

Chilled food on the up

CFA has reported a 6% growth in the UK retail market in chilled food. In 2011 the total sales in all retail chilled prepared food was £13,700,189 - an increase of £790m over 2010 - confirming its position as one of the food industry's most rapidly growing sectors.

Even excluding retailed sandwiches, rolls, baguettes and wraps chilled food is currently worth £9.8bn pa having grown by 29% (£2.16bn) since 2007. Chilled food represents some 13% of the retail food market.

Spending on mixed tray salads is up by 26% and on chilled prepared fruit it is up by 18%.

The rise is due in part to an increasingly busy pace of life, as Kaarin Goodburn, CFA Secretary General explains: "The average time spent preparing meals has fallen from two hours to just 20 minutes a day over the past two decades. There is a clearly a need for food that is readily available and quick to prepare, but also healthy, fresh and good to eat. Sales of stir fry products, for example, are up 11% year on year".

www.ChilledEducation.org update

The teaching and careers professions are responding positively to the Chilled Education website and resources. Since the launch there have been 3,100 visits to the website resulting in more than 2,500 downloads of the lesson plans and resources.

Over 15,000 Chilled Careers leaflets have been distributed and more than 100 teachers given CFA fridge thermometers, Glo-germ hand wash training kits and hand wash training posters.

Teachers go behind the scenes at Grencore

Eight teachers visited CFA member Grencore's Northampton site to tour the factory floor and meet the production teams. They each went away ready and eager to take their knowledge back to the classroom. Teachers called it "an amazing update on technology", saying it was: "great to take theory from the text book and see it in practice."

Grencore is the first CFA member company to invite teachers to see their work first hand. Helen Dixon, its Business Compliance Manager in Northants: "The pool of qualified and enthusiastic potential employees is slowly drying up as fewer young people take up food science. We want to change negative perceptions of the industry by giving teachers and students, first hand experience."

Samworth Brothers and CFA are discussing a similar CPD event for teachers.

CFA on the careers agenda

The recent National Careers Week prompted CFA appearances in Harrogate, Bedford and Kettering. Secretary General Kaarin Goodburn (pictured on the right) and CFA Chair Alison Robertson Technical Director of Hain Daniels, (pictured on the left) talked at a science careers fair at St Aidan's C of E High School in Harrogate.



Over 800 people attended and Kaarin presented to an additional 240 Year 9 students at a special assembly. Organiser, Marian Farrar said; "It's vitally important for young people to be able to receive advice and guidance from manufacturing companies and visiting career professionals and CFA have been absolutely brilliant in offering such support. Over 1,000 attended on the day...a very healthy number of people to have influenced or positively promoted Food Science to, in one day!"



At Bedfordshire College CFA participated in a careers fair and presented to 40 science and hospitality students aged 16+. Organisers were pleased to see over 100 people attend the fair.

In March Kaarin presented to 200 students at Kettering's Bishop Stopford School. The invitation came from a teacher who had been on the visit to Grencore Northampton.

CFA will also be present at the Institute of Food Research Open Days in Norwich. More than 300 students will be attending together with the Institute of Food Science and Technology and a number of universities. Day two is open to the public, with more than 500 people expected.

Scouts – be prepared to have clean hands!

CFA recently heard from an Environmental Health Officer in Belfast who also leads a Beaver Scout company. She used the Chilled Education Glo-Germ kits with her 6 – 8 year olds. The scouts had great fun learning the importance of proper handwashing. Time for a scout badge for good hygiene?!

Spreading the word

A range of pull-up banners have been produced by CFA for members' use at site visits, careers, STEM and other educational events. The banners are available in 3 designs:

- CFA/general industry focus
- Student-focused – careers options (pictured above)
- Teacher-focused – resources available from www.data.org.uk/cfa.

These have already been provided to CFA Ambassadors, STEMNet Northants & Milton Keynes, and the University of Nottingham for use at events.



Teacher focused banner

CFA/General banner



If you're anticipating significant activity that would benefit from the pull-up banners please contact CFA.

Design and Technology in schools under threat

CFA is supporting the Design and Technology Association's (D&TA) campaign to keep Design and Technology (D&T) on the National Curriculum.

The government's Curriculum review in England proposes subjects including D&T are left to the discretion of the school. D&TA believe many schools fail to recognise the importance of D&T and its teaching will suffer or be abandoned. [Believe in D&T](#) calls on the government not to ignore the significance of the subject to the future of the country both economically and educationally.

CFA signed a letter of support published in The Times in November 2011. Kaarin Goodburn explains why CFA's name sits with those of Sir James Dyson and many others: "Chilled Education was created to address a future skills shortage. We need young people to be inspired, informed and enthused in food-related subjects early in their school life. We are aiming for more science in food teaching and more food in science teaching"

Extending influence

In November 2011 CFA Secretary General Kaarin Goodburn presented the "Chilled Food - Doing it Right?" symposia in South Africa. The

200 delegates were particularly interested to hear CFA thinking on Product Risk Categories.

Kaarin clearly made an impression. Delegates' feedback ranged from the glowing- "What a privilege to attend an event with such high profile, knowledgeable presenters." - to the surreal: "Kaarin Goodburn is super hilarious. She kept me very well attentive to everything."

In January this year Kaarin presented to members of the Society for Applied Microbiology at its Winter Conference. Her presentation, on the safety of imported food, looked at CFA's guidelines and the sector's standards of excellence from a commercial perspective.

Sustainability update

Reducing our impact

An assessment of the chilled food industry's environmental performance for 2011 has revealed some pleasing statistics. Progress in resource efficiency looks good especially in waste reduction, water efficiency and, most markedly of all, in the diversion of food waste away from landfill.

- There was a 99% reduction in tonnage of food waste sent to landfill compared with 2008
- Water usage/tonne food is down 24.9% vs 2008
- Tonnes solid waste are down by more than 20,000 tonnes (nearly 18%).

Dr Gus Atri, who carried out the assessment, commented: "This has been achieved through investments made in the past in education and training on environmental matters and improved data/information management during production which is paying dividends. Focus in improved processing techniques and lean manufacturing continues as ever."

CFA supports sustainable sourcing of palm oil

Defra minister Richard Benyon has invited CFA to advise of its position on sustainable palm oil. The Government is encouraging UK industry users of palm oil to join in a UK Statement of Intent to move to 100% sustainable sourcing of palm oil and its derivatives by 2015. This follows a precedent set by the Dutch industry and responds to Defra research findings that only 24% of UK imports are currently from sustainable sources despite high availability in global markets.

CFA Members supply major UK multiples who are already committed to only sustainable palm oil usage by 2015, if not before, dependent on the retailer's policy. CFA Members producing the small numbers of chilled foods sold under their own brands are also committed to only sustainable palm oil usage by 2015.

For information contact: The Chilled Food Association, PO Box 6434, Kettering NN15 5XT, UK tel: +44 (0)1536 514365, e-mail: cfa@chilledfood.org, web: <http://www.chilledfood.org/>

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