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President's Letter

Dear IOFI Colleague:

The 55th IOFI General Assembly was the largest in our organization's history, and I was pleased to welcome attendees from our global membership to Jersey City, New Jersey on April 20, 2017. During the business portion of the meeting, I was able to update the members on the following:

- We welcomed Kerry as our tenth Ordinary Company member, represented by President & CEO of Kerry North America Michael O'Neill.
- IOFI advocacy spanned the globe during the past six months, with key meetings in Chennai, India and the launch in Singapore of the new APAC working group, represented by the six IOFI member associations in the region along with delegates from the India Task Force, IOFI Board and Secretariat.
- With the support of association member JFFMA and member companies T. Hasegawa and Takasago, the IOFI Science Board held its most recent meeting in Tokyo, and had the opportunity to meet with local authorities on key topics as well.
- The IOFI Board approved a vision, mission and strategic objectives for the organization that provides an updated view of who IOFI is and what we do.
- The Secretariat and science, advocacy and communication teams have developed a heat map to identify critical issues and priorities; they have implemented an effective new system to track projects, responsibilities, deliverables and timeframes for results.
- With several meetings, the IOFI/IFRA Sustainability Task Force has begun its work on a charter for the industry.
- The Board approved new Terms of Reference for the RAAC in order to expand the reach of our key advocacy committee; we also approved the new Customs Task Force to address global challenges in the supply chain related to our industry's materials.



In the past year, we have also welcomed three new Executive Directors: IOFI's own Sven Ballschmiede, Alex Mohr for EFFA and Jerry Bowman for FEMA. Already we have seen more communication and coordination among the three associations and I expect even more alignment in the future.

As for the IOFI Board, we plan to carve out additional time in the months ahead to conduct a strategic review of challenges confronting the industry and make sure that we, as your representative association, stay focused on critical issues.

After the GA business meeting, which included reports from the treasurer, executive director and committee chairs, we welcomed two speakers who engaged our audience in a valuable exchange on sustainability. Yale Professor Marian Chertow, Ph.D. offered a thought-provoking talk entitled "Closing the Loop in the Circular Economy" and Annabelle Stamm, a senior sustainability consultant with global firm Quantis, presented some practical themes and solutions in "The Taste of Success: Unlocking Business Value from Sustainability Metrics." Both talks were recorded and will be available on the IOFI Member Network – I recommend that you take the opportunity to watch and be inspired by these presentations.

As always, I appreciate the dedication and work of the volunteers and staff who made our General Assembly – and the many other committee and task force meetings held the same week in Jersey City – so productive and effective. We hope you will join us for the 56th IOFI General Assembly on October 12, 2017 in Brussels.

Finally, thank you for your ongoing support of IOFI year round. Through your dues and volunteer activities, we continue to be an effective voice for the flavor industry.

Sincerely,

Howard Smith, Jr.
President



2017 IOFI Board met in Jersey City, New Jersey on April 19, 2017. Front row from left: ED Sven Ballschmiede, Treasurer Ken Somekawa, President Howard Smith, Vice President Matthias Haeni, Hans Holger Gliewe. Back row from left: Jean Mane, Chris Millington, Antonio Figueiredo, Donald Wilkes, Hiroyuki Okamura, Mauricio Graber.



IOFI 55th General Assembly – Executive Director's Report

Following the President's report at the 55th General Assembly, IOFI Executive Director Sven Ballschmiede provided an update of the Secretariat activities since he assumed the ED position. "It's been a productive and exciting time," Ballschmiede said, beginning with the development of the "heat map" shared with the previous General Assembly in Vienna.

"During the past three to four months, we have converted the heat map priorities to specific project sheets, involving both staff and committee chairs in their development," he added. "This structure brings 'process optimization' by which we allocate resources, promote collaboration among the various teams and provide clear objectives, deliverables and timelines." He noted that during the past week's RAAC and ICB meetings, the project sheets were used to drive the committee discussions and updates.

Ballschmiede reported on his travel schedule aimed at "getting in touch with members and gaining a better understanding of the needs and expectations of the membership." In addition to "day trips" to member companies in Europe, and daily interaction with neighbor association EFFA in the Brussels office, he mentioned visits with CAFFCI in Beijing; to Bogota for the LATAM Technical Working Group and contacts with several member associations in the region; Tokyo for visits to JFFMA and IOFI member companies along with the IOFI Science Board and related meetings with local authorities (see page 5); Chennai, for the India Task Force meeting; Singapore for the APAC RWG session (see page 11) and four trips to the US with stops at FEMA and the Research Institute for Fragrance Materials (RIFM).



At dinner prior to the GA, ED Sven Ballschmiede (left), welcomed President & CEO of Kerry North America Michael O'Neill to IOFI.

With regard to other projects, Ballschmiede provided an update on the Sustainability Charter under development in conjunction with IFRA (see page 14), reiterating the objective to “show the outside world that we are a responsible industry...while members work collaboratively in the precompetitive area with insight and inspiration on this topic.”

Ballschmiede concluded his remarks with thanks to the GA attendees and to the Secretariat staff who are service providers to the organization. He reserved special thanks for IOFI volunteers, noting “our organization is built on volunteers contributing on the various committees.” He thanked them heartily for their work year round.

International Organization of the Flavor Industry

Vision

Global leadership in the world of flavorings

Mission

The International Organization of the Flavor Industry advances the global trade of safe, responsibly produced flavorings that respect the environment and enrich the lives of consumers.

Science

- Use and promote highly reliable, state-of-the-art science to assure the safe use of flavoring materials.
- Maintain and strengthen thought leadership regarding the safety of flavorings, thereby advocating for the consistency of approaches used globally for the safety assessment of flavoring ingredients.

Advocacy

- Facilitate a harmonized approach to flavoring regulations that supports a global industry.

Communications

- Build understanding and trust in flavorings and the industry through collaboration with member associations and other stakeholders.
- Be a reliable and transparent resource on all aspects of flavorings while respecting the integrity and ownership of intellectual property.

