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Dear Fellow IOFI Members:

The past six months have been active and exciting ones for IOFI as we moved forward with the implementation of our approved plan to restructure IOFI. We have the following news to share:

IOFI Organizational Update

- Mr. Yoshinari Niimura has joined the IOFI Board as the APAC representative. He is the very well respected former President and CEO of Takasago Corporation. We look forward to his perspective and support in this new role.
- We have also exciting news on membership of the association. Pending approval at the GA meeting, we will welcome Rudolf Wild GmbH & Co. KG as an ordinary company member. With a long tradition that began in Germany in 1931, Wild has developed into a global company in the flavor business. Also pending GA approval, Argentina's flavor association CAFEP (Camara Argentina de Fabricantes de Productos Aromaticos) will join IOFI as a corresponding association member, thus extending and strengthening our reach within Latin America.
- We have also appointed Board liaisons for the major committees: Hiroyuki Okamura for the IOFI Science Board (ISB); Hans Holger Gliewe for the Regulatory Advisory and Advocacy Committee (RAAC); and Aldo Uva for the Communications Working Group (CWG). All will be active presenters at our April General Assembly (GA) meeting.

Member Support

- We have made progress helping our member associations as they work with authorities in LATAM to achieve approval by reference to components of our Global Reference List (GRL) in new regulations in LATAM. We continue to strengthen our support and visibility in this region.
- Because of our focus on the safety of all approved flavor ingredients worldwide, IOFI has made a recommendation to its membership to start reformulation for the ingredient 3-Acetyl-2,5-dimethylthiophene based on recent studies

conducted at the request of the ISB.

- Building on the overhaul of the IOFI website and Member Network, IOFI has developed a new introductory brochure for the association that explains our goals, structure and value. In addition, a separate, informative folder geared to members will enhance usage of the many tools you have at your disposal. Available soon after the General Assembly meeting, you can view them on the IOFI website or contact the Secretariat (secretariat@iofiorg.org) for printed copies.

Staff News

- IOFI has appointed Dr. Sean Taylor as our new Scientific Director. With a powerful educational background and several years in service to the industry, Sean is well equipped to lead IOFI's science program. Sean will be assisted by Jan Demyttenaere, IOFI Science Manager, who will work half-time for IOFI in the Brussels office. Learn more about Sean's perspective on the industry and science on page 2.
- I am pleased to inform you that Dr. Thierry Cachet, who has been handling regulatory and advocacy duties along with science for years in his former role as IOFI's Scientific Director, will now be active in a newly created role, IOFI's Regulatory & Advocacy Director. Thierry will focus full-time on outreach to current and potential IOFI members as well as to regulators around the world, while coordinating the advocacy efforts of IOFI through the RAAC. He will also continue his effective work with Codex, promoting global harmonization and assisting in regions where regulatory frameworks are in their early stages. See more on page 4.
- Sean's appointment and the creation of Thierry's new role has enabled IOFI to expand its resources. This will improve our focus on two important objectives: science and regulatory affairs/advocacy. In order to maintain ongoing coordination between our advocacy and scientific efforts, both men will attend ISB and RAAC meetings.

Committee Activity

- In light of increased interest in exposure methodologies, and IOFI's ongoing efforts to expand and unify the methods for identifying flavor material usage, the Global Poundage Survey Committee (GPSC) will be made a standing IOFI committee, pending Board approval. Read about their work on page 12.
- The RAAC has made progress and will report on several key areas at this board meeting. The Board will review a recommendation on flavors with modifying properties (FMPs) and after the April meeting, you can expect to learn more about the IOFI position via an Information Letter. The RAAC has also launched two very active sub task forces – one on specifications for natural flavoring complexes (NFC) and one to support the flavor industry in India. The RAAC continues with support in China and other regions not yet represented by IOFI member associations.
- IOFI communications have been in a state of continuous improvement. Results from our recent online survey of global members (reported on page 8) shows where we are communicating well along with target areas for improvement. Our CWG has been very effective in acting as a voice for the greater membership, and guiding the development of the survey and other communications tools.

On behalf of the Board, I'd like to thank our many volunteers who work on IOFI committees and working groups. They move us forward toward our goals as an association, and support the overall industry. Moreover, they bring in diverse perspectives that help us become a strong global representative for this wonderful industry. Finally, I'd like to thank the member companies and associations who support us financially and with their donation of talent to our various enterprises. Together, we are IOFI – and we continue to deliver value to all of our worldwide members.

