

New 'Media Centre' on CFA website

CFA has developed a new 'Media Centre' on its website <http://www.chilledfood.org/> to address topical issues of interest to the sector. Produced in response to increasing interest in chilled foods and based on the most frequently asked questions to the industry, the new 'Media Centre' is a data-bank of information, for attributable use, aimed at journalists and those seeking more detailed information about the chilled food industry, its policies and practices.

The new pages provide key facts on the industry, such as market data, as well as CFA's views and policies on subjects as diverse as food hygiene, packaging, ingredient sourcing, nutrition and traceability. The information is provided in an easy to read and accessible format and will be regularly updated.

CFA is promoting the 'Media Centre' through publications and promotion to journalists and colleagues in the food industry. We have also produced an eye-catching colour postcard with CFA's website details for easy reference.

"We are particularly pleased to announce this exciting addition to our website", said Kaarin Goodburn, CFA's Secretary General. "The chilled food industry is proud of its achievements. Its approach to food safety and quality is world-leading but not everyone is aware of our exacting standards. This new feature allows us to address issues of topical interest directly to our customers, our consumers, and to the media" •

Coming shortly – CFA Best Practice Recommendations

Reserve your copy now of CFA's 'Recommendations on Best Practice in the Production of Chilled Food' which will be published in early 2006. These new Recommendations dovetail with the British Retail Consortium (BRC) Global



CFA promotional website postcard

Standard for suppliers, providing chilled-specific detail for hygienic manufacture of chilled foods.

The new edition is based on previous CFA and European Chilled Food Federation (ECFF) guidelines and incorporates additional information from CFA's High risk Areas Best Practice Guidelines and Hygiene Training Material.

Compliance with the Recommendations is a requirement of CFA membership, backed up by either BRC or IFS (International Food Standard) certification.

CFA's 'Recommendations on Best Practice in the Production of Chilled Food' are free to CFA members and, competitively priced at £100 for non-members. For more information visit <http://www.chilledfood.org/>•

DEFRA waste mapping and minimisation project

A joint DEFRA/CFA workshop to disseminate the key findings of the DEFRA waste mapping and minimisation project is to be held in the first quarter of 2006. The workshop will cover key minimisation measures for ready meals, pastry products and sandwiches.

Numbers will be limited on a first come first served basis but companies interested in attending should contact Kaarin Goodburn at CFA e-mail cfa@chilledfood.org•