- Approved by the IOFI Board April 19, 2017

IOFI Communication Update

In his GA remarks, IOFI Communication Board Chair Jeff Peppet reflected on the ICB's first year. Launched last May, the group has focused on action plans and deliverables based on its three strategic pillars: To demystify flavorings, become the go-to source for information on flavorings and amplify regional work by the member associations. Initial effort was focused on tactical activities including repurposing the Member Acquisition Pack into a flexible introductory brochure for multiple audiences; the creation of videos on the IOFI Member Network to advance understanding of the benefits of membership, volunteering and the goals of the key committees; and press outreach (see page 15 for news from *Perfumer & Flavorist*).

Large projects underway include collaboration with EFFA and the Belgian association Aroma for the “Brussels Flavour Day” (see page 12), global message development and intensive work on the new IOFI design “look and feel” which will be launched via a new public website later this year. The Internal Communication Task Force of the ICB has been at work developing content and structure for the new Member Network that will debut after the public site goes online. Following the GA, the ICB had its 14th meeting on April 20-21.



ICB members gathered in Jersey City. Seated from left: Tracy Cesario, Mary Treisbach, Chair Jeff Peppet, Sven Ballschmiede. Back row from left: Carol Brys, Christina Witter, Jimena Gómez de la Flor, Board Liaison Donald Wilkes, Natalie Vantricht, Helene Ledos, Yoshiko Ohki.

Visit the IOFI Member Network to see General Assembly presentations and more. Not a member? Go to www.iofi.org and request login access in the upper right corner. Make the most of your membership by staying informed!

IOFI Advocacy Highlights



RAAC Members met in New Jersey: Seated from left: V. Nirmalchandar, S. Codrea, T. Cachet, President H. Smith, Chair U. Woelke, Vice Chair V. Alvarez-Saavedra, Board Liaison M. Haeni, S. Ballschmiede, N. Babarit. Back row from left: K. Saito, J. Yi, J. Verhoeven, N. Higley, E. Angelini, L. Hopkinson, A. Mohr, D. Tonucci, M. Raukko, G. Durand, F. Sekiya, J. Dekker, L. Liu.

The Regulatory Advisory and Advocacy Committee (RAAC) spent a day and a half during the week in Jersey City at its semi-annual meeting, and Chair Ute Woelke presented the GA with information on several key projects. She reviewed the results of the first meeting of the Asia Pacific Regional Working Group in Singapore. Building on the successful approach for the LATAM Technical Working Group, the APAC RWG has created an opportunity for heightened two-way communication between IOFI and stakeholders in the region.

Woelke also highlighted the very positive progress made by the India Task Force of the RAAC. This group, along with partners including local association FAFAI members, delegates from the academic community and customer industry associations have been working together to support the Indian regulatory authorities as they develop new guidelines for the use of flavorings based on Codex. Future meetings are planned including one with the president of FAFAI and IOFI President Howard Smith later this year.

The final update was on the progress of the IOFI RAAC Task Force on the Code of Practice. The team's goal is to incorporate industry developments into a comprehensive revision of the CoP.

IOFI Science Report

IOFI Science Board (ISB) Chair Dr. Jürgen Schnabel began his presentation with thanks to departing ISB member Paivi Julkunen of The Coca-Cola Company. Dr. Schnabel welcomed new members of the ISB team Dr. Malick Diop of Mane and Dr. Craig Llewellyn. Both newcomers (see related story on page 6) benefited from an intensive onboarding process that covered IOFI roles and responsibilities, the work process of the ISB and current projects.

Dr. Schnabel reviewed progress on the EU testing program to support the remaining materials under evaluation. In highlights from the most recent ISB meeting, held in March 2017 in Japan, he reported on the progress of safety evaluations there. With the designation/approval of fifty-four materials, the "New Japan Program" has drawn to a close and a new process for flavor safety evaluation in Japan has been developed. The new guidelines for this process were published in Japanese and English late last year, and the ISB is working with JFFMA on identifying and prioritizing flavorings for potential submission for safety evaluation in Japan.

Dr. Schnabel concluded his remarks with a summary of current critical projects, including seven publications in preparation for submission to peer-reviewed journals; an update on the Natural Complex Substances (NCS) GRAS re-affirmation project and ISB efforts to enhance existing datasets and to explore the use of alternate testing methods to support evaluations on industry-critical materials.



IOFI Scientific Director Dr. Sean Taylor (left) with ISB Chair Dr. Jürgen Schnabel and IOFI President Howard Smith (right) in Jersey City in April, 2017.



IOFI Outreach in Japan

In addition to the IOFI Science Board meeting held March 7-8, 2017 in Tokyo, members of the IOFI team visited the Japan Food Safety Commission (FSC) and the Ministry of Health, Labour and Welfare (MHLW). The meetings provided an opportunity for IOFI to describe its activities and those of its regional association members. There was also a fruitful dialogue with the authorities focused on IOFI's outstanding questions concerning the new Guidelines for the Designation of Flavoring Agents in Japan.

In an interesting post-meeting development, Mr. Tanaka, the youngest participant from MHLW, was chosen to submit an article about "a day in the life at MHLW" to an informative recruitment leaflet issued by the ministry. The meeting with ISB members (along with a photo) was chosen to illustrate his work with stakeholders. Recently published on MHLW web site, Tanaka-san thanked the participants in his article, accessible here (in Japanese). Note the photo on page 2: <http://www.mhlw.go.jp/general/saiyo/kokka1/kokka1-yakugaku/10.pdf>

The leaflet in its entirety is available here (in Japanese only): <http://www.mhlw.go.jp/general/saiyo/kokka1/kokka1-yakugaku/00.pdf>

- Thanks to RAAC Member Fumiko Sekiya for this information



GA Speakers Focus on Sustainability

IOFI secured two speakers to address the General Assembly and engage attendees in a discussion on sustainability. Yale Professor Marian Chertow, Ph.D. set the stage with her talk "Closing the Loop in the Circular Economy." Drawing on her background in industrial ecology, she offered concrete examples of ways related enterprises can work in partnership to use natural resources effectively. In the second talk, "The Taste of Success: Unlocking Business Value from Sustainability Metrics," Annabelle Stamm, Senior Sustainability Consultant at Quantis, offered practical examples of ways to link sustainability to business results. Both talks stimulated questions from the audience and requests after the meeting for the presentations. Slides and video recordings of the presentations are available to members on the IOFI Member Network.



