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President's Letter

Dear IOFI Colleague:

As I complete my first six months as your president, I am happy to report that IOFI continues to show good participation and progress in various activities around the world. This is proof of the engagement of our members and a concrete demonstration of IOFI's role in the global flavor industry supporting the safe use of flavoring materials. Some examples of recent activities:

- We involved a significant number of members worldwide in a materiality matrix survey that will help us better understand the needs of our members in the different regions. This facilitates the identification of common themes for the design of external communication plans in support of the industry on the global level.
- In its February meeting in Washington DC the IOFI Science Board (ISB) met to discuss ways of efficient support of EFSA in their recent calls for additional data to support listing of footnoted substances on the European Union list. Our work on the New Japan Program 2 is ongoing, and we are expecting news from JFFMA soon on developments. An effective collaboration and improved information exchange with the fragrance side of business were also important points on the ISB agenda.
- IOFI Regulatory and Advocacy Manager Thierry Cachet attended the 2015 Codex Committee of Food Additives meeting in China in March. There he not only continued to cultivate good contacts and develop opportunities for collaboration for IOFI, as we are the official observer for the global flavor industry at the WHO/FAO, but also supported progress in the global standardization of Codex regulation in relation to the use of flavorings.
- The better understanding of our customers' and members' needs and the potential for more effective cooperation between IOFI and IFRA were also the central topics of a meeting with top CEOs in the flavor and fragrance industry in Geneva in January. IOFI received recognition for its many achievements in recent years.
- In spite of economic turbulence in emerging markets, we have seen positive momentum in LATAM, with the establishment of a flavor and fragrance association in Chile (ACHISAF) and our own plans to have a RAAC LATAM Task Force Meeting in Buenos Aires in May. In addition, we continue to plan with the LATAM associations for their participation in the 2015 Global Poundage Survey, another example of our efforts to be inclusive and represent the entire flavor industry.
- Efficient safety testing methods, competent communication of test results to the authorities and comprehensive support in the ongoing global intake and exposure discussions were





important points on the agenda our recent IOFI meetings in Jersey City in April. The increasing challenges from regulatory bodies (e.g. EU/EFSA, US FDA and GRAS, FSC in Japan) were addressed not only by the science and advocacy teams but also in the Communications Working Group (CWG).

- With the first edition of the "IOFI Annual Report" about our 2014 activities, we have put together a comprehensive overview with many interesting facts and figures about the activities and composition of all IOFI key groups.

On the IOFI Board level we have the following changes:

- After our long-time IOFI champion Fred Stults retired last year we have welcomed the return of Mauricio Graber to the Board as Givaudan representative.
- At the beginning of 2015 our CWG Liaison and designated Treasurer Aldo Uva departed from the flavor industry and has been replaced by Christopher Millington, also of Firmenich.
- Thanks also to Matthias Haeni (IFF) who was elected as new Treasurer of IOFI.

Internal IOFI operations include changes to the chairs and vice chairs of all three main committees that will be phased in this year. This gives an opportunity for other committee members to serve in leadership positions and continue their strong and valuable service to the entire industry. We are making good progress in all IOFI committees and working groups as we define the top priorities and focus our existing resources on the most important topics. For the 2015 objectives we have developed clear milestones that are being reviewed regularly in a list of current achievements in each of our committees.

I would like to thank all IOFI members for making their best professionals available to take on new leadership roles – and for sending a significant number of volunteers who serve on all IOFI committees and working groups. Be assured that the Board continues to identify potential new IOFI members – both associations and companies – so that we can guarantee continued and increased presence and resources for the benefit of the global flavor industry.

With the high level of passion and dedication demonstrated by our industry volunteers and IOFI staff, we are addressing the requirements of a rapidly changing business and regulatory environment. Integrated communication among all regional associations is key to promote all the advantages that our industry can offer to our stakeholders. Please join me in living this mission in our daily activities!

Sincerely

Hans Holger Gliewe
IOFI President

Board News



Mauricio Graber, President of the Givaudan Flavour Division, has rejoined the IOFI Board. Graber began his career with Givaudan in 1995 as Managing Director for Latin America with Tastemaker. When Givaudan acquired Tastemaker, Graber became Managing Director for Mexico, Central America and the Caribbean before becoming Vice-President for Latin America in 2000 and being appointed President of the Flavour Division in 2006. Graber served on the IOFI Board from 2008 to 2012, and as IOFI President from 2010 to 2012.



Chris Millington, President of the Firmenich Flavor Division, has joined the IOFI Board. Millington was appointed President of Firmenich Flavors in January 2015. He joined Firmenich in January 2012 as VP of Latin and North America, with responsibility for driving Firmenich flavor division growth in these regions. Before Firmenich, he was at Nestlé and Kraft. Millington brings a global perspective to his Board role with extensive business exposure in North and South America, Africa, Europe, Asia and Australasia.



IOFI 51st General Assembly Report

IOFI held its 51st General Assembly (GA) Meeting on April 23, 2015 at the Hyatt Regency in Jersey City, New Jersey. Hosted by IOFI President Hans Holger Gliewe and IOFI Executive Director Jos Stelder, GA attendance included about 30 representatives from IOFI member companies and associations and Secretariat staff. Chairs of the main committees, along with staff and committee members, provided updates.

Operations

In brief introductory remarks, President Gliewe mentioned that IOFI has more topics to deal with than in the past and as a result has to be "more effective, selective and creative in setting priorities." He added that the organization faces increasing demands for safety testing and communications. With a backdrop of continued consolidation of the industry, Gliewe noted the need to review IOFI activities closely to deliver value while being cost conscious in operations.

