-resources



#### **Communications**

- Joint messaging LA's, FBOs, consumer groups etc.
- Social media
  - Allergy Awareness Week (28 April 4 May 2014)
- Trade organizations and their magazines
- Local and national press
- Online food aggregators
- Trade events



#### Food Law Code of practice

"Food Authorities should ensure that enforcement action taken by their authorised officers is reasonable, proportionate, risk-based and consistent with good practice. Authorised officers should take account of the full range of enforcement options. Except where circumstances indicate a significant risk"



#### Thank you for listening.

#### **Email:**

Chun-Han.Chan@foodstandards.gsi.gov.uk