GA Speakers Annabelle Stamm (left) and Dr. Marian Chertow flank Executive Director Sven Ballschmiede.



International Organization
of the Flavor Industry

2016 Annual Report



IOFI Produces Third Annual Report

Available on the IOFI Member Network, the IOFI Annual Report summarizes the organization's activities during 2016. Included are organizational and operational highlights, including reports from the key committees and updates on important initiatives like the Sustainability Charter.

To access the Annual Report go to Breaking News on the MN.



Meet the New IOFI Science Board Members

Two new members have joined the IOFI Science Board (ISB). Representing his company is MANE's Scientific Advisor for Global Regulatory Affairs and Product Safety Dr. Malick Diop. The Coca-Cola Company's Director, Regulatory, Global Scientific and Regulatory Affairs Dr. Craig Llewellyn is the new FEMA delegate. In a recent interview, both provided some early impressions of the ISB and its work.

IOFI Insight: What are your initial impressions of the ISB and its work?

Craig Llewellyn: I've been around for many years, though not involved in the specific workings and interaction of this group. My reaction? Wow, what a great group! The ISB has diverse knowledge and expertise that serves the industry well. By assembling this group, we can have the discussions we need to have...and the people with specific expertise that we need are sitting at the table. Plus they were extraordinarily welcoming – I felt a part of the group and the discussion.

Malick Diop: The ISB is an impressive working group with an impressive knowledge and extensive experience. Yet the members give you a relaxed feeling where you can exchange knowledge and discuss ideas. With people at this high level of expertise, you may think they are “untouchable” – but they are very human and have an openness so that you feel able to participate.

Q: What surprised you about the ISB?

CL: No surprises about the people because we are all cut from the same cloth and we have a common language – science. It meshes us together. The biggest surprise – in a good way – was just that there was a lot of work going on that I was unaware of. Of course there is always a challenge on how to communicate about science.

MD: I appreciated the openness of this group. I have scientific background but this needs to be challenged by experience of the world to upgrade my knowledge. The nice surprise for me? I didn't expect to have a free exchange with people right away. The ISB members made me feel accepted, free to contribute.

Q: What makes your role on the ISB unique?

CL: People consume my company's products and we are focused on our customers' perceptions. Flavor suppliers are sometimes removed from the end user. I bring this consumer perspective from being on the front lines.

MD: I was born in Africa and studied there and finished in France. I have a different vision of the world. I may evaluate a situation differently than colleagues from the US or Europe. At the ISB, we have a good exchange and the end result is the best way to assess food safety.

**“You can see more and analyze better with different perspectives.”
- ISB Member Dr. Malick Diop**

Q: As an IOFI volunteer on the ISB, what do you expect to gain?

CL: First, I do this because I have a passion for a safe food supply. We want consumer and regulator confidence that food and beverages are safe – so they don't even have to think about it. Next, is to make sure the industry is in the best position to promote and defend itself, and provide what the consumer needs. Our companies benefit because ensuring that products are safe and regulatory-acceptable sets the stage for new innovations that consumers want. Finally, there is a personal benefit: I like to learn every day. With the ISB, there are always new areas, new learning.

MD: It's a win-win-win. Participation on the ISB will upgrade my knowledge. This is good for my company and for me. Also, there are new challenges every day with this group – many different subjects that are linked to other topics. The ISB gives you a broader vision of your work – linking issues where maybe you didn't see the connection before. You can make individual contributions in your company. In the ISB, you need to work with others. It trains you to be open and to work collaboratively.

Q: IOFI volunteers often comment on the sense of collegiality and mutual respect they find on committee assignments.

MD: I saw it already during the first meeting – if you are lost, someone will email you the file so that you can understand the history and background of the topic. At lunch or dinner, people are very friendly and you continue to discuss work over a meal and perhaps catch some points that were not made during the day.

CL: Some of the best ideas are written down on napkins!

Q: Sound science forms the backbone of what IOFI provides. Do you have any general comments on IOFI's approach to science?

CL: IOFI has a very strong grounding in the “regulatory and safety” science area. We have a strong curiosity about what else is out there and we address questions in different ways. Science is evolving, and by keeping abreast of science we may have a better way of addressing a question. We do the best science possible, but we have to understand the question first.

MD: The ISB methodology is well done. In terms of work process, the ISB has many things to do, but the job is shared. If you are comfortable with a subject, you can be part of a small team to work on it. You are not alone to do a job. The ISB has a big repository of industry knowledge. It's great to share in this as a member.

“We need to build on IOFI’s years of scientific investment and do more outreach.”
- ISB Member Dr. Craig Llewellyn

CL: As scientists, normally we communicate with other scientists – that’s who our audience has been. We didn’t talk to “everyone.” But now we need to find ways to communicate not just among our related trade associations, but with people who may be dealing with partial or “alternate facts.”

Q: Your first ISB face-to-face meeting as members was in Japan. Do you have any specific observations on the trip?

MD: We had a meeting with the Japanese Food Safety Commission and the Ministry of Health, Labour and Welfare. It was great to see their perspective: they really appreciated our work and they use our output and scientific arguments to evaluate data they have. For me, it was very interesting to see this outside view of our science.

CL: Through the week, we had a variety of great discussions, did a lot and accomplished a lot. Outside of the meetings, our JFFMA hosts did a fabulous job. We experienced Japanese culture and food. Even when the workday ended, we kept discussing topics during these social activities. It was exhausting – but this is not a bad thing!