He provided an update on overall operations, described recommended changes in Board membership and officers and named the members of the Nominating Committee: Fred Stults (Chair), Gary Smith (Firmenich) and Kenichi Somekawa (Takasago). Gliewe informed the GA that during the course of 2015, new chairs will take leadership roles in the ISB, RAAC and CWG.

The GA reviewed the 2014 actual receivables and expenses, and following motions of the Board, approved the 2014 IOFI balance sheet while discharging the Treasurer and staff.

The GA also approved the new Board appointments of Chris Millington (Firmenich) and Mauricio Graber (Givaudan); and the appointment of Matthias Haeni (IFF) as Treasurer.

Advocacy

Regulatory Advisory and Advocacy Committee (RAAC)

Chair Jürgen Schnabel, Vice Chair Ute Woelke and IOFI Regulatory and Advocacy Director Thierry Cachet provided an advocacy update. Schnabel reviewed a lengthy list of IOFI advocacy priorities for 2015 (see box).

Individual RAAC task force reports included:

- **CDS TF:** At IOFI's request, the Codex Committee on Food Additives (CCFA) agreed to have flavoring substances on the Joint FAO/WHO Expert Committee on Food Additives (JECFA) priority list for the re-evaluation of specifications only. The CDS TF continues its work with the IOFI Working Group on Methods of Analysis (WGMA) on CDS specifications. Results of an EFFA and CAFFCI survey of the purity of materials in the European and Chinese market respectively were discussed.

IOFI Advocacy Priorities for 2015

- Continuation of Codex activities driving for global harmonization
- Set up for changes in flavoring regulations in India
- Defense and further promotion of established safety evaluation procedures and approved flavorings
 - New Japan 2 program
 - China ILSI support
 - FEMA GRAS defense
- Flavorings with Modifying Properties – Rollout of FMP education and training
- LATAM Meeting of the flavor associations in Buenos Aires, May 2015
- Joint efforts with EFFA via the RAAC-initiated IOFI/EFFA Union List Strategy Task Force
 - EU-EFSA evaluations and planned re-evaluation program of flavourings
 - Intake assessment: group based use levels and use of representative materials
- Country list – updating and monitoring countries with flavoring regulations not harmonized with the IOFI GRL
- Natural Complex Substances (NCS) and Chemically Defined Substances (CDS) specifications



2015 IOFI Board: Front row (from left) K. Somekawa, H. Smith, Jr., H. H. Gliewe, M. Haeni, J. Stelder. Back row (from left): H. Okamura, D. Wilkes, A. Figueiredo, M. Graber, J. Mane, C. Millington.

- **India TF:** At a successful face-to-face meeting with attendance of local companies in Chennai in November, 2015, the TF identified a need to provide information and support as new draft regulations for flavorings, ideally built on the Codex model, are developed. Representatives of the TF, including IOFI Regulatory and Advocacy Director Thierry Cachet participated in the biennial FAFAI flavor association meeting in Jaipur in January 2015, gaining a better understanding of FAFAI membership and operations. Next steps include developing a working partnership with FAFAI and using IOFI experience in other regions to help with the draft flavoring regulation in India.



IOFI India TF members with some Chennai meeting attendees.

- **Middle East TF:** The region still has regulations not harmonized with Codex, with the exception of Egypt. Halal is a main focus of attention among regulators in many Middle Eastern countries. As Codex has no intention to engage in the Halal issue, the TF recommended lowering the advocacy priority of the region and continuing to monitor legislative developments.
- **IOFI/EFFA Union List Strategy TF:** As a result of the EU delisting five Footnote 10 substances on administrative grounds rather than safety concerns, the TF has stepped up advocacy efforts to defend these materials. Activities include coordinated response to the EU Sanitary and Phytosanitary (SPS) notification involving the governments of the USA, Japan and China in October 2014 and coordinated efforts to lobby European Parliament members both independently and with FoodDrinkEurope.
- **Flavorings with Modifying Properties (FMP) TF:** During 2014, the TF developed education and training material that has been approved by the RAAC. The Communications Working Group (CWG) will assist the RAAC in developing the best formats for implementation. The initial target audience for FMP training will be IOFI members, followed by other interested stakeholders including customers.

At the close of the advocacy update, Gliewe noted that Schnabel will be stepping down as RAAC chair in July 2015. He thanked the chair for his service and observed that it is hard to imagine the RAAC without Schnabel at the helm. Gliewe wished incoming Chair Ute Woelke all the best for a successful transition.



The IOFI RAAC held its 53rd meeting in Jersey City prior to the GA. Photographed against the NYC skyline are (from left): F. Sekiya, M. Raukko, G. Durand, Board Liaison H. Smith, L. Hopkinson, S. Ballschmiede, Chair J. Schnabel, J. Stelder, J. Verhoeven, L. Liu, Vice Chair U. Woelke, T. Cachet, M. Behringer, IOFI President H. H. Gliewe, V. Alvarez Saavedra, K. Saito and V. Nirmalchandar.

Science

Following the RAAC presentation, **IOFI Science Board (ISB)** Chair Ben Smith acknowledged that there is an overlap among IOFI committees on some key industry issues, indicating a need for collaboration and communication among the various groups. He enumerated the science team's priorities for the coming year (see box on page 5).

