

Allergen Bureau

STRATEGIC PLAN 2021-2025

January 2021

Informing the
food industry



Introduction

- This Strategic Plan will guide the Allergen Bureau objectives, operating plans and budgets, and our activities for the five year period from 2021 to 2025
- The Allergen Bureau Strategic Plan is a 'living document' and will be reviewed on at least an annual basis



Vision & Mission

Vision: A trusted food supply for allergen sensitive consumers around the world.

Mission: Lead the global food industry in best practice allergen management, sharing information that builds trust and transparency that supports allergen sensitive consumers to make informed choices.



Strategies 2021-2025

1. Evidence based science
2. Best practice allergen management guidance and resources
3. Key stakeholder acknowledgment
4. Global influence and brand recognition
5. Good governance and financial sustainability



Strategy 1. Evidence based science

Goals

- Global acceptance of VITAL[®] Science by the food industry, regulators, consumer organisations and other stakeholder groups
- Verified, auditable, food allergen risk assessment and decision-making process that incorporates relevant VSEP (VITAL Scientific Expert Panel) findings
- Scientifically robust resources

Strategy 2. Best practice allergen management guidance and resources

Goals

- Comprehensive collection and promotion of best practice food industry resources
- Dedicated helpline services
- Training providers endorsed to deliver Allergen Bureau training packages
- Secure, stable, and easy to use web-based platforms for accessing Allergen Bureau resources, scientific reports and news.

Strategy 3. Key stakeholder acknowledgment

Goals

- Comprehensive stakeholder map and engagement plan
- Collaboration with peak industry groups, consumer organisations, clinicians, regulators, and other key stakeholder groups

Strategy 4. Global influence and brand recognition

Goals

- Strong membership and subscription base
- Global brand awareness and engagement
- Consistent and congruent branding across all assets
- Targeted and effective communication

Strategy 5. Good governance and financial sustainability

Goals

- Clear and consistent strategic plan
- Clear, fit for purpose, company constitution
- Robust business model review process
- Transparent reporting framework
- Strong IP management
- Sustainable business model

THANK YOU

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