MUCH A’DO ABOUT NOTHING?

LORD, WHAT FOOLS THESE MORTALS BE!
Food Safety – Consumer Perception is the Reality!

- Food Safety a global concern
  - BSE
  - Salmonella
  - Sudan Red
  - Melanine
  - Dioxins
  - Pesticide residues
  - Antibiotic resistance and Drug Residues

- Brand Reputation based on Food Safety
Western Europe

- Consumption has peaked therefore move towards...
  - Convenience meals
  - Ready to Eat
  - Smaller portions
  - Convenient packaging
  - Fresh distribution
  - Recipe development
  - Healthy eating
  - Extensive nutritional labelling

- Out sourcing from non OECD countries
- Biodiversity concerns
Animal Health

Sanitary and Phytosanitary challenge for exporters

- AI
- FMD
- BSE
Retail Trends

- PREMIUM FOODS
- PRIVATE LABEL PRODUCTS
- CONVENIENCE STORES
- NON FOOD PRODUCT LINES
- ON LINE RETAILING
- LOCAL SOURCING
Food Safety Act 1990

CHAPTER 16

LONDON: HMSO
Consumer / Brand Protection

- Legislation
- Retail Codes of Practice and Audit
- National Assurance Schemes
- Global Audit Standards
- Product testing and surveillance
IPC PANEL IV

Best Practices / Sustainability along the Production Chain

Moustapha Magumu – European Commission

Meurig Raymond – National Farmers Union

Hans Joehr – Nestle

Jerry Steiner - Monsanto