Smith went on to provide the GA with an update on the European Food Safety Authority (EFSA) testing program, and IOFI's compliance with requests for additional data on substances footnoted for genotox (Footnote 19) or toxicity (Footnote 10) concerns by the risk assessor. Smith mentioned that "2015 is going to be the year of exposure" adding that IOFI is at the forefront of genotoxicity testing. He reported that the ISB has changed its modus operandi over the years, relying now on small teams of members who bring information to the full ISB for discussion and decisions. (See more about ISB deliberations in the interview with ISB Vice Chair Mark Dewis on page 10.)



Smith also reported that with IOFI strides in new scientific methods for safety evaluation, the flavor and fragrance industry could be leaders in this area.

Other updates included the ISB's work on group-based use levels for intake assessment, the ISB oversight of the multi-year review undertaken by the FEXPAN for GRAS re-affirmation/affirmation of NCS; preliminary positive feedback from Tokyo on the New Japan 2 program aimed at harmonization; plans for proactive science projects to be added to the ISB "to do" list; and a progress report on scientific collaboration including information sharing and co-funding studies with the fragrance industry's scientific arm RIFM.



ISB Chair Ben Smith presents to the IOFI General Assembly.

Some IOFI Science Priorities for 2015

- **Protecting commercially relevant substances:** Continuing to work on EFSA-requested testing (key focus FGE.203 substances, i.e., 2,4-dienals)
- **Establishing thought leadership:** Threshold of Toxicological Concern (TTC)/Decision Tree (DT) publication; involvement with the international project/interests and publication of IOFI-sponsored studies that provide perspective on relevant topics in flavor safety evaluation
- **Foundational science:** strengthening the underlying data to support re-evaluation of substances at JECFA, EFSA and FEMA Expert Panel (FEXPAN)
- **Altering IOFI view on exposure:** Use level requests and revised group based approaches for intake estimates
- **Revisiting the naturals paradigm:** Oversight of FEXPAN review of natural complex substances

Communication



CWG members step outside for a break from the April 22 meeting in Jersey City. From left: S. Ballschmiede, C. Witter, H. Okamura, Chair J. Ferrara, Y. Ohki, F. Shinnick, U. Parasar, M. Aubanel, J. Stelder, M. Gulick, J. Verhoeven, President H. H. Gliewe, N. Nana, M. Treisbach, Vice Chair/Board Liaison D. Wilkes, K. Babbitt.

Communications Working Group (CWG) Chair Joanne Ferrara identified three top priorities for 2015 communications:

- Update IOFI strategic communications objective to reflect new communications challenges based on priorities identified in the materiality matrix.
- Implement phase two of the Board-approved communications roadmap that moves toward more external IOFI communication with regional coordination.
- Continue to build two-way communication with IOFI member associations and companies to promote value of membership and facilitate proactive communication.

Ferrara described in detail the results of the materiality matrix, a global survey of flavor industry professionals executed by the CWG. (See sidebar.) The study gathered feedback on twelve key issues, measuring their perceived importance to stakeholder groups including consumer packaged goods companies, non-governmental organizations, regulators and the industry itself along with the industry's ability to impact each issue. Findings indicated that the level of importance varies by stakeholder group and geographic region. Ferrara explained that these variances indicate a need for tailored communication to each target audience, with common global themes supplemented by regional messages.

Ferrara also reviewed a study undertaken by the CWG that identified key issues of interest to non-governmental organizations as a supplement to the materiality matrix. She updated the GA on the successful Member Network webinar offered to the membership in February (see story on page 11).



Finally, she presented the revised strategic communication objective for IOFI that reflects a move toward more coordination between IOFI and the regional associations as the organization focuses on external communication:

- **IOFI Communication Objective:** In coordination with IOFI members, centralize information, develop proactive, benefit-oriented communication about industry strengths in science, safety and regulatory support, and provide consistent communication about the industry when needed.

At the close of her presentation, Gliewe thanked Ferrara for her many years of service in chairing the CWG from its inception. During the coming months, Ferrara will turn over the committee reins to Vice Chair Donald Wilkes.

IOFI Materiality Matrix Goals and Method

Objectives of the materiality matrix were to:

- Identify key areas for targeted communication initiatives, according to the membership.
- Identify issues of importance to stakeholders consumer packaged goods companies (CPG), NGOs and Regulatory Authorities.
- Assess industry's ability to address these issues.
- Prioritize areas for external communication.

The importance and relevance of twelve statements in five categories (general food industry, safety & science, education & transparency, corporate social responsibility & regulatory compliance and regulatory harmonization & intellectual property protection) were studied. The method was an online survey of 130 flavor industry professionals around the world conducted at the end of 2014.

Global Poundage

Global Poundage Survey Committee (GPSC) Chair Christie Haman explained the mission, membership and goals of the GPSC to the GA. The GPSC met in Jersey City on April 20 and reviewed the 2015 survey methodology and logistics.

Haman noted that though the data collection is planned for 2016, IOFI has laid groundwork for a successful study via early communication with the membership and development of a common method for data collection. Because accurate global poundage is critically important for intake and use levels, plans for the 2015 study include LATAM for the first time. Global poundage will be on the agenda for the RAAC LATAM TF meeting with Central and South American member associations in Buenos Aires in May.



The GPSC met on Monday April 22 in Jersey City. Seated from left: V. Alvarez Saavedra, J. Demyttenaere, T. Cachet, Chair C. Harman, J. D. Vora. Back row: J. Stelder, N. Higley, M. Raukko, U. Parasar, Board Liaison A. Figueiredo, H. Okamura, F. Sekiya, N. Nana, G. Durand.