Sincerely,

Fred H. Stults
IOFI President



Meet New IOFI Scientific Director Sean Taylor



New IOFI Scientific Director Sean Taylor is no stranger to the global flavor industry. As part of the secretariat for the IOFI Science Board (ISB), scientific secretary for the Expert Panel, and former assistant scientific director for FEMA, Taylor brings a wealth of experience to his new role. He holds a B.S. in chemistry from Penn State University and an M.S. and Ph.D. from Cornell University in organic chemistry. Taylor was a postdoctoral fellow at the Swiss Federal Institute of Technology (ETH) in Zurich, Switzerland, and taught chemistry at Ohio State University prior to joining FEMA.

Question: How has your background prepared you for your new role?

Sean Taylor: I've been very fortunate, in that I had time to gain experience working with great colleagues in science – Thierry Cachet, Tim Adams, and Christie (Gavin) Harman among many others. My background in organic and biological chemistry is a nice fit for the flavor industry. So many flavor substances come from natural origins or are related to natural materials, so understanding their biogenesis and metabolism is helpful.

On a given day, we may be looking at many, many flavor substances of very different structure, effect and toxic potential. Contrast this with the pharmaceutical industry, where scientists may be looking at very minor variations of the same structures on a daily basis. Frankly, I can't think of too many industries with a more direct connection to the wide world of organic and biological chemistry.





Coming from an academic background is also helpful, I think, in that lecturing to students and other scientists is great training for explaining complex issues related to flavor safety, whether it is to regulatory authorities, at public meetings or to our own industry.

Q: What challenges lie ahead for the IOFI science program?

ST: The world of flavor safety has always responded to new developments, but perhaps never more so than now. We have new guidance on submitting substances to EFSA (European Food Safety Authority), have conducted scientific outreach related to flavor evaluation approaches in Japan, and are seeing additional interest emerging in China. In the US, there is increased focus on GRAS (Generally Recognized as Safe).

“We’ve had good, robust evaluation programs in place for many years, for instance with FEMA GRAS and JECFA. The challenge will continue to be to respond rapidly, but thoughtfully and responsibly, to new information requests.”

- Sean Taylor

Another challenge is to ensure that we maintain our position as thought leaders related to flavor safety. Because we are so “close” to the substances and their data, it’s critical that we have an opportunity not to just supply information to risk assessors and risk managers, but to be involved in the larger discussions of flavor safety. We need to stress that our role is not just to lecture or persuade regulatory authorities, but instead to say, here’s what we can contribute. Let’s talk.

Maintaining our role as thought leaders means that we may need to collect additional data and sponsor additional studies, and use the results to modify or strengthen our arguments in the open scientific arena.

Q: How do you work with the ISB in your new position?

ST: My role is to act as the Secretariat for the IOFI Science Board—to work with them in meetings, conference calls and electronically, to develop and implement a vision for the IOFI science program that is both proactive and reactive. I work with our scientific staff in Washington and Brussels to implement actions based on decisions that they’ve made, and to manage the day-to-day work on their behalf (and in many cases side-by-side) with ISB members.

Q: What scientific trends do you see that will have an impact on IOFI?

ST: In terms of regulatory and safety science there is a lot of interest from companies, regulatory authorities, and others in looking at the value of in vitro and in silico methods to better understand toxic potential, but many of these have not yet been validated or are not yet particularly valuable.

We also see increasing interest in exploring ‘toxic threshold’ concepts – the idea that below a certain level of exposure, there is little or no toxicological concern for substances, including flavor ingredients. Flavor industry scientists have made many of the cornerstone contributions in this field.

A lot of groups – EFSA and JECFA to name just two – are developing or employing new methods to estimate exposure. Our industry has tremendous expertise in this area – through the ISB and the Global Pounding Survey Committee – and we can add value by asking critical questions and offering more realistic perspectives about exposure methodology. *[Editor’s note: See excerpt from the IOFI science paper on exposure methodologies at the end of this story; the entire paper is on the IOFI Member Network.]*

“At IOFI, we endeavor to provide great customer service. Our goal is to get effective responses out as quickly as possible.”

- Sean Taylor



Jan Demyttenaere is part of the IOFI science staff.



Q: What does your “typical day” as IOFI scientific director look like?

ST: Incredibly variable – and that’s the fun part of the job. Every day is different; it might include a quick call to Executive Director Jos Stelder or Regulatory & Advocacy Director Thierry Cachet to see if anything unexpected has arisen. Jan Demyttenaere has joined the IOFI staff on a half-time basis as the Science Manager based in Brussels, and we work closely together on several projects and the administration of the ISB.

Managing the flow of information within projects and between people is a big part of my day. Every day I consult with and work with our great scientific staff, often thinking about and working on long-term issues that are complex and require time to collect and interpret information.

