



THE FOOD COLORS LANDSCAPE

IACM Global Color Conference

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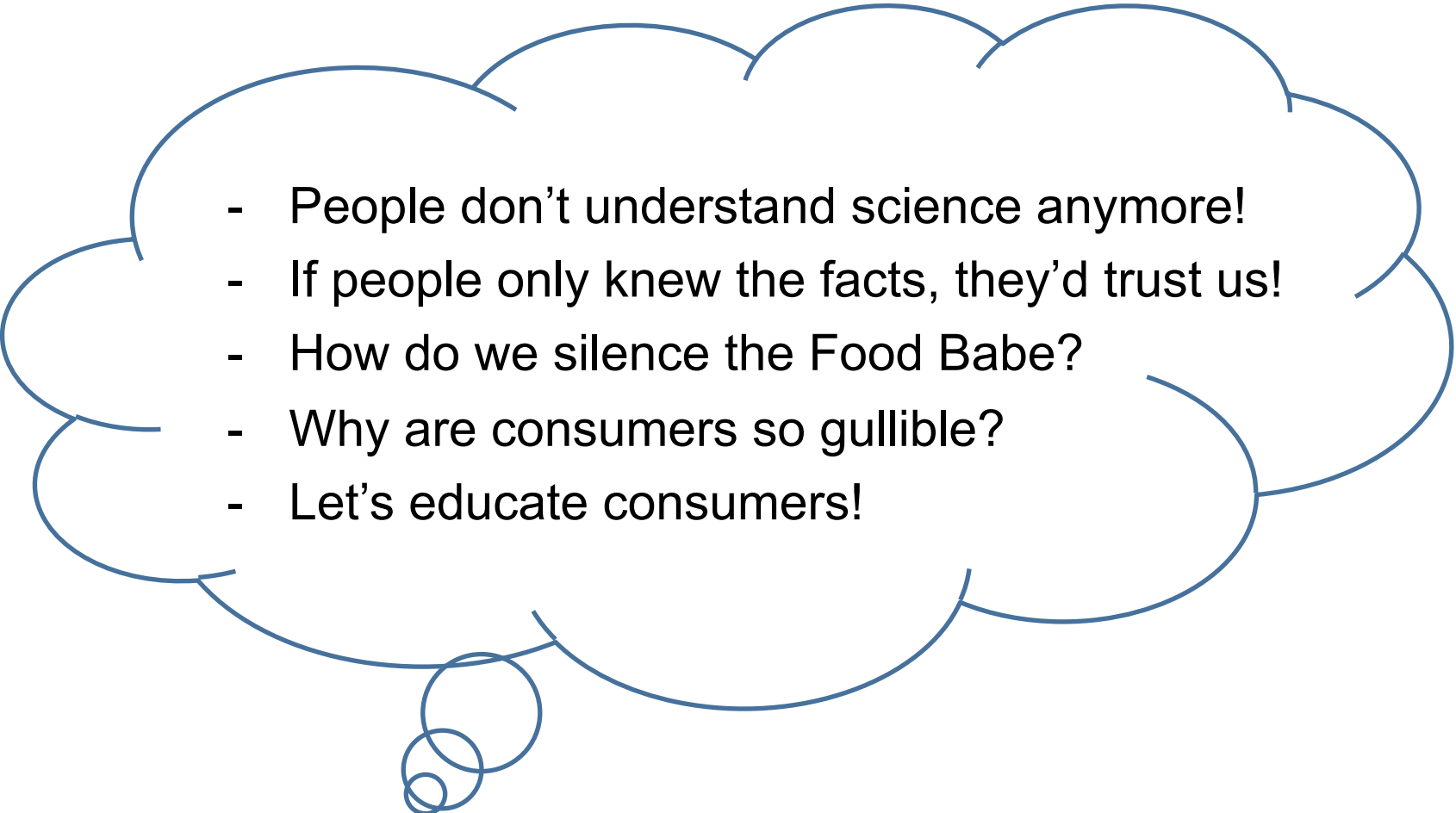




The Strategic Approach

- ✧ Persuade, don't sell
- ✧ Think retail, not wholesale
- ✧ Talk Ideas, not products
- ✧ Discuss, don't lecture
- ✧ Inform, don't educate

The Corporate View

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- People don't understand science anymore!
 - If people only knew the facts, they'd trust us!
 - How do we silence the Food Babe?
 - Why are consumers so gullible?
 - Let's educate consumers!

The Consumer's View



You have lied to us before.

Why should we trust you now?

Bloggers Are Journalists



Working with Bloggers and Journalists

- ✧ Build relationships
- ✧ Inform, don't spin
- ✧ Present the drama
- ✧ Retweet them
- ✧ Sunday night strategy

Sections

» thestar.com «

Life • Food & Wine

Consumer battle against artificial food dyes rages on

Activists are particularly concerned about their possible effects on children.