Natural complex substances will also be included in the 2015 study for three regions (US EU and Japan), and the committee continues to work on development of form definitions relying on existing sources (e.g., ISO) and the addition of NCS on the IOFI GRL.

Once the survey data is collected, flavorists will review the use level data to ensure accuracy. Harman concluded by stating that project preparations are on schedule.

Standing Committees

Thierry Cachet reported on two joint IOFI/IFRA groups:

- The **Globally Harmonized System (GHS) TF** has as its main product an annual update of the GHS labeling manual (LM). This past year, the December publication was delayed until February 2015 due to data flaws that needed manual review and correction. The TF will work with outside consultants to develop the 2015 GHS LM while it searches for a technical solution to data collection issues.
- The **Safety, Health and Environment (SHE)** committee updated its mission statement and terms of reference while delivering guidelines and training on key workplace issues including fire prevention, packaging for combustible and flammable products, handling of carcinogenic, mutagenic and reprotox (CMR) chemicals and respiratory health and safety.

President Gliewe closed the GA meeting with thanks to the companies and associations that make the work of the organization possible through their support. He acknowledged the contribution of Executive Director Jos Stelder in preparing for the Board and GA meetings and reminded attendees that the next GA will be on October 15, 2015 in Berlin, Germany.



IOFI Board Perspective



Checking in with Board Member Matthias Haeni

IOFI Insight asked IFF's Matthias Haeni for his initial impressions of IOFI from his perspective as one of the newer IOFI Board members.

IOFI Insight: What are your impressions about the IOFI Board so far?

Matthias Haeni: I'm thoroughly impressed by the caliber of talent in the IOFI Board. The members are not only seasoned industry professionals, but also passionate individuals. I have the utmost respect for President Hans Holger Gliewe and the many objectives the Board has set and accomplished so far.

Q: What's the most interesting thing you've learned about IOFI since becoming active as a Board member?

MH: As this is my first time on the IOFI Board, I find it fascinating that the interest in flavors and the sources of their ingredients is growing rapidly. Consumers are increasingly requesting greater transparency from our customers. In addition, it is important for the industry to become more proactive and engage with local authorities, so we are better able to help regional and local associations stay up-to-date on regulatory changes, which are very dynamic at the moment.

Q: IOFI continues to grow. What would you say to a flavor association or global flavor company that was considering joining IOFI?

MH: I would tell them that it is very important to be part of IOFI and gain exposure to the industry. Every single country and flavor company should be highly interested in the industry, and IOFI can help guide them through emerging regulatory changes, and in turn ensure compliance. Some of the key challenges facing the industry relate to the changing regulatory environment. IOFI can partner with these regulators to address their and consumers' concerns, and establish some consistency for the industry.

IOFI is like an umbrella protecting the interests of the industry and ultimately consumers, and is an invaluable asset to companies like IFF.

Q: IFF has typically provided a number of talented volunteers to work on IOFI committees and working groups. How is that good for the company and the individuals?

MH: This is an instrumental benefit for IFF, as it enables us to gain additional insights into the flavor industry as well as provides our employees additional development and learning opportunities. In addition, the interaction and exposure our employees receive when volunteering enables us to further our industry connections. We feel very proud to collaborate in these volunteer opportunities. At IFF we are fortunate to have a very talented employee base and are committed to giving back to the industry.



IOFI EFFA Union List TF members (from left) J. Schabel, S. Ballschmiede and T. Cachet strategize after the GA meeting in April.



Vice President and Interim Treasurer Howard Smith, Jr. presented IOFI financials to the General Assembly.



Volunteer Spotlight: Jürgen Schnabel



Jürgen Schnabel, Global Head Regulatory + Scientific Affairs for Givaudan, has served as IOFI Regulatory Advisory and Advocacy Committee (RAAC) chair since the group's formation. As the primary global advocacy arm of the association, the RAAC keeps IOFI informed about regulatory trends and challenges around the world. Through RAAC task force volunteers and Secretariat and regional association staff, IOFI deploys resources to address advocacy issues.

Schnabel holds a Dr degree from the ETH (Eidgenössische Technische Hochschule/Swiss Federal Institute of Technology) in Zürich. At Givaudan, he held various positions in the Product Safety and Regulatory Affairs department before assuming his current position in 2007. He is also vice chair of the IOFI Science Board and a member of various Task Forces, including the IOFI/EFFA Union List Strategy TF and the IOFI Codex JECFA TF.

IOFI Insight: You were there at the inception of the RAAC in 2007. Why did IOFI need to have a RAAC in the first place?

Jürgen Schnabel: The situation at the time was one where national and regional associations were working independently of one another. Clearly, the global industry had become closer, in the sense that an issue in one area had the immediate potential to have an impact in others. There was a need to bring the industry to the next level, so that we could work more closely together. Prior to the RAAC, IOFI had a Technical Experts Committee (TEC) – but this was more of an information exchange, a discussion-type format for meetings. It wasn't until the establishment of the RAAC that IOFI became really active in advocacy.

Q: What were your expectations of the RAAC?

JS: I expected the RAAC to do two things: bring the IOFI membership much closer together for a more in-depth understanding of issues and be a platform for issue resolution.

While we still have a lot of issues outstanding, over the past six and a half years these initial objectives have been reached. Now we have a much better exchange of information than we did in the early years of the RAAC. On this committee, we have individuals who have a strong interest in working together on behalf of the industry.