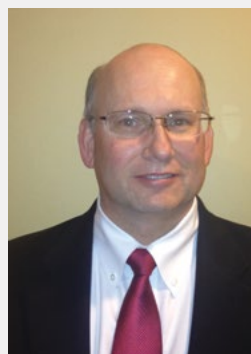
MD: The food was a new experience for me – it was nice to go out very early to the fish market for breakfast. Such memories are a very nice souvenir from this trip.



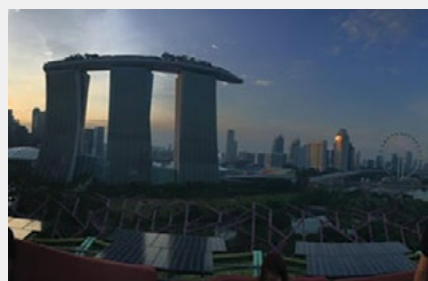
ISB members met in Japan in March. Seated from left: J. Demyttenaere, M. Diop, Vice Chair G. Krammer, Chair J. Schnabel, C. Llewellyn. Back row from left: M. Aubanel, S. Hayashi, X. Li, T. Cachet, S. Taylor, B. Smith, K. Renskers, C. Harman, S. Ballschmiede.



MANE’s Scientific Advisor for Global Regulatory Affairs and Product Safety **Dr. Malick Diop** has post-doctorate degrees in toxicology & human health safety assessment and ecotoxicology & biodiversity. Originally from Senegal, Diop studied there and in France, where he has been with MANE since 2006. Trained as a doctor of veterinary medicine, his prior work includes a safety assessment role at a cosmetics firm. He holds full membership in the Society of Toxicology and the French society of toxicology (SFT) and is a member of the IOFI/IFRA GHS Task Force.



With a Ph.D. in pharmacology and toxicology, **Dr. Craig Llewellyn** brings both scientific and regulatory expertise to the ISB from his roles at The Coca-Cola Company and prior scientific research positions at Kraft Foods Global, Inc. and The William Wrigley, Jr. Company. His experience includes roles as an analytical food chemist for the Commonwealth of Virginia and as a research and development scientist for Sampson Coatings, Inc. Llewellyn was a post-doctoral fellow conducting investigative toxicology at Eli Lilly and Company Research Laboratories and has an undergraduate degree in biology. He is the chair of FEMA’s Committee on Flavor Safety.



On our cover...an evening in Singapore during the APAC RWG meeting.



Meet the Newest RAAC Members

At the Regulatory Advisory and Advocacy (RAAC) meeting on April 18-19, 2017, three new RAAC members had an opportunity to form first impressions. Eric Angelini (MANE), Nadine Babarit (Robertet) and Nancy Higley (Kerry) shared their thoughts.

IOFI Insight: What are your initial impressions of RAAC and its work?

Nancy Higley: From previous work, I was somewhat familiar with the RAAC, but it is good to see the interaction among the various regions. Transparency now is better than in the past.

Eric Angelini: There is a good dynamic among the participants. Some of the issues are very complex – and it's good to have the updates tied to the "project sheets" from the IOFI heat map.

Nadine Babarit: It's very efficient! Also the support of the member companies is shown by the involvement of their experts on the RAAC.

**"We don't come here to sit...
participation is part of the obligation."
- RAAC Member Nancy Higley**

Q: Any surprises?

NH: I didn't realize there would be a large number of visitors at the meeting.

EA: Yes, and this is good – it is a way to look for volunteers for RAAC task forces and to encourage them to join in our work. For example, the new task force on customs. We get the message out about this task force and look for others to help work proactively in this area.

Q: How do you measure success in advocacy work?

NH: I see more and more an approach to use our credibility and expertise in a positive way. We are not afraid to "push back" if we have information of value for the process.

EA: We have had "wins" – and we always need to look back, do a kind of post-mortem and evaluate our successes.

NB: For some projects, it's that even when a situation appears serious, "it could have been worse." For example, the advocacy around the European Union List project helped us keep materials while they were under evaluation through the footnote process. This was better than losing these materials when the Union List was first published.

Q: Any comments overall on IOFI advocacy?

NH: Resources are always an issue. At times, it seems we are still reactive – but this may be unavoidable. When should we get involved in a region? Or do we wait? Sharing information at the RAAC is way to help move us from reactive to proactive.

NB: What resources we have are well used, covering all parts of the world that have to be covered. It does depend on the region. If we have enough local contacts, you can be proactive. Also, we can apply the available resources to the real problems.

EA: One example of a good resource is the global country list. This is a RAAC overview of regulatory activities in over 180 countries. It provides a framework that supports a common understanding and a shared vision of advocacy issues.

Q: What do you see as the major challenges for IOFI in the years ahead?

NH: The impact of social and safety issues coupled with emerging regulations will continue to drive our challenges. Advocacy is so important for us because it is based on a strong foundation of science and safety evaluations.

NB: In committee work like the RAAC, we need to discuss, find solutions and solve problems. In this way, we have more consistency and develop a solid vision for the industry.

EA: We have multiple challenges. In the RAAC meeting, we find that many issues are common across the regions. Also, our aim of global harmonization of regulations helps us to focus on the real issues.

**"There is no competition on safety."
- RAAC Member Eric Angelini**

In the end, it's the fact that we need flavorings and they have to be sustainable. We have differences in definitions, we have internal terminology that can be complex and confusing for those in the outside world. So it's about communication also.

Q: So much of what you discussed is about communication.

NH: One of the largest challenges is getting the information out to people in our own organizations. Often we know the subjects too well. If we don't do a better job with communication within our companies, this could be a problem. All of our people across the industry need to know...if you get this question, go here for information.

NB: There continues to be a need to communicate via national and regional associations. Often smaller companies are not aware of the tools we have, for example free access to the Global Reference List on the IOFI public website.

EA: Even in terms of training...sometimes when new guidance is available, some people think "I don't need this." But we all do!

