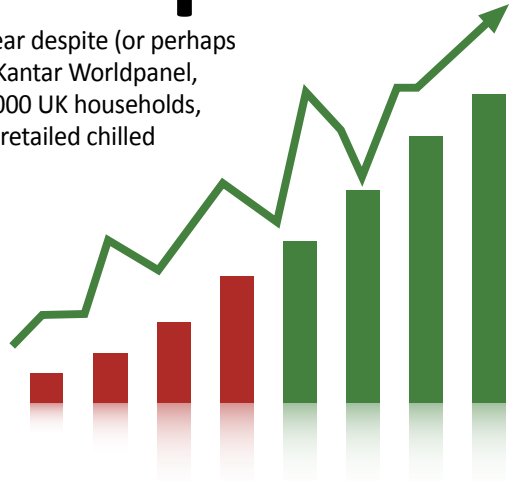


IN THIS ISSUE: Chilled Up, SUSSLE Scores and CFA Inspires

Chilled sales update

Sales of chilled food continue to rise year-on-year despite (or perhaps because of) our austere, belt-tightened times. Kantar Worldpanel, which monitors consumer spending across 30,000 UK households, reports an increase of 4.6% in money spent on retail chilled prepared food.

In 2012, total sales of all retail chilled prepared food was £14.4bn. Even excluding retail sandwiches, rolls, baguettes and wraps, chilled food is currently worth £10bn per annum. Kaarin Goodburn said: "Increasing pressures on time and purses means that shoppers continue to turn to the chilled sector for quick to prepare, fresh and tasty food. Wraps, which are ideal for people on the go, are up by 20%, and chilled ready meals enjoy an increase of 7.2%. It's gratifying to see the industry's high quality, competitively priced foods enjoying a staple role in more fridges than ever."



Opening the door on dialogue with fridge manufacturers

The temperature of domestic fridges is a long-standing concern to CFA. Correct chilling at home is crucial, both to maintain the quality of chilled foods and reduce waste through food being spoiled.

According to WRAP, one of the largest contributions to the 5.3 million tonnes of avoidable household food and drink waste thrown away each year (in the UK alone) comes from foods that require or benefit from refrigerated storage. WRAP's research has shown most of this is fresh fruit and bakery goods.

255,000 tonnes of food are thrown away by UK consumers before even reaching 'use by' or 'best

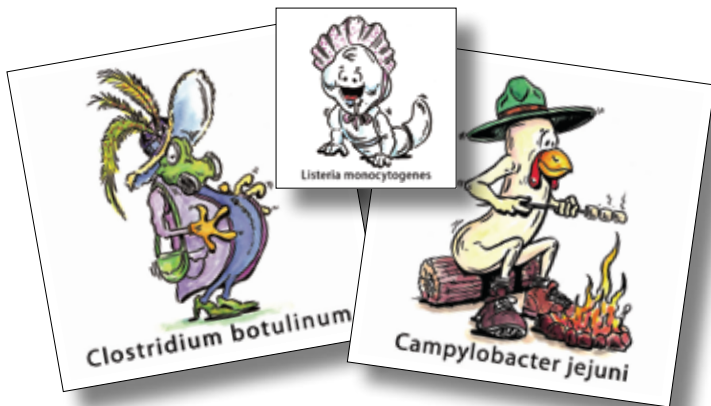
before' dates, and much of this is due to incorrect storage temperatures. The European Chilled Food Federation (ECFF), of which CFA is a Founder Member, has now written to the European Committee of Domestic Equipment Manufacturers (CECED) on this issue.

Domestic fridges in France are required by a Decree to have storage compartments able to maintain the correct chill temperature and that they carry visible and legible thermometers to show this. ECFF is seeking to extend this requirement EU-wide. They also propose the thermometer provision extends to the entire fridge.

Chilled Education UPDATE

We're now working with some 300 'Cool Schools' and the feedback is telling us that we're doing the right thing.

Chilled Education Resources 'Brilliant'!



Teachers are telling the CFA how much they value our Chilled Education resources, and how they are making a positive difference in the classroom.

One teacher describes our fridge thermometers as 'brilliant' and is using them as rewards instead of sweets. He's also put in a request

for the latest fun but informative resource – our Nanobugs Temporary Tattoos. A selection of favourite microbes in cartoon form, including *Campylobacter jejuni*, *Listeria monocytogenes* and *Clostridium botulinum*, are now bringing a whole new dimension to hygiene lessons.

Dedication to Chilled Education

Chilled Education's work has been recognised by STEMNET, the networking organisation for science, technology, engineering and maths education. Several colleagues in CFA



member companies are now STEM ambassadors and Kaarin Goodburn recently received a highly commended award as 'Most Dedicated STEM Ambassador'.