Q: How has the RAAC changed during your tenure?

JS: In the beginning, some parties may have been reluctant to have the RAAC at the IOFI level, thinking that perhaps as a local association, they didn't want "interference" from IOFI. In fact, in working together, we have gone many miles in the right direction as an industry.

In early meetings, it seemed that Thierry Cachet and I were the ones doing all the talking! During this initial phase, it took some time for everyone to understand what they were to do and what we could achieve as a group. Based on an ever-increasing list of topics to be addressed, and our learning over the years to work together, we have made great strides. To make the RAAC more effective, we established an impressive number of task forces. Some were even for countries where IOFI doesn't have representation yet. It has been a real evolution in the way we have organized the group and undertaken our work.

Q: Reflecting on your time on the RAAC, what were the biggest challenges IOFI faced in the advocacy arena?

JS: Overall, it would be our attempt to drive for global harmonization of regulations. We still have inconsistencies – and these cause problems in trade. Since 2002, IOFI has been active at the Codex level. Our first real success was in helping with the development of the Codex guideline on the use of flavorings, finally approved in 2008. Codex work is now an important part of our ongoing activity; at this stage, we even try to drive harmonization of vertical standards (e.g., Codex commodity standards) that contain provisions for the use of flavorings. This includes addressing issues on the labeling of flavorings according to the Codex general standards on food additive and food labeling.

Another important achievement of the RAAC is that through our advocacy efforts with EFFA, we were able to get all materials of commercial interest on the EU Union List. In the early days of this project, the whole European business was potentially at stake because the Commission was creating the first positive list in Europe.

Q: What about RAAC activities outside of Europe?

JS: During the phthalate adulteration crisis in 2012 in China, the RAAC together with the IOFI Science Board (ISB) and the IOFI Working Group on Methods of Analysis (WGMA) were successful in resolving this issue. In LATAM, we have worked hard to bring the associations closer together. We added two LATAM experts to the RAAC in recent years to help us in this region, and we are planning another workshop in May in Argentina to review regional regulatory challenges. We have been working with the local association ANDI to support the development of flavor regulations in Colombia. And there are many small successes along the way as well.

Q: What has made your work on the RAAC particularly satisfying?

JS: Aside from the achievements just mentioned, I would say working with the people on the RAAC team. This is a unique opportunity to work with people from around the world. It's been an eye opening experience.

Q: You have been involved in recruiting IOFI volunteers. Why is it important to volunteer?

JS: As an IOFI volunteer you can learn so much --- and it's free! It is a way to broaden your horizons in ways that you may not see in your everyday work. You meet with great people and you gain a global overview of what's happening. In the normal business world, you may not get a chance to gain this level of global understanding.

Q: Looking ahead, is IOFI poised to meet regulatory challenges?

JS: Yes. All the relevant contacts have been made in key parts of the world. We have the people in place to meet emerging challenges.

Q: What's next?

JS: In July, RAAC member Ute Woelke will become the RAAC Chair. I will remain as a regular RAAC member, fully confident in Ute's capability to lead this group. I will continue to be actively engaged in several IOFI task forces and serve as Vice Chair of the ISB.

Q: And continue your regular job for Givaudan, right?

JS: Yes indeed.



IOFI Introduces First Annual Report



At the recent GA meeting, Executive Director Jos Stelder distributed copies of IOFI's first-ever Annual Report. The publication grew out of a conversation between Stelder and IOFI President Hans Holger Gliewe in Germany last November. Stelder commented, "The Annual Report is a way for us to reflect on the many accomplishments of the organization in the past year and showcase the contributions of the numerous talented volunteers and staff members who helped us reach our goals." He added, "This is also a transparent way to share how we use the resources entrusted to us by our members." While available in printed form, the report will also be accessible in a "page-turner" version on the IOFI Member Network. The Annual Report shares an appealing design similar to others in IOFI's stable of communications including the IOFI brochure, Member Benefits folder, Welcome Kit, MN and *IOFI Insight*. "We are delighted to provide a summary of our work in 2014 in science, advocacy, communications and more," said Stelder. "We are already looking forward to the 2015 edition!"



Mark Dewis Reflects on the ISB



After five years, Mark Dewis is leaving the IOFI Science Board (ISB) because of a change in his responsibilities at IFF. In his new role, this accomplished scientist will be responsible for managing global accounts for his company. This move into the customer-facing commercial realm is both a challenge and recognition of Dewis' unique capabilities. While his departure from the ISB will be a loss for the science team, IOFI wishes him well in this new stage of his career. Dewis took a few moments to give us a look inside the workings of this important IOFI committee.

IOFI Insight: From your vantage point on the ISB, what have been the industry's major challenges?

Mark Dewis: Of course a large amount of time has been invested in securing the flavor chemical substances in the EU, and the FGE19 materials specifically, and this is ongoing. Global harmonization remains a challenge. Philosophically there is a drive in that direction, and with associations like CAFFCI in China joining IOFI that definitely helps. I contrast this though with an increased number of country-by-country legislations that are rather ad hoc and seemingly random, plus the apparent lack of consistency in the approach of EFSA versus other risk assessors (e.g., JECFA) on hazard and risk evaluations for ingredients. The IOFI RAAC has some work ahead in these areas including finding a way to engage customers in ownership of our industry challenges. There are specific examples of strong engagement but in general this is left as a flavor industry challenge. Customers though are the ones with the political and consumer leverage.

Q: How has the ISB changed over the time you have been a member?

