Chilled Food Association
The centre of excellence for the chilled food industry

Annual Report 2021
Contents

CHILLED FOOD ASSOCIATION IN 2021

- 2021 specific achievements
- Our mission
- Our overall strategy and priorities
- 2021 membership and market represented
2021 officers

2021 structure

Committee roles & activities

CFA’s spheres of influence and spreading the word

Focus areas and activity detail

2022 onwards
2021 Specific Achievements

**EU Listeria micro criteria:** Shared intelligence with industry and UK Government on mooted changes to EU law. Established and leading Industry Listeria Group. Developed lobbying strategy and messaging seeking to retain current effective food safety measures. Currently building an international coalition of interested parties in readiness for consultation.

**Brexit:** Composite products focus. Established and leading SPS Certification WG of industry, certifiers and Port Health engaging with Government resolving issues and supporting eCertification development. Tracking and reporting on EHC applications, certifier burden and costs. Presented evidence to UK Trade & Business Commission, featuring in Interim Report.

**Lm Biome:** Secured clarity from UK Government on legal status of novel microbial mitigation. Set out considerations for practical work. Developed project to validate microbiological method.

**COVID-19:** Best practice exchange and alerts system operating 24/7/365 for members. Programmed multidepartment Government liaison resolving regulatory, policy and incident management issues.

**Vac Pack/MAP foods:** Following having secured ACMSF and FSA reviews of fresh meat inclusion, CFA was appointed to the FSA WG feeding into ACMSF’s risk review of original 1992 guidance.

**Chilled Education** marked 10 year anniversary and won (for the second time) the Food and Drink Federation’s Education Initiative of the Year Award.
Our Mission

To **promote and defend** the reputation, sustainability and value of the professional chilled food industry through the **development and communication** of **standards of excellence** in the production and distribution of chilled food.
Where we are

Voice of the chilled food industry, 20 members with >£7bn turnover

- Primary Government stakeholder - strong network and relationships
- Recognised as best in class – strong reputation, proven track record
- Authoritative information source – trusted and science-based
- Government influence, confidence and communication
- Industry expertise across core areas
- The first to bring news and solutions to members and Government
- International network, recognition and activity
- £1.4m shelf life, leaf & Listeria research projects
- Common audit standards - CFA Guidelines
- Education & outreach: >2,000 schools & Higher Education using CEd resources
Overarching Priorities

SOLVING PROBLEMS AT INDUSTRY LEVEL

Encouraging and inspiring future talent

- Teaching resources
  - lesson plans and consumables
  - careers information
  - store cupboard Science
- Outreach (STEM Ambassadors)

Building knowledge

- Providing training tools supporting common enforcement
- Providing support to Members
- Research funding, promotion, monitoring, reporting

Lobbying for positive change

- Appropriate risk-based regulation & HMG policy
- Equitable enforcement
- Wider uptake & recognition of best practice including in public procurement

Strengthening supply chain security

- Horizon scanning and up to the minute alerts and intelligence including COVID-19 and Brexit
- Incident resolution and impact minimisation
- Systems & trade issues feedback including to HMG to minimise recurrence potential
What we do

Represent the UK’s chilled food industry to Government, researchers, the trade, media

- Develop and promote best practice standards
- Lobby for favourable regulatory conditions for market growth
- Communicate with stakeholders
- Provide members with:
  - The route to Government
  - Common standards and best practice guidance
  - News & horizon scanning
  - Solutions
  - Incidents support and expertise
  - International network
  - Access to confidential research projects
  - Performance benchmarking data
- Promote careers in the chilled food sector through teaching resources and engagement with teachers and students at all levels
Our Overall Strategy

Promote standards and sector:
• To regulatory bodies
• To policymakers
• To other stakeholders, e.g. academia

To attract members who:
• Are professional chilled food manufacturers or chilled component/raw material suppliers
• Meet CFA Guidelines standards
• Are certificated to appropriate technical standards
• Have chilled prepared turnover at least £20m p.a.