Inspiring the Inspirational

Food Teacher Suzanne Jennings from Our Lady's Convent School in Loughborough, visited Greencore's Northampton site last year. She was delighted with the opportunity to update her industrial knowledge and is subsequently using Chilled Education resources in her lessons for Years 6 to 13.

The materials and experience proved particularly useful with her exam students as part of the specification for GCSE and A level Food and Nutrition.

Suzanne is passionate about the subject and her enthusiasm is evidenced in her success rate. She tells us: "During my Greencore visit I was delighted to meet an ex-student who now works there, and is really enjoying the job. Another ex-student was sponsored by CFA to attend the University of Nottingham's Food Science Summer School, and this supported her application to gain a place to study at the University." Suzanne also says several of her students are now citing the CFA's influence in their aspirations to go into the industry.



“CFA’s presence has been crucial in showing the range of attractive options in the commercial sector.”

Innes Institute’s Health and Life Sciences Careers Convention. The day was organised by Dr Phil Smith of Norfolk’s Teacher Science Network (TSN). He said: “Information about careers in the sector is still difficult to find. But this is not a new issue. When one student asked what was the best career advice a speaker had received, they were told “I didn’t get any”! Our aim is to show the diversity of career opportunities. CFA’s presence has been crucial in showing the range of attractive options in the commercial sector.”

Science teacher Andy Gilbertson was inspired. And his class was too. “I’ve never seen all the kids so involved in all activities, including the CFA’s hand washing practicals. It’s been positive for all.” He took away Chilled Education resources and can’t wait to use them in the classroom.

Science sells

In September we set up stall at the IFR open days in Norwich. Award winning food science teacher, author, and Design and Technology Association (D&TA) teacher trainer Barbara Monks joined the CFA team to talk about the skills needed to follow a career in the sector. Over the weekend around 1,700 children, parents and teachers visited the Institute. Kaarin Goodburn said: “We were delighted at the level of

interest from visitors of all ages. People were especially keen to discuss food contents and production and we are confident that the majority of them left knowing at least two important things – the correct fridge temperature and how to correctly wash their hands.”

CFA returned to Norwich earlier this month (February) to talk to students and teachers at the John



Nothing succeeds like SUSSLE!

CFA's Sustainable Shelf Life Extension (SUSSLE) project has been praised by Defra. It has received the highest possible score from the government's Advanced Food Manufacturing LINK Programme Management Committee (PMC).

Outputs from SUSSLE remain confidential to CFA members until April 2014. However, the project has been evaluated by the Defra LINK programme that jointly funded the work (together with CFA, BBSRC and Unilever).

To achieve the SUSSLE Shelf Life, the SUSSLE Process must be applied to all of a product's components, be validated using SUSSLEiT software, with all micro-organisms potentially impacting on the safety and quality of the product being taken into full consideration. The Shelf Life is only applicable to masses up to 750g.

Dr David Cole, Programme Co-ordinator at LINK, praised the project: "SUSSLE is an extremely good example of what can be achieved in LINK through a strong and focused industry-academic

collaboration. The Project Management Committee has awarded a maximum score of 10."

The PMC, which includes the project's uncle Professor Peter Lillford CBE of the University of York, said: "The project has delivered on ambitious objectives by taking a novel scientific approach to address important gaps in knowledge, deriving models of real potential for the industry and leading in its field."

To ensure the highest standards and a meticulous scientific approach an international Expert Group was recruited to monitor the work in an international context. The Group included Dr Roy Betts, who is Head of Microbiology at Campden BRI: "I am delighted to have been part of this exciting and innovative project. The Expert Group played a



critical role by ensuring continuous rigorous scrutiny of the science. Collectively we agreed and took decisions that will no doubt impact positively on the safety of chilled prepared foods in the UK and internationally for years to come."

Kaarin Goodburn added: "Our research provides a sound scientific basis for the shelf life of chilled prepared foods with respect to non-proteolytic *C. botulinum*. SUSSLE is potentially a game-changer for the industry and CFA Members now have a head start on the competition by being able to work on making the most of SUSSLE, benefiting consumers, the environment and industry."

SUSSLE2

Funding for further research, SUSSLE2, which aims to extend the

applicability of SUSSLE's findings, has been confirmed by the Technology Strategy Board and BBSRC. The 30-month £534K

project aims to extend the 750g mass limit of SUSSLE and develop and validate a *B. cereus* cooling curve prediction tool.

CFA offers sage advice to Herb Trade Association

In January, Kaarin Goodburn was invited by the British Herb Trade Association to speak at their annual conference. The 30 delegates were

keen to hear more about what makes produce ready to eat, and issues that have arisen with fresh herbs and why. Kaarin's presentation is on the CFA

website: <http://tinyurl.com/a4wssjz>
CFA's fresh produce-related aims and activities and guidance are available at www.chilledfood.org

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