

CCA Technical Program Update




Technical Committee Update & Accomplishments

Michael Letah, PhD
CCA Technical Chair and
NutriScience Innovations

6

CCA TECHNICAL COMMITTEE



- Committee comprises of - Technical experts from membership and other supporting experts
- Programs to address the technical issues facing consumers and manufacturers – all things coconut



7

CCA SUPPORTS THE ENTIRE COCONUT INDUSTRY



FIGHT MISINFORMATION

CCA is unified and vocal in challenging misinformation about coconut oil's saturated fats. CCA has supported and promoted highly – accredited research that has been acknowledged by mainstream publications and experts.



ESTABLISH QUALITY STANDARDS

Not all coconut is equal and trust is critical to protecting the industry. CCA has developed the VCO coconut oil verification program to help establish confidence in compliance and the consistency of an unadulterated supply chain.

CORRECT THE CLASSIFICATION

Coconuts aren't nuts. They are drupes, but the FDA for allergen purposes has misclassified them under FALCPA as a tree nut. CCA is engaging with top immunologists, food allergy associations, trade groups, HCPs and consumers to correct this.

INCREASE SUSTAINABILITY

In 2021, CCA fielded a benchmarking survey to establish a baseline for industry measurement against the UN Sustainability Goals and is proactively working across the supply chain in communicating and supporting continuous improvement.

8



TECHNICAL COMMITTEE ACCOMPLISHMENTS

- Changing the narrative around saturated fats
 - Responses to saturated fats misinformation
 - Proactive scientific and consumer information through supporting scientific research publications and books, and consumer outreach
- Sustainability survey of members
 - Biannual
 - Benchmarking
 - Promotion
- Coconut as an Allergen project
 - Collect and publish information on
 - Prevalence
 - Severity
 - Cross-allergenicity
 - Distribution
 - Goal to label coconut as an allergen separate from tree nuts




9

9




TECHNICAL COMMITTEE ACCOMPLISHMENTS CONTINUED

Quality

- Develop and validate methods for identity and adulteration of VCO
- Launched CCA Verified Virgin Coconut Oil program and verified first company – Primex
- Other coconut products – water, sugars, etc.
 - Examining quality / adulteration – in progress

10

10