Empower CFA members
• Provide route and voice to Government
• Develop and promote best practice throughout the supply chain
• Generate benchmarking data

Solve problems
• Resolve chilled-specific issues
• Catalyse action on issues broader than the chilled food sector alone
2021 Membership

* PREVIOUSLY FLORETTE UK & IRELAND
**PART OF 2 SISTERS FOOD GROUP SINCE APRIL 2011
UK'S RETAIL CHILLED PREPARED FOOD PRODUCTION

CFA  Remaining

- Dressed salads
- Leafy salads
- Prepared vegetables
- Prepared fruit
- Stir fry kits
- Sandwiches
- Sandwich fillings
- Quiches/flans
- Pizza
- Recipe dishes/kits
- Meal accompaniments
  - Sushi
  - Fresh pasta
  - Soups
  - Sauces
  - Dips
  - Dressings
  - Desserts
  - Fresh juice

UK 2021 MARKET (INC COOKED SLICED MEAT): £14.5BN
2021 Officers & Contractors

**Chairman:** Mr Greg Hunn
**Vice Chairman & Director:** Mrs Julia Wood
**Technical Group Chairman:** Dr Nicola Wilson (Samworth Brothers)
**Sustainable Development WG Chairman:** Dr Rachel Hackett (2SFG)
**Produce WG (to June 2021) Chairman:** Mr Stephen Kingdon (PDM Produce)
**Health & Safety WG Chairman:** Mr Phil Kelly (2SFG/Northern Foods)
**Director General & Director:** Ms Karin Goodburn MBE
**Additional Directors:** Dr Gary McMahon, Dr Clive Woolley

**Health & Safety, Science Projects support:** Dr Ken Johnston
**Sustainability consultants:** Dr Gus Atri
**Communications consultant:** Ms Gill Harrison
**Education support:** Ms Charlotte Patrick
**Produce WG support:** Mr David Barney
**Admin support:** Mrs Helen Hyde
**Accountant:** Ms Fiona Tufnail
**Auditors:** CFW Accountants & Business Advisers
CFA 2021 Structure

Executive Committee

- Education & Skills WG
- Sustainable Development WG
- Comms WG
- Technical Group
- Health & Safety WG

Industry Listeria Group
- SPS Certification WG
- Produce WG to June 2021

European Chilled Food Federation
Committee Roles & Membership

Executive Committee – CFA’s Board of Directors
- Senior managers - Members
- Governance inc comms & skills

Technical Group – Technical steer & oversight
- Senior technical managers - Members
- Policy, regulation, science, new workstreams, input into external groups

Sustainable Development WG – Sustainability & CSR
- Environment & CSR managers - Members
- Policy development, data collection, guidance, lobbying

Health & Safety WG – Standards and best practice
- Senior H&S managers - Members
- Sharing experience & best practice, data collection and analysis, input to HSE (external groups)

Produce WG – Fresh produce enhancement
- Technical and raw material managers - Members
- Research, best practice, regulation, incidents
- Merged into Technical Group

Education & Skills WG – Developing future talent
- CFA STEM Ambassadors & training managers
- Outreach
- Resource development
CFA’s Spheres of Influence

Our members
External Groups Run by CFA

**Food and Biocides Industry Group**
- Aims to secure:
  - FBOs’ continued ability to responsibly use effective hygiene biocides to protect public health
  - Rational biocides regulation with full impact and hygiene risk assessment
  - Non-pesticide biocide use regulated as contaminants
  - No ‘gold plating’ applying legislation to products not listed in 396/2005
  - Clear enforcement guidance and rationale
- 20 member associations
- Monthly sessions
- [www.chilledfood.org/FBIG](http://www.chilledfood.org/FBIG)

**SPS Certification Working Group**
- Aims to:
  - minimise trade friction in EHC/SPS products between GB and the EU/NI by identifying issues and proposing solutions to HMG and its Agencies
- 27 member professional bodies and associations representing >£100bn to UK Plc
- Weekly sessions with HMG
- Issued Report on solutions to GB-EU trade barriers
- Presented evidence to UK Business & Trade Commission
- [www.chilledfood.org/BREXIT](http://www.chilledfood.org/BREXIT)

**Industry Listeria Group**
- Aims to:
  - share intelligence, develop lobbying messaging and international strategy on potential changes to criteria 1.2a/b in EU Reg 2073/2005
- 20 member associations, retailers, FSA, FSS and CFA members
- Monthly sessions including with HMG and its agencies
CFA Spheres of Influence - 2021

Government

- Food Standards Agency
- Department for Environment, Food & Rural Affairs
- Food Standards Scotland
- HSE
- Environment Agency
- Department for Business, Energy & Industrial Strategy
- ECHA
- European Commission
- Cabinet Office
- AHDB
- UK Health Security Agency
- Public Health England
- CFA
CFA Spheres of Influence - 2021