MD: For some legitimate reasons my first meetings seemed to be all about Europe; that is still important but the focus is much more balanced now and the ISB addresses issues with a much more global perspective.

Q: What were the most satisfying moments of your tenure on the ISB?

MD: I would have to say most satisfying (even more than what has been accomplished) is the group itself.

"It is refreshing to address industry issues with a common view across peer companies without it being a competitive situation."

- Mark Dewis, ISB

The team is tight and works very collaboratively. I think there are several reasons for this. First there has been a good continuity on the composition which has led to respect and trust; second the new members have adopted the spirit of the ISB. The leadership (chairs) have done a great job in ensuring that the goals, priorities and message are clear and understood. That is not to say we always agree, we don't. Sometimes there are very strong individual opinions or no real consensus on a specific action or direction, but we can have a great discussion, reach a conclusion and move on without it getting personal.

Q: Volunteers are an important part of IOFI operations. Why would you recommend volunteering for IOFI?

MD: First it is a great thing to do in your industry. Second it allows you to network and meet some great industry colleagues. Third it is almost always an experience that leads to new learning and personal development.

Q: Looking ahead, do you think IOFI is poised to meet scientific challenges?

MD: Yes, the challenges we have faced have meant that we have had to up our game in how we think about issues and how to address them. We have at our disposal a broader set of testing methodologies than we had in 2010 as well as some pragmatic solutions to issues. I do see funding as a challenge moving forward if the challenges regarding timely JECFA evaluation of materials are not addressed. The review of natural complex substances will be another herculean task on the horizon but I am sure the ISB will rise to the challenge and find ways to de-complex the issues regarding complex mixture evaluation. Perhaps a new dawn with better, even more robust computox or approved and recognized high throughput assays (e.g., blue screen, etc.) can help here.

Q: Anything else you'd like to add?

MD: At my first meeting we got snowed in in Washington DC. We found a restaurant and halfway through the meal the fire alarm went on, and stayed on, and stayed on. (Then ISB Chair) Gerhard Krammer got fed up and made a big fuss...this resulted in copious amounts of free wine...somehow the topic of wine always seems a theme in these meetings. There are many funny anecdotes that are best left in confidence but I wish the group well and for sure hope to stay in touch.



IOFI Uses Webinar to Promote Web Tools



CWG member Uma Parasar invited a dozen IFF colleagues to participate in the IOFI webinar.

The IOFI website www.iofi.org and Member Network (MN) are the main avenues of communication with members. Over the past year, the website has undergone some improvements, with new features like the global map, MN search tools, Breaking News and more added to the site. On February 26, 2015, IOFI held its first webinar to provide members with an introduction to IOFI's web-based tools.

Seventy members dialed in for the conference call and related PowerPoint. Many individuals, like CWG member Uma Parasar, invited colleagues to participate in a group setting in offices or conference rooms. Noted Parasar, "I had twelve IFFers join me for the webinar. Some knew about IOFI only through the Database, and were unaware of the many features of the MN." Parasar was on the small CWG task force that developed the global map. "I was pleased to see their interest in the map and other MN features. After the webinar, I encouraged them to sign up for a MN logon and password."

As a result of the training session, IOFI Management Assistant Natalie Vantricht has noticed a steady increase in requests for logons. "Some applicants are members who are new to IOFI, while others have prior Database credentials," she confirmed. "We have also seen a number of downloads of the PowerPoint on file in the MN – and access to the audio recording of the webinar."



Valuable IOFI information is a few clicks away. The **IOFI Website and Member Network Webinar** held earlier this year is available via a recorded session with accompanying

PowerPoint. Go to MN → General Information → Webinar IOFI Member Network to download the slides and listen to the brief audio presentation. Make the most of your membership. Learn more about what is available to you via www.iofi.org and the MN.

Access to the IOFI MN is a benefit of membership. Need a MN logon? Go to the upper right corner of the IOFI home page www.iofi.org and click on the "Request Here" button.

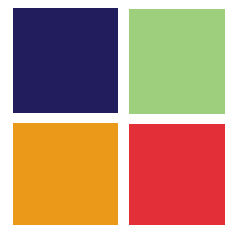
ILSI Workshop

On July 29, 2015 IOFI Scientific Director Sean Taylor, RAAC Chair Jürgen Schnabel and Samuel Cohen, chair of the FEMA Expert Panel, will participate in a workshop on FEMA GRAS™ sponsored by International Life Sciences Institute (ILSI) China.

Coming Soon

IOFI Education & Training on Flavorings with Modifying Properties

In the course of this year, IOFI will offer members comprehensive training developed by the IOFI RAAC on FMPs. Included will be information on uses, sensory testing, safety evaluation and more. Watch the **"Breaking News"** section of the IOFI Member Network to learn about scheduled times. Don't have a MN logon? Go to the upper right corner of the IOFI home page at www.iofi.org and apply for free member access.





Regional News: CAFFCI



Interview with CAFFCI Chairman Mr. Shaojun Chen

The China Association of Fragrance Flavor and Cosmetic Industries (CAFFCI) is IOFI's newest member. The head of the 1,100 + member association is Mr. Shaojun Chen. With more than 10 years of industry experience, Mr. Chen was able to share his perspective about CAFFCI's operations and his expectations of the CAFFCI-IOFI relationship in a recent interview.

IOFI Insight: Why did CAFFCI decide to join IOFI?

Shaojun Chen: First of all, IOFI is an international organization, the "big family" of the flavor industry. In addition, IOFI provides a platform for all the companies in the world to communicate, providing opportunities for the international industry.

