

# 5 EXECUTIVE DIRECTOR LETTER

DECEMBER 2020

Dear IACM Members,

What a year! Like all companies and associations, IACM and its members have been impacted by the ongoing COVID-19 pandemic. The global color industry never ceased working, modifying operations to ensure employee health and safety while fulfilling its role as a designated essential business in many countries. Similarly, IACM has remained open for business by adjusting to fully remote operations, shifting our in-person meetings to a virtual environment, and in the case of our signature event, the Global Color Conference, postponing until a time when we can safely gather together. Our Global Color Conference will now be held November 16-18, 2021, and I look forward to seeing many of you there to belatedly kick off ["A Colorful Decade."](#)

Even in the virtual environment, IACM was able to maintain our commitment to outreach and advocacy on behalf of our members. IACM recently [spoke](#) at the Dubai Food Safety Conference, continuing our efforts to protect and expand color approvals in key countries and regions. IACM also hosted an educational web event for Codex delegates on the safety and benefit of colors earlier in the year. While we were disappointed to have the 52nd meeting of the Codex Committee on Food Additives postponed due to the pandemic, we supported continued work to review draft color provisions in an effort to achieve endorsement of the greatest possible number of provisions when the Committee is able to meet again.

IACM welcomed four new or returning members this year: Cormart, Doehler North America, Keurig Dr. Pepper and Mane, Inc. We are pleased to have all four companies as part of the IACM family and look forward to in-person interactions next year.

After completing a strategic planning exercise last year, IACM's Natural Color Committee began implementing against its three strategic initiative areas: regulatory affairs, scientific affairs, and stakeholder outreach. IACM is establishing a Natural Color Scientific Advisory Board to oversee, coordinate, and prioritize all scientific activities of IACM related to natural colors and to develop a framework to support regulatory approvals for natural colors. The Committee has also formed a Stakeholder Outreach Working Group that is undertaking a comprehensive stakeholder analysis. Additionally, IACM partnered with Eurofins to offer [Pop of Color!](#), a technical webinar on natural colors and has continued to engage with JECFA to better understand how the Expert Committee evaluates naturally derived colors.



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To ensure that the voice of the color additive industry is always considered in the development of positions on issues of importance to the food and food ingredient industry, we increased engagement with various food industry coalitions. IACM actively engaged with numerous regulatory agencies to provide comment on behalf of the association, including the [US Department of Health and Human Services](#), the [US Department of Agriculture National Organic Program](#), the [California Office of Environmental Health Hazard Assessment](#), the [Cooperation Council for the Arab States of the Gulf](#).

With heavy hearts, IACM bade farewell to our Scientific Director for the past eight years, Dr. Maria Bastaki, who returned to Europe to be closer to family. However, we are lucky to continue to have the support of Dr. Sean Taylor, who served as IACM's Scientific Director prior to Dr. Bastaki. He has remained engaged in an advisory capacity ever since, allowing him to seamlessly step back in to overseeing IACM's many scientific projects.

Even in a pandemic, IACM continued to pursue our key strategic objectives, including to protect and expand the worldwide use of colors and advocate primary global harmonization of standards and regulations. I want to thank IACM's members, particularly those who volunteer their time and expertise to serve on our Board, lead our Committees, and support specific projects. Without such dedicated members, none of our achievements would be possible. I look forward to continuing working on behalf of the association, whether remotely or in person, for another successful year.

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**Sarah Codrea**  
Executive Director

## A Look Ahead to 2021:

- 2021 Global Color Conference
- Natural Color Science Advisory Board
- Global Harmonization of Color Standards
- Revisions to Membership Categories/Structure

