

# 5 EXECUTIVE DIRECTOR LETTER

Dear IACM Members,

AS IACM approaches the next decade and our 50th year representing the color industry, we continue to look for ways to better serve our members. As part of that effort, IACM amended its bylaws this year to provide a voice to a greater variety of companies involved in the color industry with a larger, more inclusive board. IACM will also continue to increase its support and resources to the growing natural colors industry because of the strategic planning efforts by the Natural Color Committee.

IACM maintains five strategic objectives that drive all the work that we do. With these objectives in mind, IACM launched a redesigned website earlier this year that provides both members and the general public with a wealth of information about colors via the public color library and the members-only color database.

In addition, IACM expends many resources on advocacy efforts to ensure and expand the safe use of colors in the United States and globally.

## STRATEGIC OBJECTIVES

- 01** Enhance confidence in the safe uses of color.
- 02** Provide members with a central source of scientific and regulatory expertise.
- 03** Protect and expand the worldwide use of colors.
- 04** Serve as a trusted resource to interact with regulatory bodies and global organization.
- 05** Advocate for global harmonization of standards and regulations.

### Codex Committee on Food Additives

IACM's diligent outreach persuaded the Codex Committee on Food Additives (CCFA) to finally begin to work through the almost 1,000 draft and proposed color provisions. At the 51st CCFA this year, around 40 draft provisions within three confectionery food categories were considered and largely endorsed as recommended.

Because of the successful adoption of the provisions in confection food categories, the Committee agreed to include approximately 100 more draft and proposed draft color provisions, including the remaining confection provisions, along with provisions in the food supplement and beverage categories, for consideration at the 52nd CCFA in 2020. This action was a direct result of IACM's advocacy and marks the first round of substantial progress following a long period of inactivity on color provisions that the industry will be able to build upon at future meetings. Completing the process of adopting color provisions into the General Standard for Food Additives (GSFA) is crucial to maintaining the approval of many colors with a long history of safe use and gaining approval of new natural colors by countries that look to the GSFA as a template for their own food additive regulations.

### International Initiatives

In addition to IACM's active participation at CCFA, the association also provides significant advocacy support internationally, often in concert with the U.S. Department of Agriculture Foreign Agricultural Service (FAS) and our members local to the country or region.

### Philippines

In coordination with many stakeholders, IACM has engaged with the Philippines FDA for the allowance of lake colors and products containing lakes. A ban was to go into effect September 2019, but officials are considering a registration process instead, due largely to the continued advocacy efforts.

### Middle East

IACM provided information to the FAS to prevent a United Arab Emirates



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(UAE) ban on certain colors of both natural and synthetic origin due to limited inclusion of these colors in the GSFA. Meetings between the U.S. and UAE were successful, and based on IACM data, the ban will no longer go into effect.

IACM has also been using various approaches to gain technical corrections and additional approval for color provisions in the additives regulation finalized in Saudi Arabia earlier this year. Anticipating that it will be adopted as a regional GSO standard, IACM has engaged with local members and other partners to provide technological support and justification for expansion of color use in the Middle East. IACM also sent a member representative to speak on color additive benefits and safety at the Dubai Food Safety Conference.

## Industry Whitepaper

In support of our Natural Color Committee objectives, IACM has finalized an industry whitepaper addressing appropriate defining characteristics and processing techniques for fruit and vegetable juices used as color additives in food. IACM continues to have a dialogue on this topic with the FDA related to providing industry with further clarity around these regulations and other opportunities for the expansion of naturally derived color approvals in the United States.

## IACM Comments

With resources provided to the Synthetic Color Committee directly by impacted member companies, IACM submitted substantive comments in response to the California Office of Environmental Health Hazard Assessment's (OEHHA) request for information on possible exposures and neurologic and neurobehavioral impacts of synthetic food dyes. The risk assessment is expected to be published in mid-2020.

IACM also responded to a U.S. Food and Drug Administration (FDA) data call-in for new scientific information on certified colors and hyperactivity since the 2011 Food Advisory Committee meeting. At the meeting, the Science Board concluded that there is still no causal link between the consumption of FD&C color additives in food by children from the general population and adverse behavioral effects.

From providing more public information about color safety and benefits to focusing on new natural color approval, IACM is a much different association than it was a decade ago. As the color industry evolves to respond to an increasingly global marketplace and consumer desire for more naturally colored products, IACM will continue to provide the forum for its members to do so for the next decade and beyond.

Thank you for your continued support!



**Sarah Codrea**  
Executive Director

## A Look Ahead to 2020:

- Launch of new IACM logo
- Continuing to support adoption of color provisions in the GSFA at CCFA 52
- Natural Color Committee strategic plan implementation
- 5th biennial Global Color Conference

