



## 2012 Strategic Goal Progress Report: Member Services

Deliver a host of services that enhance member value.

Prevent unfavorable and unjustified legislation that affects the labeling and use of colors.

Become the top resource for educational training regarding all issues affecting the color industry.

- ◇ IACM members developed a consortia to prepare Color Additive Petitions to increase the availability and use of natural colors in the U.S. and globally.
- ◇ IACM hosted its inaugural Global Color Conference in September 2012, featuring presentations and discussions related to regulations, product development, supply chain security, and sustainability.
- ◇ IACM continued to positively influence international color additive regulations by successfully advocating against damaging proposals, including an unnecessary labeling proposal for tartrazine in Peru.





## 2012 Strategic Goal Progress Report: New Direction

Engage in a wide variety of strategic alliances with like-minded global organizations to enhance value for membership.

Restructure into two committees through which all issues that concerns these types of color are addressed.

Focus efforts equally on representing and advocating for the interests and needs of color users and manufacturers.

- ◇ IACM refined and updated its mission statement and critical objectives to more adequately reflect its representation of color users and manufacturers.
- ◇ IACM partnered with the USDA FAS to engage with regulators in emerging markets and advocate for harmonized global color regulations.
- ◇ IACM maintains observer NGO status at Codex Alimentarius and is an active participant in the Codex Committee on Food Additives meetings and workgroups.
- ◇ IACM established a LinkedIn Group in order to increase its web presence and is exploring other ways to utilize social media.
- ◇ IACM restructured its committee structure into two committees: synthetic and natural.





## 2012 Strategic Goal Progress Report: Marketing & PR/Membership

Ensure continual and timely communication regarding developments affecting the color industry through strong ties to regulatory bodies across the globe.

Implement a well-defined, comprehensive recruitment strategy for new members.

Increase awareness of IACM among the staff and color user companies of membership.

- ◇ IACM re-designed its website to improve functionality and to enhance its communications program. Through its enhanced communications work, IACM is positioning itself as the first line of defense in maintaining the safe, approved use of colors.
- ◇ IACM recognized Dr. Joseph F. Borzelleca with its inaugural Lifetime Service Award. In the 1970s and 1980s, Dr. Borzelleca designed lifetime toxicity/ carcinogenicity studies sponsored by IACM's predecessor organization, CCMA, which remain the standard of excellence for food color safety assessment more than three decades later.
- ◇ IACM added two new member companies—General Mills, a 100+ year old food company that manufactures products including cereal, yogurt, shelf stable and frozen meals, bakery items, snack bars, and canned soup, and Sensient Food Colors, a unit of Sensient Technologies Corporation, that develops natural and synthetic colors for a variety of food and beverage applications.