Media
- THE TIMES
- FT FINANCIAL TIMES
- iNews
- The Guardian
- The Daily Telegraph
- BBC
- FOOD manufacture
- The Grocer
- The People’s Friend

NGOs
- WRAP
- STEM LEARNING
- RED TRACTOR
- efoca
Spreading the word

PUBLIC ENGAGEMENT

Science publications
- IFST Journal

Internal trade publications

CFA News
Newsletter circulation
@ >5,000
200
(Hard copy)

Chilled Education News
Newsletter circulation
>1,500

Virtual careers conference with University of Northampton
50+ ‘store cupboard science’ home schooling experiments

TV/media researcher support

Trade media coverage

BBC Panorama
BBC R4
Channel 4 News
ITN
Bloomberg
CNN
LBC
Politico

Food Manufacture
The Grocer

Trade media coverage

29,915
sessions
25,111
users
62,836
page views

www.chilledfood.org
2021

www.chillededucation.org

@ChilledFood
2,079
followers
2,197
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Digital

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Digital
CFA Focus Areas

Safety
- Monitoring health & safety data
- Sharing best practice

Standards
- Statutory
- International trade
- Commercial
- CFA Guidance

Research
- Priorities
- Monitoring
- Reporting
- Commissioning

Science

Sustainability

Skills

Teacher support
- Lesson plans and consumables
- Training
- Careers information

CFA Aims
- Energy
- Waste
- Water
- Ethics
Standards

Statutory

- **Brexit**: [www.chilledfood.org/Brexit](http://www.chilledfood.org/Brexit)
  - Defra, Cabinet Office & FSA stakeholder
  - Best practice exchange and issues resolution on composites, including through CFA WhatsApp group
  - Secured EHC flexibility reducing administrative burden, working on eCertification to facilitating exports
  - Established and leading SPS Certification WG of feed/food chain and certifiers, working with Government

- **Health & Safety WG**: [www.chilledfood.org/health-safety](http://www.chilledfood.org/health-safety)
  - 10% year-on-year reduction in accidents fulling meeting obligation to HSE’s Common Strategy
  - CFA members’ H&S performance much better than general food and drink sector: food industry RIDDOR rate remain at ~800/100k employees over last 5 years; CFA member rate dropped from 423 to 287/100k
  - CFA Emergencies WhatsApp group active 24/7/365 since March 2020. 87 members, 3000+ messages

- **Listeria**:  
  - Established and leading group of retailers, associations, members and Government to share intelligence and develop lobbying strategy and partnerships internationally to address expected changes to 2073/2005

- **Biocides**: [www.chilledfood.org/FBIG](http://www.chilledfood.org/FBIG)
  - Established and leading FBIG lobbying for rational law on non-PPP usage of food hygiene biocides
  - Compendium of chlorate sources and mitigations published
  - Chlorate MRLs compliance guidance issued (multicomponent foods, fresh/prepared produce, cured meat, butter and dried milk) with support of HSE
  - Continuing to challenge regulation of dual use biocides under 396/2005, e.g. QACs, PPP definition
Standards

Guidance

• COVID-19 best practice, science, regulation and policy sharing in real time

• FSA VP/MAP 2017 Guidance
  • After securing ACMSF review of guidance, completed in Jan 2020, CFA led a coalition of associations responding to FSA consultation on proposed changes to it
  • Member of FSA WG securing:
    • Removal of 10-day shelf life limit for VP/MAP fresh meat and
    • Referencing CFA/BRC/MFR/MLA/QIB International Guidelines for Setting Shelf Life of Chilled Foods in Relation to Non-Proteolytic *C. botulinum* and CFA research in revised version

• CFA Chilled Food Production Best Practice
  • In development
• **COVID-19**
  - Emergencies WhatsApp group active 24/7/365 since March 2020. 84 members, 3000+msgs to date. Real time policy, technical developments, best practice in COVID-secure working, and problem solving.