Q: Any final comments?

ST: The ISB and the related association and scientific staff are a dedicated group of people. It’s striking to see how willing people are to contribute: to think and work hard on what are often very difficult issues. Through our deep discussions and regular meetings, I’ve found that I have the opportunity to work with smart people who are committed to what they do. You can’t ask for more from a job!

Excerpt from “In-Depth Look at Exposure Methodologies”

Future Outlook for Developments in Intake Methodologies

“The methods available today have evolved and continue to do so in a manner reflecting the changing interests and focus of various regulatory and assessment bodies, as well as advances in the sophistication and availability of intake assessment tools...In some regions, the focus on consumer health has shifted from an emphasis on the average, healthy consumer to those consumers on the upper end of consumption scale (‘brand-loyal’ consumers, for instance), or to those who may be more sensitive or vulnerable to adverse health effects by virtue of age (such as the very young or very old), developmental stage, or overall health status. **It’s important to note, though, that even under these scenarios of particular concern, intake estimates of flavoring ingredients generally demonstrate a large margin of safety...**”

To read the full paper, visit the IOFI Member Network online.

Thierry Cachet Takes on New Role



After serving as IOFI Scientific Director for 11 years, Thierry Cachet has been appointed to the newly created position of IOFI Regulatory & Advocacy Director. We asked him about his new role, and the challenges ahead in the regulatory and advocacy arena globally.

Q: What are your thoughts about your new position?

Thierry Cachet: There’s never been such a role in our association. My first goal is to promote the message that IOFI is a reliable organization you can count on whenever you have a question related to flavorings. Whether it is a regulatory question, or one about a material’s scientific safety status, you can ask IOFI. We assist both our members and also those who expect information from our members, like regulators and customers.

(IOFI Executive Director) Jos Stelder once said that my role changes based on the audience I am talking to. If my audience is regulatory authorities, I am from the industry. If my audience is IOFI members, I am kind of an ambassador for the authorities. This makes me a middleman, but in a good sense. I’m here to facilitate communication and critical info sharing – not to create more havoc!

Another major goal is to promote global harmonization; everyone wants this, yet when you take a closer look, you realize it is not a natural process – it takes a lot of effort. We have multiple gaps in regulation and we are far away from complete harmonization in the flavor world.



Q: Where are the gaps?

TC: IOFI has primarily focused on the harmonized regulations around flavoring substances, but major gaps exist when we look at something like allowed food additives to flavors – that’s the least harmonized area of all. Materials that are important for formulating flavors are not well harmonized.

“We need to identify and prioritize the gaps, and then mobilize the industry to address them.”
- Thierry Cachet

Then there are regional differences...some European Union List materials are not on the FEMA GRAS list; some FEMA GRAS and JECFA materials are not on the Union List or accepted in Japan. Moreover, when we go to areas with less developed regulation, the picture becomes even more challenging. In Indonesia, primarily JECFA evaluated materials can be used. In Malaysia, FEMA GRAS and JECFA are permitted. The Philippines will allow anything that IOFI directs to be acceptable. In Thailand and Vietnam there are no formal lists at the moment...

Q: Where will the focus be for upcoming IOFI advocacy efforts?

TC: My job is to go “east and south” – east because Asia is booming in our business. We don’t have associations operating in parts of Asia. We have to start from scratch in some cases. Most of the business growth is going to be there – and it’s not harmonized.

And then south – today this means LATAM primarily. We have been able to demonstrate the benefit of working with the LATAM associations. We have had success in Colombia and Mexico, with local regulations harmonized with Codex. More and more, you see LATAM countries making reference in their regulations to the contents of the IOFI Global Reference List. Very soon Africa and the Middle East will become hot topics.

“Overall, IOFI needs to maintain its close ties with Codex Alimentarius.”
- Thierry Cachet

As an observer at Codex, IOFI will need to keep the current momentum going with regard to the harmonization efforts for existing and upcoming food standards allowing the use of flavorings.

Q: Any news on India?

TC: We have a golden opportunity in India, where they are in the process of having a major overhaul of their standards to align them with Codex. The newly established RAAC Sub Task Force India comprised of individuals who work in the country, gives us a window on what the regulatory environment is, and what support IOFI may provide given our experience in other regions. During our four conference calls to date, we have been talking to people operating there we have never reached before.

Moreover, India may well become a big player at Codex Alimentarius as India has recently offered to be a host country for a potential new working group or committee that will work on spices and herbs.

Q: Do you think our members and stakeholders understand global harmonization?

