



Australian Government  
National Measurement Institute

# Food Allergen Information Night Trade & Domestic Implications

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# Business Issues - Opportunities

- Markets
- Target Consumers
- Product Characteristics
- Example - Gluten - Free

# Markets

- Local
  - General
  - Niche
- Overseas
  - Allergen Labelling in different countries
  - Access to markets/Barriers to trade

# Markets

- Imported food have to meet same labelling regulations as domestic foods
- Need to be aware of allergen labelling in other jurisdictions if considering exporting to those counties
- There are some differences in priority allergens lists around the world Australia & Canada are close

# Markets

- Generally speaking hidden allergens are what pose a risk
- Example – celery – EU vs Canada
- This could be an issue though if using contains statement to identify allergens not on a country list (USA)

# Target Consumers

- Family
  - Mother bears
  - Grand parents
- Schools
  - Pre Schools
  - Public Schools
  - Private Schools
  - Universities
  - Colleges



# Target Consumers

- Community Groups
  - Scouts/Guides
  - Sports Clubs

# Product Characteristics

- ACCC v's FSANZ
- Reliable
- Well Labelled
  - PIF
- Alternatives to stables
  - Providing a choice

# Example - Gluten - Free

- The Gluten Free Food & Beverage Market
  - Report
    - USA Market Only
- Target Market
  - Autism, MS Allergy, ADHS, RSI
- Growth rate - 28% compound
  - 2004 - 2008
  - Established and New Products



# Example - Gluten - Free

- Forecast Market Value \$US2.6b - 2012
- 225 Marketers in USA
  - in 2008
  - Specialty brands
  - House brands

# Examples – Peanut Free

- Allergen-free market is growing
- Peanut Free in Canada
  - Manufactured in a peanut free facility
  - Large producer of granola bars in Canada
  - Dedicated facility to be peanut free
  - Very rigorous controls in place
  - Full production schedule now selling as fast as they can make them
  - Risk/reward situation



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