

MEMORANDUM

TO: Principals and Vice Principals

FROM: Superintendent of Education, Jane McMillan

DATE: September 19, 2012

RE: Directive on Imitation Peanut Butter Products

The Board has had a number of calls regarding peanut butter look-a-like products with names such as “Wowbutter” and “Sunbutter”. These products are made from soy and sunflower seeds and do not contain the peanut protein which may trigger an anaphylactic reaction to occur in a child with a life-threatening allergy to peanuts and tree nuts.

These products are being marketed as peanut butter alternatives that are so close to peanut butter *in smell, taste and texture that you won't believe it's not peanut butter!*

With products that are almost identical in colour, consistency, smell, and taste to peanut butter, schools would find it very difficult to monitor for student safety as it is almost impossible to differentiate between these products and peanut butter.

We must manage the risk that look-a-like products may pose to students and staff with severe allergies, thus the Board directive remains the same as in previous years. Please do not alter your current policies to allow peanut-butter look-a-like products to be brought to school. Please treat peanut butter look-a-likes the same way as you would treat peanut butter. Please ensure that all staff and substitute staff are aware of the school protocols on peanut products.

This means:

- ✓ Schools that are peanut and peanut product free will not allow the products that imitate peanut butter.
- ✓ Schools that have peanut free zones will not allow peanut products in these zones.
- ✓ Schools that do not have restrictions to peanuts or peanut products will not limit the use of imitation products.

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