TC: Everybody seems to understand IOFI’s efforts to harmonize along the GRL, and the backbone of that is the JECFA evaluations. But there seems to be a lack of understanding about how JECFA does the evaluations and about the critical role of Codex Alimentarius.

Late last year, an IOFI delegation traveled to Indonesia to meet with industry and regulators. We talked about IOFI’s mission and responsibilities, our tools like the Code of Practice, the GRL and the IOFI Database.

One objective of the meeting was to explain the mechanics behind how JECFA declares a certain material safe for use as flavoring. We had former JECFA experts explain how JECFA does its job, and talk about the role of the industry, of experts, and how materials get on the JECFA list. *[Editor’s note: A future IOFI advocacy paper on the Member Network will address this topic, drawing on the presentation materials.]* We got very good questions from our audience in Indonesia, and will be using this feedback to make the presentation stronger for when we use it in other regions.

This also helps JECFA because they would love to see additional people from emerging nations become engaged as future experts.

Q: Other topics on your radar?

TC: The work IOFI does through the Global Poundage Survey Committee (GPSC) is also a tool for advocacy. We have a baseline to conduct surveys and a proven method

connecting the EU, Japan and the US in one report. Next we'd like to expand to LATAM and hopefully other places not covered so far. If we can offer JECFA data on the worldwide use of materials, they can revisit and reconfirm safety evaluations.

Another area is the United Nation's Globally Harmonized System (GHS) for the classification and labeling of hazardous materials. How do you navigate as an industry along GHS lines when in reality, some rules may vary from country to country? How can we make sure members' bulk material can travel safely from one region to another and not be stopped at a border because paperwork wasn't done correctly?

Finally, we have an education job to do. Members need to realize we have useful tools – the Code of Practice, the GRL, the Labeling Manual for the Classification and Labeling of flavouring materials and mixtures – we'd like to help them find a way to get them to authorities and to customers. Sometimes, these critical audiences may not realize what we are trying to achieve here.

Q: So it's a big job ahead.

TC: Yes. In the end we are looking for ways to support our members and develop solutions that will help increase the overall flavor trade.



IOFI participates as the only official representative of the flavor industry at Codex meetings.

Keeping the MN Fresh

The IOFI Member Network (MN) is the password protected part of the IOFI website where employees of all member companies can access useful information. Whether it's a searchable source of Information Letters or minutes from committee meetings, the MN is the place to find it. IOFI volunteers can also access working documents from their committees in between calls and meetings.



The person keeping the MN on track is IOFI Administrative Assistant Natalie Vantricht.

Natalie Vantricht posts Information Letters, committee notes, agendas and schedules for meetings and much more on the IOFI site. "We have new material two to three times a week," she notes, adding "We started a 'Latest Updates' section a few months ago so that busy IOFI members can see what they may have missed in IOFI news." Vantricht also posted links to the three versions (English, Spanish and Japanese) of the IOFI member survey last month. "We hope this contributed to the good response rate."

Since the website redesign, there has been an uptick in interest in the MN. "Each month we average between 20 and 30 requests for a MN username and password," reports Vantricht. "We review each request quickly to determine if the individual is part of the IOFI membership, and then issue the credentials." She adds that sometimes IOFI turns down requests, "You'd be surprised at the non-members who would like to go beyond the open web page and find out more about IOFI business on the password-protected side."

Don't have a username and password for the IOFI Member Network? Request one today. Contact IOFI through the website, or email secretariat@iofiorg.org.

IOFI Produces New Brochure



Executive Director Jos Stelder and Regulatory & Advocacy Director Thierry Cachet will have an attractive new IOFI brochure to use when they visit prospective members, regulators and other stakeholders around the world. “The World of Flavor” contains comprehensive information about the organization, its mission and members, and how IOFI works, with an emphasis on how IOFI tools and consultation can help companies and regulatory authorities. The valuable contributions of industry volunteers and IOFI’s focus on global harmonization are also highlighted.

“We’re very pleased with the brochure because we succeeded in creating an open and friendly look that ties in nicely with our website, Member Network and Code of Practice publication,” notes Stelder. “Even more important is the key message that IOFI can serve stakeholders in practical ways.”