Newest RAAC Members



Nancy Highly (left), Eric Angelini and Nadine Babarit participated in their first in-person RAAC meeting in April, 2017.

*Vice President Global Regulatory Affairs & Products Safety for MANE Group **Eric Angelini** has experience in other association work: he is president of the French Association SNIAA and active in the European Flavour Association (EFFA) and the European Federation of Essential Oils (EFEEO). He is the coordinator of the Natural Complex Substances Advisory Group that includes IOFI, IFRA, EFEEO, IFEAT and RIFM. He also holds Board positions on the French perfumer association PASS and the European Research Institute of Natural Ingredients.*

***Nadine Babarit** is Regulatory Affairs Manager for Robertet – Flavours Department and had prior regulatory affairs roles at MANE and Symrise along with extensive experience in labeling and technical support for small and medium food companies. In addition to membership on the EFFA flavour experts committee (FLEX) and various FLEX task forces, she has participated in other French associations including SNIAA, the food association ANIA and the fruit juices association (UNIJUS).*

*Vice President Regulatory and Scientific Affairs for Kerry, Inc. **Nancy Higley** has extensive experience in food, beverage and flavor regulations and was the chair of the IOFI GSMC, the predecessor of the IOFI Science Board. In addition to prior roles at PepsiCo and Givaudan, she brings biology, biochemistry and toxicology expertise to the RAAC. A member of the FEMA Board of Governors, Higley is an active member of many FEMA committees and is board liaison to the FEMA Committee on Flavor Safety.*

IOFI/IFRA GHS Task Force in Argentina

Members of the IOFI/IFRA Globally Harmonized System (GHS) Task Force met March 21-22, 2017 in Buenos Aires, Argentina. The group provides guidance and communication of the classification and labeling of flavor and fragrance ingredients in accordance with the United Nations Globally Harmonized System.

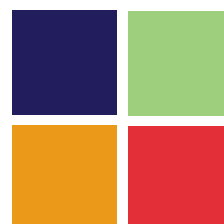
IOFI Scientific and Regulatory Affairs Manager Mélanie Marchant said the main goal for the meeting was to discuss the organization of the team's workload: "This included prioritization, an explanation and discussion of procedures and the improvement of working tools." She added, "We had technical discussions on classification as well so that we can solve more complex issues, or at least discuss the substances on which a conclusion about labeling is not easily reached."



Buenos Aires meeting participants took a moment to commemorate the event. Back row from left:

Christine Lachausse, Alberto Lopez, Lori Parker, Scott Schneider, Hiroyuki Matsuo, Patrick Hötzel, Daniel Rios, Malick Diop. Front row: Vice Chair Vincent Murat, Chair Eileen Hedrick, IFRA's Cristina Arregui and IOFI's Mélanie Marchant, Roel Lubbers.

GHS TF members who were unable to attend included Boris Mueller, David Moyer, Jean-Paul Rila, Paul Xavier Schuster, Rob Brogus, Ulrich Duda, Julie Lanot and Penny Williams.



REGIONAL REPORTS

● SAAFFI Holds 15th Annual Seminar



Held near Johannesburg on March 9, 2017, the South African Association of the Flavour & Fragrance Industry's (SAAFFI) iconic industry event addressed matters of interest to the South African flavour, fragrance and fast moving consumer goods (FMCG) industry. With its theme "Fast Forward... TO SLOW: How you and business benefit from pressing the PAUSE button," the event attracted a diverse audience of close to 200 key personnel drawn from a wide range of companies both in the flavour & fragrance sector and from FMCG companies (users of flavours and fragrances) along with academics, consultants, regulators, raw material suppliers and others interested in the fascinating world of fragrance and flavours.

The 2017 seminar examined how important it is to press "Pause" to ultimately achieve more in the fast-paced, frenetic lives we all lead.

The full-day program featured an impressive line-up of speakers, a hands-on workshop, an inspiring motivational presentation on "Mindfulness" and an "experiential" networking cocktail event, where various tastes and aromas were showcased.

Flavours and fragrances enhance our lives daily – yet many are unaware of the art and science required to develop these creations. SAAFFI's annual conference assists in creating awareness, disseminating information and encouraging compliance. It also fosters a better understanding of the myriad legislative and regulatory challenges facing the industry.

Some highlights from the flavour-focused presentations were:

- Mindfulness in the transport of hazardous and dangerous goods. This presentation highlighted the importance of correct classification of dangerous goods and accurate information capture.
- Regional biodiversity is back in focus with a draft 14-year strategy published for the Biodiversity Economy of South Africa. Neil Crouch of the South African National Biodiversity Institute took delegates through some key pointers on the viability of this industry and its impact on the food and beverage industry.

- Creative expression and trends in food and flavours was under the spotlight with Tracey Perold of MANE South Africa. She noted that this year the hot topics will be salt and sugar reduction, child oriented products, indulgent, premium but healthy products, fusion (sugar and salt) and protein.
- Chris Erasmus, an award winning restaurateur and forager presented insights into his "field-to-fork" ethos and creative approach to procurement and the use of dramatically different ingredients and preparation methods to produce outstanding foods. The backbone of his menu is what can be foraged from the surrounding hills.
- Caroline McCann highlighted the ideas behind the "Slow Food" movement. She explained that the aim is to develop relationships with suppliers of ethically farmed, natural ingredients, from farmers who display honesty and the highest level of ethical business practices.
- The speaker program ended with an interactive presentation on "Mindfulness and Meditation" by psychiatrist Dr Jonathan Moch, who offered valuable ideas regarding creativity, brain health and preserving cognitive function using simple techniques and tools.

An industry highlight on the national calendar, the next SAAFFI conference is set for 2018. International delegates are warmly welcomed! For more information, contact South African Association of the Flavour and Fragrance Industry www.saaffi.co.za.

