

# 10 EXECUTIVE DIRECTOR LETTER

DECEMBER 2022

Dear IACM Members and Friends,

While it's hard for me to believe, I am completing my 10th year as Executive Director of IACM. IACM was founded in 1972 by a group of color industry leaders as the Certified Color Industry Committee, then became the Certified Color Manufacturers Association, and since 1993, we have been the International Association of Color Manufacturers. Now in its 50th year, IACM remains the only organization representing the interests of the color industry and color user community, regardless of source and on state, national, and international levels.

Our drive for inclusion is a cornerstone of our association. This year, the Board approved a change to our bylaws, creating [a new affiliate category](#) that grants us another opportunity to be inclusive and permits other industry stakeholders, such as those companies still in the premarket R&D phase or those who provide services to our members, whether they be vendors, labs, or consultants, to join, share learnings, and strengthen connections.

In addition to incorporating the new affiliate category, the Board endorsed amendments to our bylaws that memorialize the importance of Associate members. IACM currently has six consumer product company companies as Associate members. These companies are now eligible to be voting members, serve as committee chairs, or hold a seat on the Board.

IACM has spent the last five decades building its reputation as the global authority on the safety of color additives, establishing strong working relationships with agencies and other associations. A desire for an appealing variety of consumer products has led to a steady growth in the use of color additives and fueled demand for providing the food and beverage industry with novel color additives. Through research and regulatory activities, IACM strives to provide our members with a growing number of versatile color additives globally.

This year, we engaged with regulators on the safety of titanium dioxide to support its continued use as a food color and explain why the most recent European Food Safety Authority opinion is scientifically flawed. We found success with countries such as Canada and Australia/New Zealand and remain engaged with the U.S. government on this issue.

We have also supplied information to update carotenoid use levels in the Codex General Standard for Food Additives (GSFA). By surveying our members on actual use levels and food category needs, we have been able to offer the information necessary to abide by the request of the Codex Committee on Food Additives, which seeks to continue including these crucial colors in the GSFA while also attempting to limit unnecessary exposures.

IACM's two committees continue to drive much of the association's activity. Each committee has developed a workplan to add a layer of transparency and allow members to weigh in, at least annually, on IACM's priority setting. Via our Synthetic Color Committee, we remain engaged with the FDA's Certified Color Lab and ensure that it runs smoothly. We also led a coalition of partners in an advocacy effort to defeat the second iteration of a California Senate bill that would have required a warning label on food and beverage products containing FD&C colors sold in the state. Via

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our Natural Color Committee, we are considering how best to leverage the recently completed JECFA review of spirulina extract that resulted from an IACM request. We also seek to increase the global harmonization of solvents and diluents allowed for use in color extracts in the U.S. and Canada.

We continue to build a strong staff of experts to be responsive to new regulatory proposals, uncertain political situations, and the persistent need for factual, positive public information about the safe use of colors. The Board appointed Joanna Drake as General Counsel to succeed John Cox this year. Joanna has collaborated closely with John over the past nine years and previously worked for an IACM member company. She attended her first IACM meeting as a member, so she has a unique understanding of how we can best support our members in what they confront daily. Joanna's attention to the current legal landscape and analysis of the big-picture issues driving the increase in litigation has already benefited our members, as she has developed our first litigation monitoring spreadsheet. She is also helping to lead one of our top priority initiatives: to analyze the existing color additive petition regulations in the United States and develop recommendations on how they could be modernized. IACM is also engaging members on ways to make the color additive petition process more transparent and to encourage collaboration between companies with a mutual interest in obtaining new or expanded color additive approvals, which should also increase the efficiency and effectiveness of the current process.

We also welcomed Emily Walden to support our regulatory and science programs. She studied biology and chemistry at Wake Forest and has made immediate contributions, particularly in supporting the work of our committees. We also have a new Communications Director, Meredith Huddle, who has been brainstorming ways to improve how we communicate about IACM and our accomplishments, including a new webpage her team is developing to promote membership, as well as the new monthly roundup of vital IACM initiatives and industry news for members. We are pleased to continue to have Dr. Sean Taylor overseeing our science program, including our new Natural Color Science Advisory Board, formed to consider how we may engage proactively and more effectively on the scientific issues confronting our natural color manufacturers and users. We are also lucky to have Samantha Lee to ensure that our meetings run smoothly and that our database of members is up to date.

Lastly, I want to thank President Bobby Gruber, who is about to complete his final term leading the association. While most of his presidency has been conducted virtually, there has been no greater salesperson and cheerleader for the association.

When I think about all the work IACM has achieved in my 10 years as Executive Director and the previous 40 years, it truly is inspiring. I look forward to building on this momentum as we wrap up 2022 and head into another productive and successful 50 years.

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**Sarah Codrea**  
Executive Director