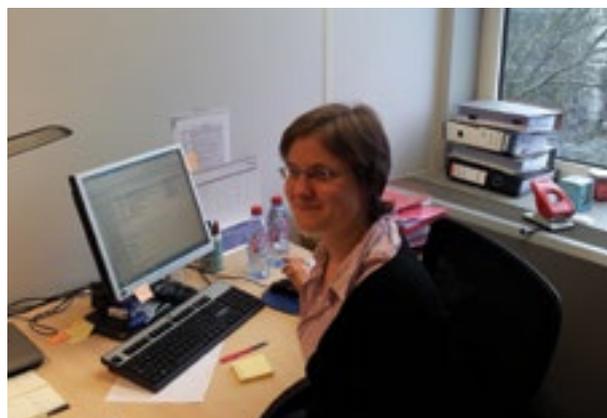
As a companion to the brochure, IOFI now has a new “member insert” designed to work with the overall brochure message, but focus on how to get the most out of IOFI membership. “It’s a simple concept really,” says Stelder. “We want our members – employees of all member companies actually – to understand that they can use all of our tools to help them in their daily work.” The brief folder includes a list of suggested ways to become a more aware and involved IOFI member. “We hope the insert goes a long way to educate our members about the many benefits of their affiliation with IOFI.”

The Communications Working Group (CWG) had a role in the development of the new materials. Notes Chair Joanne Ferrara, “We asked CWG members to review the draft concept and copy to make sure it conveyed the value of the organization in an understandable way. We also wanted to know if the images and tone were right.” She adds, “The CWG gave a good ‘real world’ perspective that helped make ‘The World of Flavor’ even better.”

Look for the “The World of Flavor” and the member insert on the IOFI website in early May. Printed copies will also be available upon request of the Secretariat secretariat@iofiorg.org.

IOFI Database Serves Members

Access to the IOFI Database is a benefit of membership. Flavorists, science staff and those with regulatory responsibilities find detailed information on more than 3500 chemically defined and natural complex substances on the IOFI Database. Technical details such as identification characteristics, specifications and regulatory status are all included. Expand your use of IOFI resources by requesting access to the IOFI Database today. Please contact Dr. Mélanie Marchant at iofioffice@iofiorg.org.



Dr. Mélanie Marchant manages the IOFI Database.

IOFI Members Participate in Online Survey

With increased activity in the past year to broaden awareness of IOFI activities and promote the benefits of membership, the IOFI Secretariat launched an online survey about IOFI communications in March. “Our goal was to hear the voice of our members,” says Executive Director Jos Stelder. “We prepared the survey in three languages: English, Japanese and Spanish. Using the available email addresses we have on hand from the IOFI Member Network and Database, we emailed links to 800 members and urged our association members to pass the links along as well.” The survey was open for responses from March 14 through April 4.

The result? IOFI received 346 responses to the survey: 235 in English, 89 in Japanese and 22 in Spanish.

Highlights of the survey results:

- For most respondents, the primary source of information about IOFI is from their local association. This is especially high among Japanese respondents.
- Respondents report high levels of awareness and usage of the IOFI public website (www.iofi.org), and find the site attractive and useful. They are familiar with other communication tools as well, especially with Information Letters, Documentation Bulletins and *IOFI Insight*.
- About a half or more of the respondents (depending on the region) say they use the IOFI Member Network (MN), with Information Letters, General Information and Latest Updates being the most often visited sections of the MN.
- Among those who do not have a MN username/password, most say they “haven’t tried to get one yet.” Some report that they don’t know how to gain access (If you are in this category, please see the Member Network update in this issue on page 6).
- Again, about half (or more) of those surveyed say they access the IOFI Database, and find it valuable and easy to use. Most of those who don’t have Database access admit they don’t know enough about this IOFI tool. Some say they don’t know how to gain access. (See box on page 7).
- When asked about future topics for IOFI communication, survey participants vote for more scientific and regulatory news and analysis, more on global harmonization, and access to dossiers IOFI creates in response to requests from regulators. Some want more information on advocacy efforts by region or country.

CWG – Active and Engaged in Improving IOFI Communication

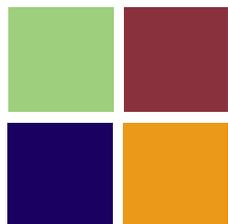
IOFI Communications Working Group Chair Joanne Ferrara is enthusiastic about the work the team has accomplished in the past six months. “The group is committed to looking for ways to improve the two-way communication between IOFI and its members,” she says. “In the past six months, the CWG has been involved in the development of both the new brochure and the online survey of our members.” For the latter, Ferrara adds, “One of our members, Yoshiko Ohki, translated the survey into Japanese and helped translate the replies so that we could make sure we heard the voices of our JFFMA members.”

On the CWG, delegates from the ISB (Michel Aubanel) and the RAAC (Jan Verhoeven) help the CWG identify science and advocacy topics that need to be shared with the membership. The group has also helped refine the IOFI website and Member Network layout and content. Ferrara adds, “We have also had useful advice from association and company members on the CWG about how to use metrics like Google Analytics to measure communications performance.”

