

## Dear IACM Members,

With 2017 almost in the books, I have been reflecting on the year and how best to classify our achievements. After review, the work of which the association should be most proud has largely been driven by our committees, who have been empowered by the Board to take on projects to benefit the industry and have begun to do so in creative and impactful ways. Secondly, but no less important, our scientific program and value to both the industry and the public have never been stronger.

Before getting into our most noteworthy achievements, I would be remiss not to mention our [new member](#) E&J Gallo Winery/San Joaquin Valley Concentrates. E&J/SJVC has jumped right in by asking questions, attending meetings and volunteering to lead projects. We appreciate their immediate involvement and hope for more new members with similar enthusiasm in the future.

Over the past few years IACM has evolved into a structure that puts more resources and time into Committee work. As a result, both our standing committees have produced tangible work products and results for the association and have spawned a joint task force on communications.

The Natural Color Committee had a particularly productive year. The Committee spent much of the first half of the year successfully advocating for the FDA withdrawal of draft guidance on fruit juice and vegetable juice as color additives via meetings with the FDA and the development of comprehensive [comments](#) to make clear the technical and safety challenges presented by the draft guidance. The Committee set up four different Working Groups during the latter half of the year to tackle various short- and long-term issues, with the FDA fruit juice and vegetable juice draft guidance the first addressed. Two long-term WGs were set up to discuss the development of more color monographs as well as to expand the approval of natural colors globally. The last of the WGs was launched to assist IACM staff in preparing a dossier for Joint FAO/WHO Expert Committee on Food Additives (JECFA) review of Spirulina extract. This activity was the first in what is intended to be a greater strategic effort to obtain JECFA review of many more natural colors.

Equally busy, the Synthetic Color Committee is completing the second of its three-year strategic plan. IACM staff and key members led the drafting and publication of three manuscripts as part of its strategic priority to build the association's research portfolio. The effort was dually intended to increase access to current IACM data and documents, while also increasing interaction and coordination with academia, trade organizations, NGOs and other critical partners. Two of the manuscripts were the publication of studies sponsored by IACM in response to data requests from the European Food Safety Authority (EFSA) on [Allura Red](#) and [Tartrazine](#), while the third was the culmination of a five-year project on [exposure](#) to FD&C colors. All this research was then presented as part of a session on [New Research in Support of Synthetic Colors](#) at IFT 2017. The Committee has at least three more publications planned for the coming years, and it is due to the strong expertise and commitment of both IACM science staff and our members that makes this work possible. This expertise also contributed to the defeat of another [state legislative initiative](#), proposed this time in California, which would have required unjustified warning labels for FD&C colors.

IACM staff likewise continued to draft monographs for the JECFA re-evaluation of synthetic colors, with Indigotine and Erythrosine submitted this year. Due to the safety information previously submitted by IACM,



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JECFA established an acceptable daily intake (ADI) of 6 mg/kg bw for Brilliant Blue, aligning with the ADI established by EFSA in 2010, and confirmed the ADI of 25 mg/kg bw for Fast Green FCF.

Other scientific related activity included the creation of a new member resource encompassing all the published and un-published safety information in IACM's files. This project is focusing first on FD&C colors and will eventually expand to all synthetic and natural colors. IACM staff also continues to seek opportunities to speak publicly on the safety of colors and was pleased for the opportunity to have our Scientific Director, Dr. Maria Bastaki, present on [Safety Data Requirements for Color Additives from Natural Sources](#) at AOAC International 2017. Additionally, IACM continued efforts to provide [accurate information](#) and provide scientific support in light of new challenges to the safety of Titanium Dioxide.

Both the Natural and Synthetic Color Committees agreed at the end of last year to form a joint Communications TF to develop messaging espousing the safety and benefits of all colors. As the TF completes its first year of work, it has successfully developed core messaging for the association to use around three topical areas: the safety and use of colors, as well as the role of colors in people's everyday lives.

Most importantly to its mission, IACM continues to advocate for the approval of safe colors globally and overcoming the challenge to the recent tendency for countries, in developing or revising their food laws, to consider only the adopted additives in the General Standard for Food Additives (GSFA) as a positive list. Given the low priority of colors within the workload of the GSFA, this trend is resulting in what is essentially a ban on some color additives that are widely approved and commonly used on a global basis. Most recently, South Asian nations such as the Philippines are leading the effort to adopt the GSFA in the region which has forced IACM to expend resources to defend colors that had previously been approved in these countries and which are widely considered safe by the U.S., European Union, JECFA and others. IACM has been involved in strategy discussions at the Codex Committee on Food Additives (CCFA) and will continue to work with our partner associations to strongly push for the adoption of colors in the GSFA and to also inform developing countries of the limitations of the GSFA as a positive list in its current form.

While many of the issues IACM faced in 2017 were not new, we continued to make progress and raise the association's profile. Of course, there is always more to be done, and I look forward to your continued enthusiasm and support to continue our success.

Sincerely,



Sarah Codrea  
Executive Director

### **A Look Ahead to 2018:**

- New Website
- Advocating for color adoption in the GSFA at CCFA
- Global Color Conference 2018
- Publications on Color Safety
- Speaking Opportunities (ex. SOT)