Q: What are the benefits of membership in IOFI?

SC: China is not only a major producer of flavoring materials but also a huge market for consumption. Through our membership, CAFFCI can better understand developments in the global flavor industry. For our part, we would like to receive support and information from IOFI on technology, design, science, regulatory and trade developments. We also hope to deepen the communication and collaboration with IOFI and its member associations in other countries and regions.

Eventually we hope that by joining IOFI we will push the development of the Chinese flavor industry and also aid in the development of the global flavor industry with contributions from China.

"CAFFCI joined IOFI in order to join the big family of the international flavor industry and to strengthen communication and cooperation."

- Shaojun Chen

Q: Please describe CAFFCI's membership.

SC: We have about 1,100 members, mainly producers of flavoring and fragrance materials, along with cosmetic manufacturers, some raw material suppliers and other businesses along the supply chain of the industry, e.g., machinery, packaging, etc. A few members are colleges and research institutes related to flavor, fragrance and cosmetics.

Among the company members, more than 300 are large- and medium-sized flavor and fragrances houses. Some are big names just in China and others are large multi-nationals. Some are established companies with a long history.

Q: How is your association work structured and what types of activities do you have for members?

SC: We have several major platforms for our work: regulatory and advocacy, exhibition and trade, professional training, information and international communication.

Within CAFFCI, we have several key committees that work on the following topics: fragrance, natural flavors, synthetic flavors, regulatory affairs and scientific affairs. CAFFCI staff work on these committees along with representatives from member companies. The large companies are certainly involved, but we also get assistance from smaller but important companies and all members for certain projects.

For the work of these platforms and committees, CAFFCI assigns detailed activities based on industry developments. Sometimes there are hot topics; at these times, CAFFCI puts more resources to work on them.

Q: China is so large – how do people work on the committees?

SC: We have meetings and conference calls – but mainly physical meetings. Large ones include congress meetings and sub-committee activities; for some smaller meetings or programs we expand participation with accompanying conference calls.

Q: What is CAFFCI's role in advocacy for the flavor industry?



SC: On the one hand CAFFCI takes some assignments from the authorities to make use of our industry expertise. One example is our work assisting with the draft of the General Standard on Flavorings.

In some cases related to hot topics, we collect opinions of CAFFCI members and analyze the information. We take into consideration opinions of industry and then present the results to authorities.

Once authorities have a public draft, CAFFCI will communicate with members to get comments in two ways. We solicit written comments and recommendations from members. And on some occasions, we organize face-to-face meetings directly with authorities to discuss specific topics. Such meetings include representatives from member companies and the CAFFCI Secretariat.

Q: What are some top issues in the flavor industry in China?

SC: First is regulation. Right now, the government administers flavor regulations inside the framework of food additives. We believe there is not enough attention to the special nature of flavorings. This may be changing, as we are actively communicating with authorities.

A second topic is the environment. This is an issue in some specific regions of our country where there is a poor view of flavorings and fragrances. Some people consider them as a pure chemical industry, especially in areas where companies produce synthetic flavorings. Consumers may not realize the differences between chemicals and flavorings. This is a communication challenge.

Another issue faced by industry is when some members do not comply with current regulations. We want to push for industry self-regulation and need compliance from members.

Finally, some members of the media promote a negative image of the industry. They tend to demonize flavorings and the food industry. The abuse of words like “no additives” “all natural” as selling points magnifies this tendency. We need to influence them with the scientific knowledge about flavors and the safety evaluations of these materials – in China and elsewhere.

Q: Any final thoughts?

SC: Our great wish in joining IOFI is to strengthen communication and collaboration, to learn from the experience of other developed markets. At CAFFCI, we want to promote, stimulate and improve the healthy development of Chinese flavor industry, both for domestic companies and international businesses operating in China.

JFFMA

In March 2015, the Japan Flavor and Fragrance Materials Association (JFFMA) Flavor Committee met and reviewed the Health Science Study sponsored by the Ministry of Health, Labour and Welfare (MHLW) on the second year of two three-year projects. One is progress on the poundage survey of natural flavoring complexes in Japan. These materials will be included in the 2015 IOFI Global Poundage Survey (see *IOFI Insight* #23). The other project focuses on work on specifications of chemically defined substances (CDS). JFFMA is an active participant in the IOFI RAAC CDS task force, as that group works to ensure that specifications reflect purity in the marketplace.

Earlier this year, JFFMA held its General Assembly meeting during which the Secretariat team provided a business report and the plan and budget for the coming year. JFFMA's annual New Year's celebration party followed, with 380 attendees. Officers from the Ministry of Economy, Trade and Industry (METI) and (MHLW) addressed the group.



JFFMA President Mr. Takahiko Kondo addresses JFFMA members and ministry guests at the annual New Year's celebration on January 27, 2015 in Tokyo.





FEMA

FEMA's 106th Annual Convention

FEMA is holding its 106th Annual Convention, "Insight-Driven Innovation: Using Big Data to Drive Customer Experience," in Naples, Florida, as *IOFI Insight* goes to press. Reports FEMA Communications Director Mat Gulick, "Guest speakers will cover the way an unprecedented amount of data is already influencing our lives. Our members will learn how researchers are utilizing new data to understand how our brains process taste, flavor and other sensory experiences. Plus we will hear how consumer product companies are utilizing all this information to innovate, create and introduce new products to the consumer marketplace."