The CWG meets twice a year, with regular calls and assignments in between. “CWG Board Liaison Aldo Uva informed the group that the IOFI Board was interested in the possibility of external communication for the association. The CWG provided their perspectives including the potential target audiences, media vehicles and potential logistical hurdles involved in speaking for the global industry.” *[Editor’s note: This topic will be reviewed at the April Board meeting, with further communication to come in the months ahead.]*



“Initial results are very encouraging and also helpful,” notes Stelder. “We will analyze the data more in the weeks ahead and use the results to see how we can improve our communications.”



Association News...

AFFI Hosts Joint Workshop with JECFA and Indonesian NADFC

IOFI Insight thanks AFFI Executive Vice President Paulus Rusli for submitting this report.

For the past several years, AFFI, the Association of Flavours & Fragrances Indonesia, has been working hand-in-hand with the Indonesian National Agency of Drug and Foods Control (NADFC) of the Republic of Indonesia (BPOM RI) in reviewing the new draft regulations pertinent to flavours, flavour substances and flavour ingredients that can be imported, manufactured and used in food products in Indonesia.

Linked to that, with the objective of sharing the safety evaluation procedures and processes applied by the Joint FAO/WHO Expert Committee on Food Additives (JECFA) on flavour substances and flavour ingredients, AFFI organized a one-day workshop titled: "BPOM RI – JECFA Workshop on Safety Evaluations of Flavouring Substances" held in Jakarta on November 29th last year. This joint workshop was made possible with the assistance of IOFI's Dr. Thierry Cachet and the full support of IOFI Executive Director Jos Stelder, along with the JECFA Secretariat. In total, some 50 people from BPOM RI, its Expert Team and representatives from AFFI member-companies took part in the workshop.

At the workshop, we had the pleasure of hosting Dr. Ir. Anton Apriyantono, the Indonesian Minister of Agriculture for 2004-2009 period as our Keynote Speaker, as well as Ir. Tetty H. Sihombing, M.P., Director of Food Products Standardization of the Indonesian NADFC, to give the Opening Remarks. Three out of 5 members of the Expert Team attached to BPOM RI working on the draft flavour regulations were also present.

Dr. Cachet, Dr. Peter Abbott, Director of Biosearch Consulting – Canberra, Australia and Dr. Peter Cadby, a former Global Regulatory Director at Firmenich made presentations and participated in the discussions at the workshop. In the past, Dr. Abbott and Dr. Cadby have acted as Technical Experts to JECFA.

Their presentation topics were:

- Global Harmonization of Flavour Regulations: a progress report (Dr. Thierry Cachet)
- Principles and Approaches for Evaluating the Safety of Food Additives (Dr. Peter Abbott)
- JECFA Evaluation of Flavouring Substances (Dr. Peter Abbott)
- JECFA Experience with the Evaluation of Flavouring Substances (Dr. Peter Abbott)
- Estimating Consumer Exposure of Flavouring Substances (Dr. Peter Cadby)

In conclusion, the joint-workshop was a success whereby we achieved the objective of sharing JECFA's safety evaluations procedure for flavouring substances, in order to help Indonesian NADFC and its Expert Team to have alternative yet reliable safety evaluation procedures and risk assessment processes going forward.



Dr. Cachet with (left to right) Dr. Ir. Apriyantono, Ir. Sihombing, and Paulus Rusli of AFFI



Some of the workshop participants with presenters Dr. Cachet (back row, center), Dr. Abbott (on Cachet's right) and Dr. Cadby (front row, center)

JFFMA Communicates with Members in Many Ways

Founded in 1970 and with almost 150 members, the Japan Flavor & Fragrance Materials Association (JFFMA) has a proud tradition of supporting the safe use of flavors in Japan. JFFMA is a long-standing IOFI member, joining the global organization more than 40 years ago, and providing a steady stream of volunteers through the years to help with IOFI's work in science, advocacy and communication.

JFFMA delegate to the Communications Working Group (CWG) Hiroyuki Okamura reports that the association held its 45th General Assembly on January 25, 2013. The meeting was an opportunity to share the plan and budget for the coming year. "We also thanked our member companies for their participation in the 2010 Global Poundage Survey, and explained about the process to verify and report the results," notes Okamura-san. "In addition, we provided our members with a report on a Health Science Study sponsored by the Ministry of Health, Labour and Welfare (MHLW) on world flavor regulations and labeling, and updated them on the latest regulations on flavoring and non-flavoring ingredients."

