

“Even though
your food is
limited, your
life doesn’t
have to be.”

—Lisa Rosenberg, food allergy
mom, counselor and patient

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INGREDIENTS: Strength, intelligence, passionate, licensed therapist, motivated, trustworthy, collaborator, committed, advocate, future cookbook author, allergic to peanut, soy, tree nuts, sesame, sunflower and avocado; oral allergy syndrome (OAS) to raw apple, peach, cherry, plum, nectarine, watermelon, honeydew, cantaloupe, carrot and celery

CONTAINS: COURAGE™

LEADERSHIP LETTER



Lisa Gable
Chief Executive Officer

Dear Friends of FARE,

We salute everyone who helped advance public understanding last month during Food Allergy Awareness Week, May 12-18. You can revisit that week's events in this newsletter, from the lighting of the Empire State Building in teal, to the release of a new Contains: Courage™ Campaign video, to the advocacy efforts that helped raise awareness among elected representatives and corporate leaders.

The 20th Anniversary FARE New York Spring Luncheon, which was held May 9 at Cipriani 42nd Street, raised more than \$500,000 to support FARE's objectives in research, education and advocacy. Emceed by the young actor and performer Luca Padovan, the luncheon honored exceptional food allergy advocates Sarah Kugelman and Jamie Malkin. Kudos to the dedicated volunteer organizers who made the event a stirring success.

A new element in this year's NY Spring Luncheon was a fireside chat that brought together Hitesh Hajarnavis, co-founder of VG Growth Partners, an investment fund that emphasizes allergy-friendly foods; Richard Insel, MD, Global Head, Healthy Baby Initiative, World Without Disease Accelerator, Global External Innovation, Johnson & Johnson; and Ruslan Medzhitov, PhD, director of the Food Allergy Science Initiative at the Broad Institute, Sterling Professor of Immunobiology at Yale University School of Medicine, and Howard Hughes Medical Institute investigator. The chat was moderated by entrepreneur and novelist Rob Reid, whose podcast After On (after-on.com) recently broadcast an excellent primer on food allergy prevalence and treatment with Dr. Kari Nadeau, FARE's medical advisor for innovation. If you haven't yet heard this informative interview, we encourage you to listen.

June is National Fresh Fruits and Vegetables Month, a good time to learn more about oral allergy syndrome (OAS), a type of food allergy reaction triggered by proteins in many forms of fresh produce. Our feature story introduces Lisa Rosenberg, a food allergy mom, counselor and patient who manages OAS, other allergies to fruits and vegetables, and diverse nut, seed and legume allergies. Lisa is the first parent who's shared her story in the newsletter, as our Contains: Courage™ Campaign reaches out to more than 26 million American adults with food allergies.

Finally, the shift from familiar school year routine to summer break adventures can bring heightened food allergy risks. You can find many helpful strategies for summer safety on our website, including planning and preparation tips for travel, sleepaway camp and everyday excursions. Your commitment to our cause makes these resources possible, and we thank you for your support.

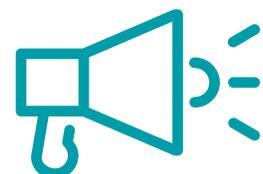
Warmest regards,

Lisa Gable
Chief Executive Officer, FARE

CONTAINS: COURAGE™ CAMPAIGN CORNER

Our Contains: Courage™ Campaign mission is to actualize a world where everyone feels liberated, courageous and empowered to live a life free from fear and labels. Community mobilization is vital to achieving this mission. We need your support. Here are ways you can take action to raise awareness and support the 32 million Americans living with food allergies:

- **SHARE.** Go to foodallergy.org/containscourage to watch our new campaign video "We Contain Courage" and repost it across your social media platforms.
- **RELATE.** Share your story so we can share it with the world. Submit your or your kid's "ingredients" list and photo to containscourage@foodallergy.org.
- **INVEST.** Make a gift at foodallergy.org/donate to support Contains: Courage™ and crucial food allergy research and innovation.
- **ADVOCATE.** Go to foodallergy.org/FASTER to ask your legislator to co-sponsor the FASTER Act.
- **JOIN.** Join us at the Contains: Courage™ FARE Summit, November 1-3 in Washington, D.C. To be the first to know when registration opens, go to foodallergy.org/FARESummit.



TAKE ACTION

MAKING HEALTHY CHOICES

WHEN YOU'RE ALLERGIC TO FRUITS AND VEGGIES



Lisa Rosenberg knows food allergies from every angle. Her seven-year-old daughter has allergies to peanut, tree nuts, sesame, sunflower, pumpkin seed, mustard and garlic, and her four-year-old son has allergies to milk, egg and pea as well as food protein-induced enterocolitis (FPIES, a non-IgE-mediated food allergy) to avocado, banana and black bean. As a licensed counselor and food allergy consultant, she raises awareness at schools and camps while helping families tackle anxiety, grocery shopping, 504 plans and more. And she's a food allergy patient herself. The Cherry Hill, NJ, resident is able to tell her clients, "I *truly* get it."