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IACM Statement on Codex GSFA

August 2, 2016 •

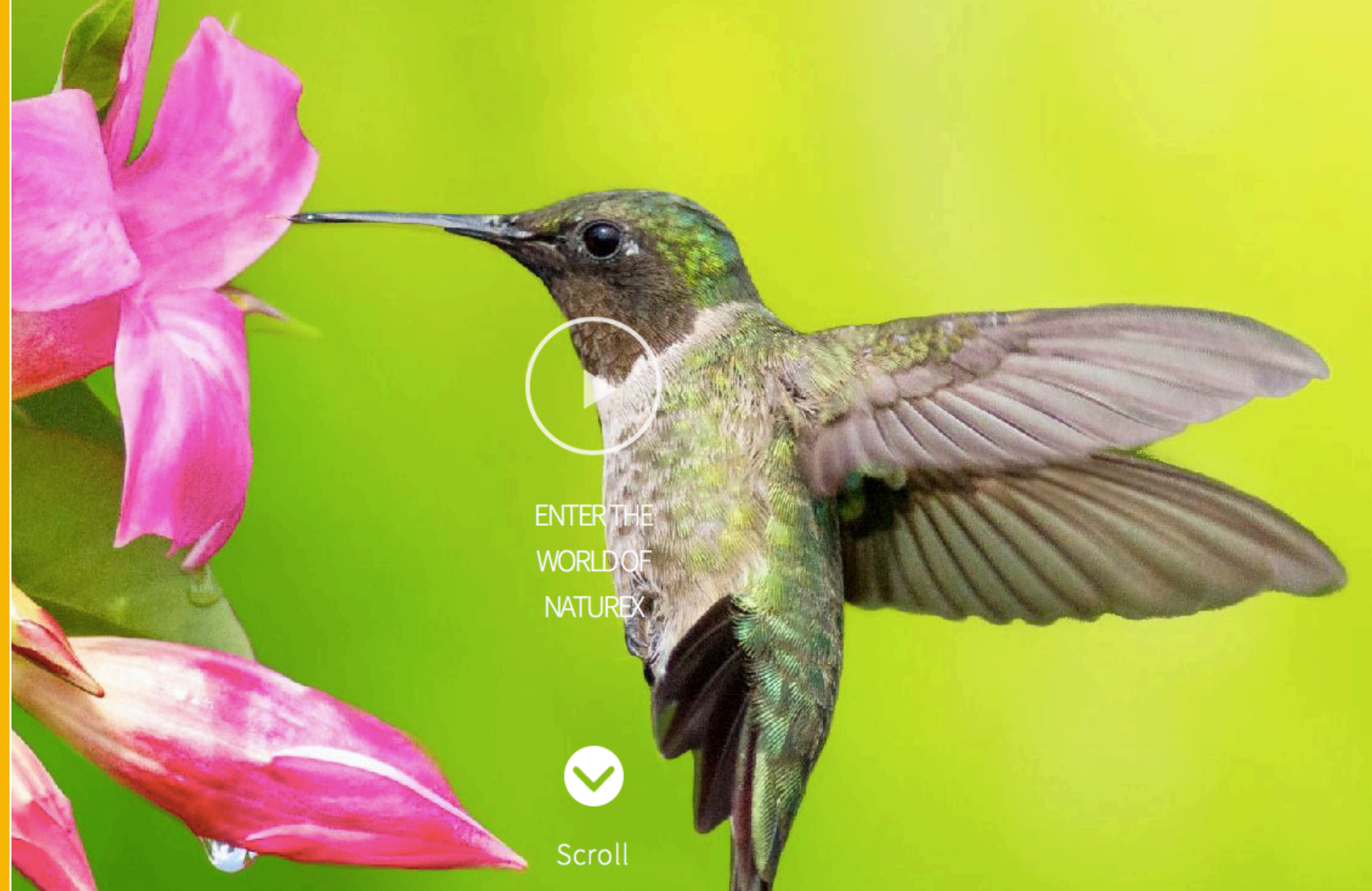
IACM is the trade association that represents the manufacturers and end-users of coloring substances that are used in foods, including natural and synthetic colors. IACM participates as a nongovernmental observer at the Codex Alimentarius Commission, particularly at the Codex Committee on Food Additives (CCFA), which considers colors for inclusion in the General Standard of Food Additives (GSFA).

IACM appreciates and supports that many developing countries, as well as countries that are revising their food law, look to Codex standards for guidance. However, the Codex process is very deliberate, and as such, not all additives, including many colors that are approved in countries such as the US and the EU have made it through the Codex step process for inclusion in the GSFA. Additionally, it was not the intent of the creators of the GSFA for it to be adopted as a positive list at this stage of development. Footnote 1 of the GSFA states,

Final paragraph:

IACM asserts that there is no reason for a country to disallow the use of a color or a use already approved due its position at Step 7 (awaiting finalization) rather than Step 8 (adopted).

[IACM Statement on Codex GSFA](#)



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Introducing DDW's

Colouring Foods



Colours Harvested from Nature

DDW, The Colour House
Color harvested from nature

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A portrait of Sarah Waybright, a woman with long, wavy blonde hair, smiling and wearing a red sweater. The background is a softly blurred indoor setting with a window and some decor.

Sarah Waybright
MS, RD, LD