A highlight of the meeting was the release of a publication entitled "History of JFFMA – 2000-2009," commemorating the 40th anniversary of JFFMA. In this hardback book, readers can learn about the history and development of the flavor and fragrance business in Japan; read a profile of JFFMA, along with its organization structure and a history of its activities; review a summary of the work of each of JFFMA's active committees; and view a chronology of important moments in JFFMA's recent history accompanied by a historical backdrop. The book also includes a member directory.



The book contains a congratulatory letter from former IOFI President Mauricio Graber, along with a chronology of JFFMA's involvement in and support of IOFI.

Keeping JFFMA members informed about local and global regulatory trends is standard operating procedure for the association. In the next two months, JFFMA will hold meetings in Osaka and Tokyo. May 8-9 will be the periodic information report sessions in which members can learn about JFFMA and IOFI activities. On June 21 and 24, members will attend Compliance Workshops. "We hold these meetings to ensure that our members meet all relevant regulations in the production, labeling and shipping of flavor materials," concludes Okamura-san. *[Editor's note: IOFI plans to hold its 2014 General Assembly in Tokyo.]*

FEMA News



FEMA's 104th Annual Convention

FEMA's 104th Annual Convention, "[The New Normal: Transparency & Collaboration](#)," will take place May 5-8 in Palm Beach, Florida. "We know issues surrounding this topic are very important to today's consumers, many of whom want to understand the safety, function, and origin of ingredients in the foods and beverages they feed their families. This year's Convention will provide an ideal opportunity for our members to learn insights from our expert speakers on how the flavor industry can best position itself for success in today's increasingly open and cooperative atmosphere," notes FEMA Executive Director John Cox.



JFFMA 45th General Assembly Meeting

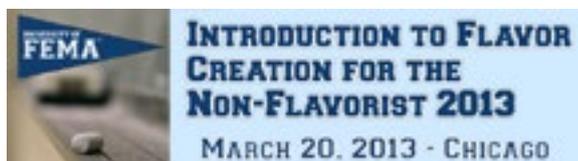
This year's General Session speakers include:

- Elizabeth Sloan, PhD: Sloan Trends, Inc.
- Gina Nicholson, NSF International
- Angela Hersil, SC Johnson

In addition to General Session and regular Committee Meetings, FEMA will host an Executive Leadership forum on Wednesday, May 8, comprised of senior leadership representing the world's largest flavor manufacturers. Scheduled panelists include:

- Hans Holger Gliewe, Global President, Symrise AG Flavor & Nutrition Division;
- Mauricio Graber, President, Flavour Division, Givaudan;
- Peter Lombardo, President and CEO, Robertet Flavors;
- Aldo Uva, President – Global Flavor Division, Firmenich, Inc.;
- Hernan Vaisman, Group President of Flavors for International Flavors & Fragrances, Inc.; and
- Ori Yehudai, President and CEO, Frutarom Industries, LTD.

This first-of-its-kind session will offer attendees a chance to hear from these leaders about how they envision the flavor industry moving forward in today's transparent society.



“Introduction to Flavor Creation for the Non-Flavorist”

On March 20th, the University of FEMA hosted its most recent workshop in Chicago, IL. Following the success of a previous workshop in 2011, this year's course was designed to introduce FEMA members and non-members alike to the exciting world of flavor creation. The 65 students came from companies of all sizes and job functions, including sales and marketing personnel, regulatory professionals, and flavorists-in-training, all of whom were looking for better understanding of how the skilled scientists who create memorable flavor experiences conduct their artistry. Attendees appreciated the expert content provided by the three instructors: Charles Manley, PhD (Charles H. Manley, LLC), Dolf DeRovira (Flavor Dynamics, Inc.), and Richard Pisano, Jr. (Citrus and Allied Essences Ltd.).



Flavorfacts Goes Social

As part of FEMA's Enhanced Communications program, FEMA launched a new consumer-oriented website last Fall. www.Flavorfacts.org provides information to the general public about flavors, including their safety and how they are used. FEMA regularly posts new blog content and responds to consumers' questions about flavors.

FEMA Communications Director Mat Gulick reports, “In January, Flavorfacts joined [Facebook](#) and [Twitter](#) and provides daily updates via these two popular social media platforms and engages with the public to inform others about our industry.” He adds, “Like us! Follow us! Join in the conversation and help share flavor facts!”

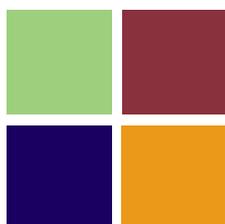
EFFA Publishes Revised Guidance Documents on EU Flavour Legislation

In March, EFFA uploaded two revised Guidance Documents to the EFFA homepage. Both documents help EFFA members and those who export materials to the EU to comply with the EU regulatory framework.