- Thank you to SAAFFI Assistant Director Sharon Bolel for this article



SAAFFI Seminar Organizing committee pauses for a moment: Back row from left: SAAFFI Executive Director Michael Gristwood, Rensia de Lange, Marcel van Rooyen, Jane Grainger, Thandi Litheko, SAAFFI Assistant Executive Director Sharon Bolel, Adam Owen. Front row: Deepa Nana, Sunjeetha Jgdeo, Sunelle Roux. Missing from photo: Anna Mursalo.

● IOFI APAC Regional Working Group Launched

On February 22-23, 2017 in Singapore, 38 flavor industry professionals participated in the inaugural meeting of the IOFI RAAC Asia Pacific Regional Working Group. Developed over the past six months by a dedicated core team, the APAC RWG was established to be an operational working platform and network in the region. The team's Chair Ng Kok Sian commented on the event: "We had very active participation from the attendees. We created a heat map to identify issues and priorities for the region, reviewed the current regulatory situation in each country along with individual associations' activities and developed an aggressive list of follow up actions." She added, "The team members came prepared to contribute ideas and share their challenges and experiences."

The event drew participants from IOFI member associations AFFI (Indonesia), CAFFCI (China), FFAANZ (Australia/New Zealand), host association FFAS (Singapore), JFFMA (Japan), KFFA (Korea) along with the India Task Force. IOFI representatives included President Howard Smith, APAC Board Liaison Donald Wilkes, RAAC Chair Ute Woelke, ED Sven Ballschmiede, Advocacy & Regulatory Director Thierry Cachet and Advocacy and Regulatory Affairs Manager Jing Yi.

Kok Sian noted that the APAC RWG bi-monthly follow up has already started, with a call on April 6. "For our next physical meeting early in 2018, we had hosting requests from two associations! We are planning some targeted workshops and developing ways to provide additional input to the RAAC country list and Customs Task Force." She concluded, "We have momentum and engagement – just what we need to increase two-way communication between IOFI and the region and prepare for the future."



Host association FFAS provided the APAC RWG members and guests with team shirts to celebrate the auspicious beginning of the new group.

● LATAM TWG to Meet

From May 10-12, 2017 in Santiago de Chile, delegates from six national associations will participate in the IOFI LATAM Technical Working Group meeting. Goals for the session include collaboration opportunities in the region regarding the Global Harmonized System (GHS); updates from national associations ABIFRA (Brazil), ACHISAF (Chile), ANDI (Colombia), ANFPA (Mexico), CAFEPA (Argentina) and SNI (Peru); a review of regional hot topics; and the development of a LATAM heat map.

Representatives from the IOFI RAAC, IOFI Board member and TWG Liaison Antonio Carlos Figueiredo, Chair Ute Woelke, Vice Chair Victoria Alvarez-Saavedra, member Gabriel Durand, IOFI ED Sven Ballschmiede and Regulatory & Advocacy Director Thierry Cachet, will join the discussions and present updates on Codex, the IOFI heat map, Global Poundage Survey, the RAAC country list and more. Watch the Member Network for news from the conference later in May.

Mexico: Approval by Reference

As reported in IOFI Information Letter #1600, Mexico has added FEMA GRAS 28 flavorings to its list of approved flavorings. Once again, Mexico has supported global harmonization by including the "approval by reference" for these substances based on the (interim) GRAS 28 evaluation. The local association, ANFPA, has worked closely with IOFI to ensure that the materials and their GRAS status were made known to the authorities.

● News from the European Flavour Association

Update of the EFFA Guidance Document

The EFFA Guidance Document on the EC Regulation on Flavourings is a critically important reference tool that provides guidance and clarifications of EU legislation for the EFFA membership. "This is meant as a 'living' document," commented EFFA Executive Director Alexander Mohr. "In fact, we have recently revised it and this updated version has been published on our website."

Enhancements to the guidance document include an update of Attachment II on the production of natural flavouring substances and (natural) flavouring preparations along with a new Attachment XI with graphics that illustrate industry's interpretation, confirmed by the European Commission, of the "Natural <X> Flavouring" and the correct application of the so-called "95/5-ratio."

As a service to its members, EFFA has also prepared and updated Q&A-documents in relation to the EC Flavouring Regulation and to the Guidance Document on the production of natural flavouring ingredients.

EFFA Meetings with Stakeholders

In recent months, ED Alexander Mohr and the rest of the EFFA team has had many meetings with customer associations, the European Commission and the European Food Safety Authority (EFSA) as a way to maintain and improve communication and support existing alliances.



Mohr reported, "In particular, the Directorate General for Health and Food Safety of the European Commission (DG SANTE) is a very important stakeholder for EFFA and after a very successful bilateral meeting (above) we agreed to hold regular meetings with the Head of Sector and the Head of Unit." He continued, "We invited the responsible person for flavourings to our Flavour Expert Committee (FLEX) last March and we will invite him to further meetings in the future and to the Brussels Flavour Day in June."

EFFA Poundage Survey Status Report

EFFA completed two poundage (i.e., volume of use) surveys covering the calendar year 2015: one on Chemically Defined Flavouring Substances (CDS) for which the global validation is ongoing and one on Natural Complex Substances (NCS). For the latter, EFFA received a satisfactory level of feedback from the membership and the EFFA Secretariat has aggregated the input.

Brussels Flavour Day



On June 20, 2017, Brussels will become the "capital of flavour." EFFA, together with Belgian flavour association Aroma and IOFI plan an engaging yet practical way to tell the flavouring story. EFFA Communications Director Jimena Gómez de la Flor is excited about the opportunity: "This is the first time the three associations have worked together on such an event. It is an opportunity to celebrate flavourings and explain to

customers and policy makers their added value to the future of food." Further information is available on EFFA's public website: <http://www.effa.eu/newsroom/article/2017/04/11/brussels-flavour-day---20-june>

Website

The EFFA website has been shortlisted again as best website of the year. This time the honor is from the European Public Affairs Excellence Awards. The entire shortlist is here: <https://eu-pa.excellence-awards.com/shortlist-2017/>

Gómez de la Flor saluted the team responsible: "EFFA would like to thank again the members of the EFFA CWG for the great work done together."

