

## Dear IACM Members and Friends,

As we reach the end of our second year of operating in an entirely virtual environment, I want to reflect on what we've been able to accomplish. **Two new members** joined the association: Lonza Consumer Health, which is a segment of Lonza specific to capsules and health ingredients, and Phytolon, a company developing betalain-based natural food colors via fermentation of yeast. Both companies bring a unique perspective to the membership, and we look forward to further in-person engagement next year.

Our committees have remained active, with the Natural Color Committee **developing proposals** for the modification of certain existing exempt color regulations to allow for more globally harmonized specifications and to modernize the color additive petition regulations and guidance, including a **meeting with FDA officials in August**. The Committee has also formed a **Science Advisory Board** that is undertaking horizon scanning to identify scientific priorities for the natural color industry and readying to provide technical guidance and support to member initiatives. We also sponsored a virtual session at IFT 2021, with Deepti Dabas and Elaine Lee presenting on *Exploring the Use of Natural Colors to Meet Consumer Expectations* in baking applications and plant-based meat alternatives.

The Synthetic Color Committee focused on **advocacy efforts** and responding to regulatory requests. The committee led the development of **the industry's response to an OEHHA report on synthetic food dyes** as well as efforts in opposition to a California proposal for a warning label for FD&C colors on all food and beverage products sold at retail and in restaurants in the state. The Committee has also engaged both with the US FDA and EFSA to share information related to the safety of synthetic colors.

This year's international engagements focused on the Middle East, including **outreach to the Saudi FDA** on the GSO 2500 food additive standard and a presentation at the Dubai Food Safety Conference on *Color Safety & the Importance of Harmonization*. We have assisted IACM members to understand the impact of European efforts to limit the use of titanium dioxide as a color additive and **provided information about its safety profile** to various global regulatory authorities.

The 52<sup>nd</sup> Codex Committee on Food Additives met in September, where we achieved the approval of approximately 74 color provisions representing 19 different colors across numerous confection, food supplement and beverage categories. We also

# 2021 EXECUTIVE DIRECTOR LETTER

successfully achieved a new INS number and addition to the JECFA priority list for butterfly pea flower extract.

John Cox has decided to step back after 16 years as the association's General Counsel, including a short stint as acting Executive Director. His partner Joanna Drake has been appointed IACM General Counsel beginning in January 2022. IACM is thankful for all John has contributed to the industry and we will miss his presence at our meetings and events, but we look forward to working more closely with Joanna. She has been involved with the color industry for 14 years and was first introduced to IACM as a member company employee attending an association meeting more than 10 years ago.

I want to thank IACM's members, particularly those who have gotten involved in the last two years and worked remotely to volunteer their time and expertise to serve on our Board, lead our committees, and support specific projects. We are excited about the **return to in-person events** next year and the opportunity to be together and enjoy time with our colleagues. This year is cause for even more celebration as our **5<sup>th</sup> Global Color Conference** in November 2022 happens to coincide with **IACM's 50<sup>th</sup> anniversary**. I appreciate your continued support for our organization and look forward to working together in the coming year.

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**Sarah Codrea**  
Executive Director