In addition to this year's General Session, the leaders of FEMA's Enhanced Communications Committee will lead a Hot Topics Lunch session on Monday, May 4. They will update FEMA's membership on the multiple steps the committee and FEMA leadership have taken in the past few months to expand the association's communications capacity and how the work will continue throughout 2015.



A New FEMA Logo

On May 5, FEMA President Kip Gibson will unveil FEMA's new association logo. The previous logo, introduced in 2009 as part of FEMA's 100th anniversary, no longer adequately reflects FEMA, its scope or position in the flavor industry.

Notes Gibson, "Our new organizational logo is a reflection of our 106 year history, the artistry and science inherent in flavor creation and the connection of our industry to nature. The combination of these values in our logo will faithfully represent FEMA as it progresses through its second century of service to our membership and stakeholders."

"Introduction to Flavor Creation for the Non-Flavorist"

On March 17th, the University of FEMA hosted the third iteration of its popular flavor creation workshop, this time in Santa Monica, CA. Following the success of previous workshops in 2011 and 2013, this year's course was designed

to introduce FEMA members and non-members alike to the exciting world of flavor creation. FEMA Executive Director John Cox summarized meeting highlights: "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. FEMA appreciates the expert content provided by dedicated instructors Dolf DeRovira (Flavor Dynamics, Inc.) and Richard Pisano, Jr. (Citrus and Allied Essences Ltd.)."



Several FEMA members who are also key IOFI volunteers participated in FEMA's Winter Meetings in Jersey City, New Jersey in February 2015. Posing with FEMA Executive Director John Cox (left) are IOFI committee and working group members Joanne Ferraro (CWG), Mary Raukko (RAAC, GPSC), Lorna Hopkinson (RAAC), Fred Shinnick (CWG), Paivi Julkunen (ISB), Victoria Alvarez Saavedra (RAAC, GPSC) and Mat Gulick (CWG).



IOFI will hold its General Assembly meeting at the Sofitel Kurfürstendamm in Berlin, Germany on October 15, 2015. Visit the MN for more information about the meeting in the coming months.



Interest in DocBu Documented

Distributed twice per month, IOFI Documentation Bulletins (DocBu) contain a reference list of articles of interest to the global flavor industry. The development of each DocBu issue requires a significant commitment of staff time and budgetary resources. To understand the value of DocBu to the membership, IOFI conducted an online survey between January 25 and February 23, 2015.

IOFI emailed survey links to more than 650 members; 20% responded, with the majority in regulatory and R&D roles. Geographically, 48% of the respondents were from Western Europe; 20% from North America; 12% from Japan and the balance from other regions.

Executive Director Jos Stelder reported, "Based on the survey results, we have a very dedicated subset of IOFI members who are regular DocBu users. 79% want this IOFI tool to continue." He added, "Frankly, at the Secretariat, we were surprised by the results. We thought in the Internet age that DocBu might be obsolete."

Other statistics from the study included:

- 65% always or sometimes pass them along to others, mostly to colleagues within the company.
- 43% of the respondents have been using DocBu for 5 or more years.
- More than 40% find information in DocBu that they can't find elsewhere.
- 39% say DocBu save them time and 37% say DocBu supplement other scientific/technical searches.
- There is high interest in all topic areas covered by DocBu.
- Two thirds of the respondents said they would have to increase their own searches online if DocBu were discontinued.

As a result of the survey, IOFI plans to continue DocBu for now. "We do plan to explore ways to provide this service more efficiently to our members," said Stelder. "We always appreciate hearing that our resources are of value to our members."

To explore DocBu yourself, go to the MN → General Information → Documentation Bulletin.



WGMA Publications

As mentioned in *IOFI Insight* #24 in November 2014, the IOFI **Working Group on Methods of Analysis (WGMA)** has produced two papers that were recently published in *Flavour and Fragrance Journal* and are available via links to the Wiley online library.

- The "**IOFI guidelines for the isolation of flavouring substances by simultaneous distillation-extraction**" can be downloaded from onlinelibrary.wiley.com/doi/10.1002/ffj.3226/abstract. The guidelines are also stored on the IOFI Member Network → General Information → Industry Recommendations → WGMA.
- The "**Determination of volatile 'restricted substances' in flavourings and their volatile raw materials by GC-MS**" can be purchased via the link onlinelibrary.wiley.com/doi/10.1002/ffj.3222/abstract

See IOFI Information Letter 1529 for more.

Calendar of Upcoming IOFI Events

May 2015

V LATAM Meeting of the Flavor Associations
May 18&19, 2015 - Buenos Aires, Argentina

June 2015

31st IOFI Science Board (ISB)
June 9 & 10, 2015 - Atlanta, USA

July 2015

ILSI China Workshop on FEMA GRAS™
July 29, 2015 - Beijing, China

October 2015

- **IOFI Global Poundage System Committee (GPSC)**
October 12, 2015 (morning) - Berlin, Germany
- **IOFI Regulatory Advisory and Advocacy Committee**
October 12, 2015 (afternoon) - Berlin, Germany
- **IOFI Regulatory Advisory and Advocacy Committee**
October 13, 2015 - Berlin, Germany
- **IOFI Communications Working Group (CWG)** October 14, 2015 (morning) - Berlin, Germany
- **IOFI Board Meeting**
October 14, 2015 (afternoon) - Berlin, Germany
- **IOFI General Assembly**
October 15, 2015 (morning) - Berlin, Germany
- **IOFI Board Meeting**
October 15, 2015 (afternoon) - Berlin, Germany

More Faces from the World of IOFI