As a way to keep the site fresh, EFFA has launched a video library. The first video, created in collaboration with the German flavour association DVAI, opens the doors of the industry and shows the passion and know-how behind flavourings. A series of industry job profiles will follow. "We are also hard at work finalizing the new EFFA Member Network," reported Gómez de la Flor. "The new platform will be a resource for EFFA members and an online "workspace" for those involved in our task forces and working groups."

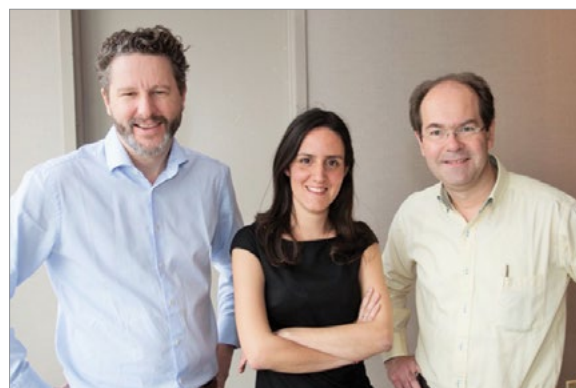
LinkedIn

In February 2017, EFFA established its first social media account, an EFFA LinkedIn profile. It has very well received by EFFA members and stakeholders, resulting in more than 200 followers. In a happy side effect, the traffic to the EFFA website has increased significantly.

One-pager, Five Languages

EFFA has translated its popular one-pager called "Short Introduction about Flavourings" from English into the main languages spoken by its members: French, German, Spanish, Italian and Dutch. Available on the EFFA website, these new documents will support a strong and coherent message all around Europe.

- Thank you to EFFA for this report.



Key members of the EFFA team participated in IOFI meetings in New Jersey in April 2017. From left: ED Alexander Mohr, Communications Director Jimena Gómez de la Flor and Director Scientific and Regulatory Affairs Jan Demyttenaere.

● FEMA Hosts Leadership Conference

From May 7-9, 2017, the Flavor and Extract Manufacturers Association holds its Annual Business Meeting & Leadership Conference in Naples, Florida. In recent years, FEMA has transformed this annual session into a must-attend event for members by featuring a full schedule of top-notch speakers and engaging discussions. Notes FEMA Executive Director Jerry Bowman, "The conference offers an exclusive focus on the rapidly evolving flavor industry within the current global context. Leaders seeking new ideas to fuel the vision of their company will walk away better equipped to tackle their toughest business challenges."

Designed to present "big picture" themes and foster interactive dialogue about issues that impact business, the meeting brings together thought leaders around topics and trends of critical importance to the flavor industry. The wide array of subjects covered include the venture capital phenomena, demographic trends focusing on millennials, financial market impacts on the flavor industry, fast-changing consumer trends and more.

Five nationally renowned speakers will share the spotlight over the three-day session, providing a backdrop for the ongoing discussions among FEMA members. They include: Gillian Tett, managing editor & columnist (US) for the *Financial Times*; Jamie Notter, founding partner of organizational management consulting firm WORKXO; entrepreneur and investor William Rosenzweig, dean and executive director of The Food Business School; Heidi Vesterinen, financial analyst for equity broker Exane BNP Paribas; and Barb Brenner, vice chair & US leader, consumer products for global consulting firm Deloitte LLP.

FEMA also will host a "Hot Topics" panel, "Overcoming Ingredient Phobia: What Do Consumers Really Want?" Panelists will be addressing key trends and the core challenges consumer product companies and the flavor industry face when meeting consumer demands for health foods – a challenge made all the more difficult in today's digital era of ingredient phobia.

In the business session, FEMA members will gain greater insights on the association's strategic planning efforts and tactical activities in the coming year.

FEMA Announces New Staff Additions

Recent additions to FEMA's staff in Washington, DC include Director of Government and Regulatory Affairs Jessica Skeritt, Assistant Scientific Director Matt Linman, Ph.D. and Communications Manager Chris Findlay. The three newcomers bring a wealth of technical expertise and practical experience to support the FEMA membership.

- Thanks to FEMA for their contributions to this story.



FEMA Communications Director Jen Beltz was a guest at the IOFI Communication Board (ICB) meeting on April 20, 2017. She joined FEMA six months ago bringing many years of strategic communications, PR and media relations experience to the association. Here she discusses strategy with ICB Chair Jeff Peppet.

● JFFMA Update

Safety of Flavorings: JFFMA Communicates to External Audiences

As reported in IOFI Information Letters 1566 and 1589, Japan has published New Guidelines for the Safety Evaluation of Flavoring Substances. The Japan Flavor & Fragrance Materials Association (JFFMA) have been active in communicating the flavor industry's past and future efforts to assure the safety of flavorings with external audiences. Some highlights:

On November 22, 2016, the Division of Regulatory Sciences of the Pharmaceutical Society of Japan held its 14th Food Safety Forum. JFFMA Flavor Committee Chair and IOFI Board member Hiroyuki Okamura gave presentation entitled "What is Flavoring?" Following this introductory overview, JFFMA Safety Board Chair Fumiko Sekiya gave a presentation on the flavor industry's efforts to secure the safety of flavorings.

On December 1, 2016, at the 48th Food Additive Technical Forum sponsored by the Japan Food Additives Association, Sekiya-san explained the designation of the 54 flavoring substances covered under the so-called New Japan Program. IOFI RAAC member Kenji Saito gave a presentation on developments in future flavoring safety evaluation.

JFFMA 49th GA and New Year's Celebration Party



JFFMA President Takahiko Kondo

On January 25, 2017, JFFMA held its 49th General Assembly in Tokyo, followed by the association's annual New Year's celebration party. In opening remarks, JFFMA President Takahiko Kondo emphasized the safety of flavorings and fragrances and industry compliance. Japanese government officers, including representatives from the Ministry of Economy, Trade and Industry (METI) and the Ministry of Health, Labour and Welfare (MHLW), also made speeches at the gathering of around 380 JFFMA members.