EFFA Guidance Document on the EC Flavouring Regulation

Revised for the second time, the EFFA Guidance Document on the EC Flavouring Regulation seeks to establish EU-wide guidance for the practical application of the regulation. Notes EFFA Executive Director Sven Ballschmiede, “We want to ensure a harmonized interpretation of the regulation within the EU flavour industry. We recognize that this document may also serve as a reference for food business operators and enforcement authorities.” First issued in February 2009, it was revised previously in September 2010.

This new version of the EFFA Guidance Document takes into account the latest developments in relation to the establishment of the Union List of flavouring substances and source materials (the “Union List”), in particular the Implementing Regulation (EU) No 872/2012 and the Regulation on transitional measures (EU) No 873/2012 that entered into force in October 2012.





“As the List of Flavouring Substances (Part A of the Union List) will apply from 22 April 2013, we sought to provide timely and valuable guidance for the industry for the implementation of the list while addressing the applicable transitional periods,” adds Ballschmiede.

The interpretation of Article 16 about natural flavourings labeling has evoked controversial discussions among the different stakeholders (industry, enforcement authorities and European Commission) leading not only to legal uncertainty but also impacting intra EU trade.

This document clarifies the industry position on so-called “natural-x-flavourings” pursuant to Article 16 (4) of the Regulation. This position is supported by the European Commission as well as by a vast majority of the EU Member States.

“The updated Guidance Document provides a comprehensive interpretation of the labeling requirements for ‘natural flavourings’ as laid down in Article 16 of the Regulation.”

- Sven Ballschmiede

EFFA Guidance Document for the Production of Natural Flavouring Substances and (Natural) Flavouring Preparations

This Guidance Document aims to provide a consistent interpretation of what constitutes a natural process under the EC Flavouring Regulation. It consists of six chapters outlining the general principles, various processes and methods:

- Chapter I General Principles
- Chapter II Traditional food preparation processes
- Chapter III Appropriate physical processes
- Chapter IV Microbiological and enzymatic processes
- Chapter V Processes used in the production of natural flavouring ingredients
- Chapter VI Analytical methods to assess authenticity

“We first issued this document in September 2010 and revised it now to take into account some elements that have been discussed and agreed upon by the EFFA WGNP (Working Group on Natural Processes) during their meetings last year,” reports Jan Demyttenaere, EFFA representative in the WGNP. These changes include:

- EFFA’s understanding that the enzymatic processes are covered by the entry “Fermentation” listed in the Annex II of the Flavouring Regulation;

- The preference for solvents that are permitted by the Directive 2009/32/EC as amended but following the general EFFA Guidance Document; and
- EFFA’s understanding that “Extrusion” is covered under “Cooking” which includes specifically “Extrusion Cooking.” (see List of all permissible processes in Chapter V).

Ballschmiede concludes, “We recognize that the details of implementing these EU regulations are many – and sometimes can be a little confusing. By providing and updating these Guidance Documents, EFFA hopes to assist those doing business within the European Union to be in full compliance with legal requirements.”

IOFI’s Newest Standing Committee: GPSC

Previous issues of *IOFI Insight* have reported on the work of the IOFI Global Poundage Survey Committee (GPSC). At this month’s meeting, the IOFI Board is expected to approve the GPSC as a separate standing committee, similar to the ISB, RAAC and CWG. Following the meeting, IOFI will issue an Information Letter to recruit new members, especially from the APAC and LATAM regions. Executive Director Jos Stelder explains, “We wish to build on the present team by adding new volunteers from parts of the world not yet represented on the committee.” The initial GPSC team was organized to handle one project – the 2010 Global Poundage Survey. The group worked well together, and developed a standardized framework for the survey to collect and verify flavor production and usage in Europe, Japan and the US.

“The step to make the GPSC a standing committee is an important one,” says Stelder, adding “The GPSC will now report to the Board and GA at semi-annual meetings, and has as its charge the expansion of poundage surveys to include other regions in addition to the ones already covered.”

GPSC Chair Christie Harman welcomes the change in status for the committee. “Poundage is a key component of estimating exposure and is a critical part of safety evaluations for our materials. The more we can focus on improving our usage calculations, the more accurate and complete our submissions to risk assessors will be.” She concludes, “Our initial team has done a great job, but adding new members, especially from LATAM and Asia, will help us prepare for and conduct the 2015 Global Poundage Survey. This will be a major step forward for the global flavor industry.” Look for more about Global Poundage on the IOFI MN in May.