

IN THIS ISSUE: Market Data, Student Viewpoint and 25 Chilled Years!

Chilled market rises again

Sales of chilled food continued to rise year-on-year despite the challenging backdrop of last winter's horsemeat issue. Chilled prepared food was not implicated, and the latest figures from Kantar Worldpanel, which monitors spending across 30,000 UK households, confirm that consumer confidence appears to have suffered no significant dip. Total sales in all retail chilled prepared food in 2013 was £11.4bn, a rise of three per cent on the previous year.

CFA Director General Kaarin Goodburn said: "We realise that consumers continue to need reassurance about the quality of the products they buy. The consistent rise in sales of chilled food shows that we are succeeding in providing that reassurance as the industry continues to thrive. Sales of vegetarian chilled items enjoyed a higher year-on-year increase (7.6 per cent), which may have been influenced by events earlier in 2013. But whether vegetarian or meat-based, we are pleased to remain a favourite in UK fridges."

SUSSLE update

CFA has extended the confidentiality period for its Sustainable Shelf Life Extension (SUSSLE) project to 31 December 2017. The £750k project investigated the effects of heat processing on spore-forming pathogens, specifically non-proteolytic *C. botulinum*. It achieved its aim of defining a milder heat process than currently recommended, ensuring a safe shelf life for prepared chilled foods, whilst reducing energy usage and waste.

Previously set at 1 April 2014, the extended confidentiality period is vital to allow for the data from CFA's ongoing SUSSLE2 project to be taken into account. Until then, findings from both SUSSLE and SUSSLE2 will be only be available to CFA members.

Meanwhile SUSSLE has already been generating interest, with full members having access to controlled copies of the CFA's Implementation Guidance, and four workshops run by CFA for members. Retailers who have signed a non-disclosure agreement with CFA will be able to learn about the original SUSSLE project and attend one of the future workshops, planned for July and October.



Chilled Education UPDATE



CFA makes a splash at major teachers' conference

Chilled Education recently set up stall at the University of East London for a weekend of events attended by 230 food technology teachers.

The Food Teachers Centre 'Face to Face' conference, organised by Louise Davies, Food Teachers Centre and former Deputy Chief Executive of the Design and Technology Association, brought together an expert panel which included senior representatives from the Department for Education and Ofsted.

Kaarin Goodburn presented Chilled Education and discussed the importance of getting young people into the industry. The case was so



compelling that many teachers immediately expressed their interest in switching careers! Teachers' interest at the event

also drew them to our stand, and they eagerly tried Glo-Germ kits and snapped up the free lesson plans. They each left with a free goodie bag of CFA's MicroTrumps, fridge thermometers and Nanobugs temporary tattoos. And, importantly, they added their names to the growing list of more than 900 teachers in Chilled Education's 600+ cool schools.

CFA also sponsored a food science workshop and Louise Davies said: "Thank you so much for your active support, it was brilliant to have your resources and stand, and your input. Teachers really value the involvement of the industry and were inspired by hearing your insights and experience."

And the ripples continue...

The 'Face to Face' event reinforced existing strong relationships with the education sector and also opened up new opportunities to influence the schools' agenda. Shortly after the event, CFA was invited to represent the food industry in the writing of the new GCSE and 'A' level examinations. The industry currently does not input into the design and technology papers, but through this initiative, CFA hopes to join influential figures including Sir James Dyson, who bring industry experience to the curricula.

Louise Davies is also keen to run food technology hands-on workshops similar to the one sponsored by CFA. Ideally these would be held with STEM ambassadors at CFA member companies.

Fiona Briggs – an early success story for Chilled Education

Chilled Education works to a long-term agenda, with an initial 6 year lifespan that allows students to move through their academic career from GCSE to graduation. However there are already signs that it is realising its aim of bringing young people into the industry, with undergraduate Fiona Briggs already taking great strides on the road to a career in chilled.

Fiona is studying Food Science at Reading University and, as part of her degree, is undertaking a twelve month work placement with Greencore. Her interest in the company and chilled food was sparked by a Chilled Education presentation back at her school.

She's part of the Materials Initiative Team, and her maternity

"I thought I'd enjoy the placement but I didn't think I'd enjoy it this much!"

cover role means she's enjoying responsibility and making a contribution to the team. Her role has given her an insight into both sides of the business – as customer and supplier. Fiona is in at the deep end, which she describes as her "favourite place to be".

Greencore has invested time in Fiona. And it's paying off. Her advice to other employers is based on her experience: "Greencore gave me an excellent detailed induction, meeting key colleagues from each department. It was a lot of names to remember

in two weeks, but it gave me the confidence to get started and take on the role. I also have a work plan, agreed with my boss, so we are all aware of my aims and objectives."