In addition to the food allergens to which she makes IgE antibodies – peanut, tree nuts, soy, sesame, sunflower and avocado – Lisa also has oral allergy syndrome (OAS) to raw apples, peaches, cherries, plums, nectarines, watermelon, honeydew, cantaloupe, carrots and celery. She doesn't make IgE antibodies that are specific for her OAS allergens. Instead, she makes IgE antibodies against birch, ragweed and grass pollen proteins, and these anti-pollen IgE antibodies cross-react with pollen-like proteins in many fruits and vegetables. Because the pollen-like food proteins lose their shape when heated, Lisa doesn't react to cooked versions of her OAS foods.

Lisa's OAS reactions started early in adolescence: "I got a really itchy mouth and throat. It felt like there were bugs in my ears, as the little kids say when they have a reaction. It itched in my inner ears really badly. My only symptom with peaches was that my eyes would swell shut. With carrots and celery, it was the oral response – itchy mouth, a few hives in the mouth and around the lips – but now that I cook with them, my hands get really itchy. If I cut up carrots, which I eat cooked all the time, or celery, I have to wash my hands right away so that I don't get hives and reactions." Most of her other food allergies developed in

adulthood and have resulted in anaphylaxis, but her OAS reactions have not.

While her family's IgE-mediated allergies to non-top-eight foods are the hardest to manage, Lisa finds that her OAS is hardest to explain. "For restaurants, we each have our own chef cards, with our allergens in English on one side and Spanish on the other. But I typically don't communicate my OAS allergies because it confuses people to say 'Don't give me anything that's come in contact with these foods, but you can give me carrots if they're cooked.' If I'm ordering a salad, I'll say, 'Can you please make sure there's no raw carrots or raw celery on that salad?' Or 'Is there any melon in the fruit cup? If there is, can you get me grapes from a new package?' If I'm asked, I say, 'I can react to that,' but they usually don't ask."

Lisa insists that fruit and vegetable allergies don't have to be barriers to a healthy diet. "We eat a ton of fruits and veggies," she explains. "If they're ones I'm allergic to through OAS, I make sure they're cooked. If they're ones I can eat, like asparagus, I try to season them differently, so we don't get bored. The way that I look at food allergies is that even though your food is limited, your life doesn't have to be."



Lisa and her children all manage non-top-eight food allergies: "If they could just make it the law to list every ingredient, rather than 'spices' or 'natural flavors,' that would make my life a heck of a lot easier."

AWARENESS WEEK SHEDS LIGHT ON FOOD ALLERGIES



Twenty-one years ago, the Food Allergy & Anaphylaxis Network – one of FARE’s legacy organizations – created Food Allergy Awareness Week to educate the public about food allergies. For one week each May we come together to spotlight this serious and potentially life-threatening disease. Here are some highlights from Food Allergy Awareness Week 2019, May 12-18.

NY Icon Shines Teal: To kick off Food Allergy Awareness Week on Sunday, May 12, the top of the Empire State Building was lit in teal, the color of food allergy awareness. The “Most Famous Building in the World” joined nearly 60 landmarks that turned teal this May thanks to the efforts of Turn It Teal in the U.S., Canada, Australia, UK, Ireland, Jordan and Dubai.

“We Contain Courage”: A new Contains: Courage™ Campaign video released on Monday, May 13, shared the voices of grown-ups and young people alike, honoring 32 million Americans with food allergies whose courage overcomes fear and isolation every day.

Push for Sponsorship of FASTER Act: On Thursday, May 16, FARE hosted its first Virtual Hill Day, organizing

community members to call their congressional representatives and ask them to co-sponsor the FASTER Act (HR2117). Introduced by Rep. Doris Matsui (CA), the Food Allergy Safety, Treatment, Education and Research act will make it easier for the Food and Drug Administration to require labeling of sesame and other new allergens and will facilitate data collection to measure the scope and costs of food allergies. Callers who urged their lawmakers to support the bill helped reinforce FARE’s in-person advocacy on Capitol Hill that same day.

Think Tank Promotes Understanding: FARE brought together influential corporate leaders to discuss the food allergy public health crisis during our first ever Contains: Courage™ Corporate Think Tank. Scientific findings and compelling life stories emphasized the need for strong corporate partnerships to help advance research, advocacy, awareness and allergy-friendly products.

State and Local Proclamations: In more than 30 states, food allergy advocates raised awareness among state and local leaders and helped educate their communities by requesting official proclamations to recognize Food Allergy Awareness Week.

IMMUNOTHERAPY SUMMIT ANNOUNCED

In November, FARE will hold a summit of leading allergists, researchers and food allergy advocates to discuss the state of food oral immunotherapy (OIT). The “Food OIT in Practice” summit will be held in Houston prior to the annual meeting of the American College of Allergy, Asthma and Immunology. Invitees include representatives from government agencies and professional allergy associations as well as other key experts in the field, and importantly, representatives of the patient community.

In OIT, an allergic individual eats increasing amounts of an allergen to raise the threshold dose that triggers a reaction. A growing number of U.S. allergists offer OIT

in private practice. Last year, Aimmune Therapeutics submitted to FDA its peanut OIT product, AR101, while DBV Technologies is preparing to resubmit the Viaskin peanut skin patch, an alternative approach to peanut immunotherapy. The FARE summit will highlight differences in the implementation of OIT, discuss OIT’s risks and benefits, and examine the timeline for FDA approval of food allergy immunotherapy products and integration of approved products into medical practices. The summit will also explore anticipated therapies that could provide safer, more effective future options for families considering treatment.