The Growing Concern Around Allergens: Protecting Your Customers

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(FARE)

Conference on Food Protection May 15, 2013



About Food Allergy Research & Education (FARE)

- The leading national nonprofit working on behalf of the 15 million Americans with food allergies.
- Formed in October 2012 between the merger of the Food Allergy & Anaphylaxis Network (FAAN) and the Food Allergy Initiative (FAI).
- FARE's mission is to ensure the safety and inclusion of individuals with food allergies while relentlessly seeking a cure.



What is a Food Allergy?

- Eight foods make up 90% of all food allergy reactions:
 - » Peanut
 - » Tree nuts
 - » Milk
 - » Egg
 - » Wheat
 - » Soy
 - » Fish
 - » Shellfish





Food Allergy is a Serious Public Health Issue...



Includes

5.9 million children (1 in 13)







Prevalence is Growing

- The prevalence of food allergies appears to be on the rise:
 - According to a 2008 study by the Centers for Disease Control and Prevention, there was about an 18 percent increase in food allergy seen between 1997 and 2007
 - The prevalence of peanut allergy among children appears to have tripled between 1997 and 2008
- In addition, more than 30 percent of children with a food allergy have multiple food allergies



Why is the Prevalence Growing?

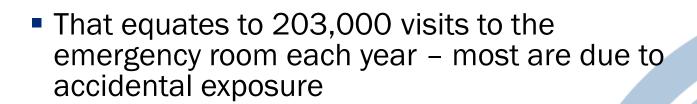
- Several unproven theories:
 - Hygiene hypothesis
 - Pre-natal diet/breastfeeding
 - Antibiotic use
 - Reporting bias
 - GMOs





Food Allergies Can Be Life-Threatening

- Anaphylaxis is a severe allergic reaction that comes on quickly and may cause death
- Every 3 minutes a food allergy reaction sends someone to the emergency department



 Past reactions do not predict future reactions – so it is important to be prepared with an epinephrine auto-injector, if prescribed



Current Research into Treatments

• FARE supports a number of clinical trials at prestigious institutions across the country that are exploring promising treatments, but these are still under study and not approved for use outside a research setting.

- Three treatments being studied:
 - Oral Immunotherapy (OIT)
 - Sublingual Immunotherapy (SLIT)
 - Food Allergy Herbal Formula 2 (FAHF-2)

FARE Programs

In addition to our research, our other programs include:

- Food Allergy Awareness Week (May 12-18)
- Food Allergy Conferences
- School Food Allergy Programs: Safe@School, AllergyReady.com
- Teen Programs: Teen Summit, Teen Advisory Group (TAG)

FARE Programs

- Other programs include:
 - Food Industry Day
 - Monday, October 7, 2013
 - Hyatt Dulles Hotel in Herndon, VA
 - Advocacy Initiatives
 - Stock epinephrine
 - EMT carry/use
 - FDA:
 - » Thresholds
 - » Preventive Controls



FDA

Thresholds

 Looking at whether it is possible to safely establish threshold levels for major allergens.

Pros:

- Clearer direction for industry
- Less confusion with "may contain" labels

Cons:

- No set amount of safe allergen level is known due to widely varying levels of allerginicity.
- Informed choice is very important to our membership and 65% said they would not buy products even if they could be assured the level would not cause a reaction.

FDA

- Preventive Controls
 - Would improve food safety by reducing the risks from all hazards in manufactured food, including food allergens.
 - Part of the FDA Food Safety Modernization Act (2011)
 - Specific requirements for preventing the unintended presence of allergens.
 - Reducing risks of cross-contact
 - Reducing recalled from undeclared food allergens
 - Companies would have 1 year after it is published in the Federal Register.
 - Comment period will close on September 16.

ServSafe Allergen Awareness Training Program

- Committee Formed in December, 2012
 - Committee members include professionals from corporate food service, restaurants, independent food allergy trainers, physicians and non-profit organizations
 - Some of the companies represented included Food Allergy Research & Resource Program, Chic-Fil-A, Sodexo and the Celiac Foundation. FARE was represented by two staff members, Joel Schaffer (formerly of Disney) and Steve Taylor, who is a member of the FARE Medical Advisory Board.

ServSafe Allergen Awareness Training Program

- Program categories include:
 - Food allergy fundamentals
 - Purchasing, receiving & storing food
 - Preparing & delivering food
 - Customer communication
 - Emergency preparedness

Food Allergy Fundamentals

- What is a food allergy
 - Difference between an allergy & an intolerance
 - Common symptoms and reactions
 - What is anaphylaxis
- What are the "Big 8"?
- How to read a label
 - Laws surrounding labeling
 - How do laws differ between retail and wholesale

Purchasing, Receiving and Storing Food

- How do you vet suppliers
- How to unload food to avoid cross contact
 - Inspect truck and boxes for broken packages or possible spillage
- How to store food to avoid cross contact
 - Designate specific locations for foods containing allergens
 - Carefully label items to avoid confusion

Preparing and Delivering Food

- Cleaning and sanitizing
 - Kitchen surfaces
 - Dishware, flatware, utensils & equipment
 - Tables & Chairs
 - Staff
 - Wash hands, change gloves, change towels, etc.
- Segregate Cooking Equipment
 - Designated pans, cutting boards, knives, etc.
- Meal Completion
 - Meal should be designated as allergen-free and steps must be taken to avoid cross-contact once it leaves the kitchen

Customer Communications

- How to respond to questions
 - Can you accommodate my needs?
 - What policies do you have regarding food allergies?
- How to explain what a restaurant is capable of doing
 - What items on the menu can I eat?
 - What are the ingredients?
 - Can I see the label?
 - What substitutions can you make?
 - How do you avoid cross contact?
- When should the restaurant involve the manager or chef

Emergency Preparedness

- How to identify if a person is having an allergic reaction
- What to do when an allergic reaction occurs
 - Call 911, explain that a person is having an allergic reaction
 - Confirm that the ambulance is carrying epinephrine and that there will be a first-responder on the scene that can administer epi

Program Delivery

 The NRA and FARE are working on PR strategies including targeted mailings, press releases and speaking engagements to promote the program

 The program is expected to be available to restaurants in late summer

FARE Tools

- FARE is developing additional tools for restaurants and customers
- Restaurant Tools and Resources on Website
 - Sample policies
 - Best practices for customer communication
 - Emergency Action Plan
 - Menu suggestions
- Customer Tools and Resources on Website
 - Food Allergy Card
 - Steps on how to identify an appropriate restaurant and how to have a safe dining experience

Webinar with Chef Joel Schaefer

Other Restaurant Resources in Progress

- Searchable database for trained restaurants
- Mobile app to search for trained restaurants
- Window sticker indicating that restaurants have been trained
- PSA Campaign (tv, radio and print)
 - Emphasizing the importance of the restaurant/customer communication in ensuring a safe experience

For More Information

FARE

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