And the future is shaping up nicely: "I am looking forward to the rest of my placement and to keeping in touch with Greencore in the future. I thought I'd enjoy the placement but I didn't think I'd enjoy it *this much!*"



Universities meet the Chilled Challenge!

CFA sponsors summer school students at the University of Nottingham. To date 24 CFA-sponsored students have attended the Nottingham School, and one if its previous participants (who'd also attended a Chilled Education talk by Kaarin Goodburn) has now applied to study Food Science at Leeds University. She's now persuaded a friend to attend the Leeds Summer School, which CFA is considering supporting, and she's

also applied to study Food Science.

Should the girls go to Leeds University, their links with CFA are set to continue. Kaarin has set MSc and BSc exam questions and also delivers chilled food QA lectures. Meanwhile, at Warwick University Kaarin delivers a training course lecture to Environmental Health Officers.



‘A New Association for a New Generation of Food’ – 25 Years of the CFA

1989 had its share of memorable news: the Berlin Wall fell; Sky TV appeared on our screens; Microsoft Office was launched. And, amongst all this, began the CFA.

True to its mission “To promote and defend the reputation, value and sustainability of the professional chilled food industry through the development and communication of standards of excellence in the production and distribution of chilled food”, the CFA has enjoyed an event-filled quarter century, including:

1989 The Chilled Food Association is launched in response to ‘listeria hysteria’. CFA publishes the first ever guidelines for industry supported by its accreditation scheme and the creation of EFSIS. UK market worth £550m.

1991 Food Safety Act comes into force, ‘use by’ dates first appear, with CFA involved in key meetings. European Chilled Food Federation established.

1993 Temperature control regulations published, 5°C or below stipulated.

1994 CFA gives evidence to Ministers opposing relaxation of temperature control regulations requiring certain chilled foods to be stored at or below 5°C.

1997 Third Edition of Best Practice Guidelines published and endorsed by

M&S, Safeway, Sainsbury’s, Tesco and Waitrose.

2000 ECFF VTEC and Agriculture report presented to the European Commission. UK market worth £5bn.

2002 First editions of CFA’s Hygienic Design Guidelines, Micro Guidance for Growers and Pesticides Due Diligence published. UK market worth £6bn.

2003 Fire Risk Minimisation Guidance published and taken up as basis of preferential insurance solution targeting compliant sites. UK market worth £6.6bn.

2004 CFA £100k LINK research project on pathogen attachment initiated.

2005 CFA secures EU agreement for risk based policy approach to *Listeria monocytogenes* (Lm) in food. CFA publishes Guidance on the EU Micro Criteria Regulations developed with British Retail Consortium and with FSA input. CFA Guidance on Microbiological Testing and its Interpretation also published. UK market worth £7.4bn.

2006 4th edition of CFA Best Practice Guidelines published. CFA successfully lobbies for rejection of an FSA proposal

to limit shelf life of chilled foods from 10 days to 5 days.

2007 £750k SUSSLE project supported by Defra. UK market worth £7.7bn

2008 CFA secures change in FSA advice to consumers to no longer advise re-washing of pre-washed leaf. Kaarin Goodburn awarded the MBE for services to the food industry and appointed to the UN FAO/WHO Leafy Green Vegetables and Herbs Expert Group. CFA plays key role in securing international recognition at the CODEX Committee on Food Hygiene for the EU’s regulatory approach on Lm in food.

2009 CFA Chilled Prepared Food Sector Sustainability Aims agreed, focusing on energy, waste and water. UK market worth £10.1bn.

2010 CFA/BRC/FSA Guidance on shelf life establishment of ready to eat foods in relation to Lm published.

2011 www.chillededucation.org is launched to secure future of industry. UK market worth £10.6bn.

2013 £530k SUSSLE2 project supported by Technology Strategy Board. UK market worth £11.4bn.

There’s a full history of CFA, and many other highlights of the past 25 years, on the CFA website – www.chilledfood.org

For information contact: The Chilled Food Association, PO Box 6434, Kettering NN15 5XT, United Kingdom
Tel: +44 (0)1536 514365 Email: cfa@chilledfood.org Web: www.chilledfood.org Twitter: @chilledfood

Chilled Food Association Ltd, A company limited by guarantee. Company number: 2572566. Registered in England and Wales.
Registered Office: Sterling House, 31-32 High Street, Wellingborough NN8 4HL. VAT No: GB 523 3524 73