JFFMA Camp in Izu Highland

The JFFMA Flavor Committee held its annual Camp in Izu Highland on February 2-3, 2017. Attendees began work on report summaries of government Health Science and Labor Research: "Investigation on Specifications" and "Poundage Survey on Chemically Defined Substances (CDS) and Natural Complex Substances (NCS)." Both of these final reports were finished in March.

- Thanks to Yoshiko Ohki for this report.

IOFI Visits JFFMA



In conjunction with meetings of the IOFI Science Board in Tokyo, IOFI Executive Director Sven Ballschmiede, IOFI Advocacy and Regulatory Director Thierry Cachet and IOFI Scientific Director Sean Taylor visited JFFMA headquarters on March 6, 2017. There they saw several very familiar faces from IOFI committees! Pictured above, from left to right, are JFFMA Executive Director Taichi Someya, IOFI Board and GPSC member Hiroyuki Okamura, Ballschmiede, Cachet, ICB member Yoshiko Ohki, Taylor, RAAC and GPSC member Fumiko Sekiya, ISB member Shim-mo Hayashi and RAAC member Kenji Saito.

Global Poundage Validation Underway

The IOFI Global Poundage Survey Committee met in Jersey City, New Jersey on April 21, 2017 to conduct validation of the data submitted by regional associations for the 2015 global poundage survey. Further work will continue through the summer, with a final report to be issued by the end of the year.



GPSC meeting participants included: Seated from left: V. Alvarez-Saavedra, U. Parasar, Board Liaison A. Figueiredo, Chair C. Harman, T. Cachet, N. Higley, V. Vijverman. Back row from left: G. Durand, F. Sekiya, M. Hitoshi, J. D. Vora, H. Okamura, N. Nana, T. Sosa, J. Demyttenaere, J. Yi, M. Raukko.

Sustainability Initiative Continues

On March 23, 2017 in Brussels, the IOFI/IFRA Sustainability Task Force held its first in-person session. After welcoming remarks from IOFI Executive Director Sven Ballschmiede and IFRA President Martine Bianchini, the participants heard from Project Consultant Charles Laroche and broke for three roundtable discussions entitled "Economic Dimension," "Social Inclusion" and "Environmental Sustainability." Moderator Dr. H. Bender led the group through discussions on sustainable development, sustainable sourcing, innovation, the environmental footprint throughout the value chain, labor environment; product safety compliance and business integrity.

The overall theme "a sense of responsibility, a commitment to sustainability" permeated the discussions. The next TF session is set for May 31, 2017 in Washington, DC.





Retrospective: Christiane Jarke



After more than 39 years with Symrise and 20+ years as a dedicated volunteer in association work, Christiane Jarke retired in December 2016. She continues as a consultant, but because so many in the flavor industry in Europe and around the

globe appreciated Jarke's contributions over the years, IOFI Insight checked in for a retrospective.

IOFI Insight: You were a member of the IOFI Technical Experts Committee (TEC), the predecessor of the RAAC. What did you find rewarding about that "volunteer" assignment?

Christiane Jarke: Being an IOFI TEC member gave me the chance to work with so many brilliant and knowledgeable people, Friedrich Grundschober, Tim Adams, Okamura-san, Peter Cadby, Joy Hardinge – just to mention a few. An outstanding experience was for sure the work on the revision of the IOFI Code of Practice, which serves as an important global guideline. I'm proud that I was part of the drafter's team. The IOFI TEC always provided useful insights on global scientific and regulatory developments in the flavor industry.

Q: Over your career, you served on countless flavor and fragrance industry groups. What are the benefits of these assignments?

CJ: Professionally, this work broadened my horizons and expanded my knowledge. Listening to the views and arguments that are brought forward in the meetings but also from external people like regulators helped me to understand the many facets of a given issue. At the end of the day, understanding the different views and arguments is important to come to meaningful solutions and positions.

Personally, I always enjoyed the interaction with the colleagues from the flavor industry and from the association staff. It's not only the discussions in the meetings and the struggle for solutions/positions. As important are social events like having dinner together. Such occasions help to build trust in each other – and consequently to work together successfully.

Q: What do you miss?

CJ: I miss the people and I miss the work in the various groups. On the other hand I have started activities for which I had no (or not enough) time before retirement. However, I'm glad that I decided to work as a consultant. In this way I'm not totally separated from my beloved flavorings.

Q: Any final comments?

CJ: Generally, I feel that with the ever-increasing number of challenges, the national, regional and global flavor industry associations need to work together more closely than ever. There are already a number of good initiatives underway. These efforts should be even more intensified in order to speak with one voice and to use resources as efficiently as possible.

Words of Wisdom

We asked Christiane Jarke for advice for those who contribute to IOFI success today as staff or volunteers. Based on her experience, she offered a list that can double as life lessons:

- Listen carefully to other views and try to understand the rationale.
- Be open and say what you want.
- Be creative in finding compromises that suit the majority.
- Be patient as very often there is one step forward and two steps back.
- Pass on your knowledge to younger people/newcomers and motivate them to get involved.

Secretariat News

IOFI Executive Director Sven Ballschmiede is featured in the May issue of *Perfumer & Flavorist*. See the article at <http://iofi.org/Home/Dedicated-Press/page.aspx/186>.

After 29 printed issues, **IOFI Insight** will transform into an online-only format later this year. With increased demand for public material and a strong emphasis on internal communication with the membership, IOFI will offer two versions, public and members-only. Note to our faithful readers: We will still need your news and photos in the future!

Work is underway on a new **public website** for IOFI that will feature a fresh new design that honors our heritage and celebrates the work of the global network of our members. Look for the new site in October 2017. A revamped **Member Network** will follow later in the year.



More Faces from the World of IOFI

