

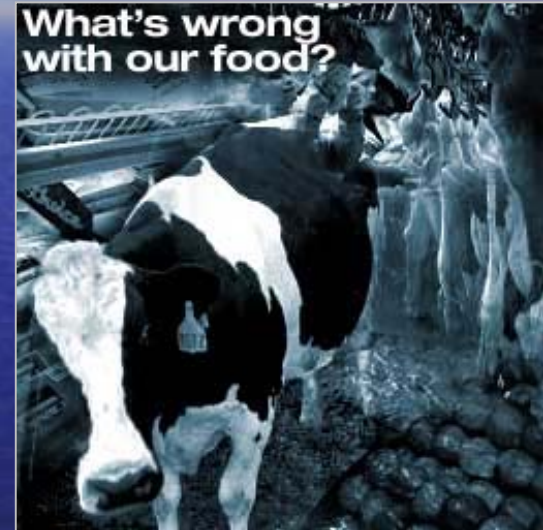


MUCH A'DO ABOUT NOTHING?

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