• **BRCGS**
  - Members sharing audit reports with CFA to verify compliance with constitution
  - CFA a member of the issue 9 WG

• **Third Party Laboratories**
  - Common issues identified across chilled and wider industry
  - Food Standards Scotland partnered with CFA to develop best practice guidance on microbiology aspects – How to Get the Best from Third Party Labs
Implementing SUSSLE

- **B cereus**
  - Twice yearly survey to support risk management
  - Software rebuilt with additional functionality

- **18 SUSSLE workshops** for >257 members and retailers to end 2021
  - 6 training courses delivered for members and retailers. 97 members and retailers trained
  - Software access reviewed at Board meetings
  - Post-training online exam developed and implemented to ease training delivery and uptake assessment
  - Providing ongoing member support
  - SUSSLEtT software rebuilt with additional functionality
  - User guidance to updated and issued to authorised users
  - Presented to SUSSEX Food Group on Vac Pack/MAP – *it’s not just about preventing botulism*

- **NDAs signed with major multiples:**

  *in-depth technical briefings
Lm Biome

- **Lm Biome Project**
  - Lm Management Guidance to be basis of 5th ed CFA Best Practice Production Guidelines
  - Presented on *Listeria, the Law and What Good Listeria Control Looks Like* to
    - Major retailer technical team
    - FSAI Safefood webinar
  - National Biofilm Innovation Centre
    - Industrial Advisory Board member
    - Presented at NBIC/SfAM webinar on *Microbes and Biofilms in the Food Industry*
  - University of Cardiff proposed research on detection of *L. monocytogenes* on salad leaf
  - Position Paper developed on *L. monocytogenes* biocontrol
  - Engaged with researchers on potential CFA biocontrol project

- **Project BLUE**
  - Project completed and discussed with members
  - Learning helping shape CFA’s approach to future process research
Micro Data Web Apps
TOOLS FOR INTERPRETATION AND ANALYSIS OF MICRO DATA

CFA’s unique SUSSLE, *Listeria* and *B. cereus* systems consolidated, functionality extended and updated user guidance reissued

**Listeria data**
Food and environment data submission, analysis and benchmarking by site and company.

**SUSSLEtT**
Evaluation of thermal process with respect to the defined SUSSLE Process (*C. botulinum*).

**B. cereus CCP**
Evaluation of thermal process with focus on cooling phase with respect to SUSSLE (*B. cereus*).

**B. cereus data**
Food data submission, analysis and benchmarking.
**Sustainability**

**Government**
- Forest Risk Commodities
  - UK SS Roundtable and Manifesto signatory
  - UK SPO stakeholder
  - Members' sites RSPO-certified predominantly
  - Submission on forthcoming due diligence regulations
- Climate-Related Risk Disclosure forthcoming legislation
- Potential food safety impacts of reaching net zero status
  - Inputted into FSA project

**NGOs**
- WRAP
  - Shaped Courtauld 2030
- UK Food Waste Reduction Roadmap
  - Early Adopter
- UK Plastics Pact
  - Signatory
- Member of WRAP WG on Net Zero Carbon
- Water Roadmap
  - Signatory and inputted into development
- IGD Environment Labelling Initiative
  - inputted into development

**CFA Data**
- CFA Sustainability Aims
  - Members use Food Waste Reduction Roadmap to collect data. Some members have also set mid term waste reduction targets and are working towards achieving these.
  - Maintained zero food waste to landfill status
  - Members redistributed 7.5 million meals in 2020 and 25 million over the last 4 years
Produce

- Expected changes to EU Listeria legislation
  - Forewarning to members and wider industry
  - Lobbying planning

- Micro data collection
  - Product & environmental

- Research
  - Monitoring & reporting
  - Biocontrol applications

- Lm Biome Project
  - Decontamination technologies

- Biocides law
  - Lobbying to protect hygiene & use risk basis
  - Inappropriate EU PPP/dual use biocides regulation e.g. chlorates – Brexit aspects
  - Biocidal Products Reg now reflects food hygiene uses
  - Implementing FBIG chlorate minimisation guidance

- GFSI Fresh Produce TWG
  - TWG member, reviewing GAP, establishing required international benchmarking

- Ethical employment
  - Position statement
  - Identifying potential means of addressing microbiological risks
  - Alignment with retail WGs

- Biocontrol applications

- Lm Biome Project

- Decontamination technologies

- Chemical

- Best Practice

- Govt

- Incident liaison
  - PHE/FSA information sharing

- National Critical Infrastructure
  - Food Chain Emergency Liaison Group

- EU Exit
  - SPS requirements
Skills - securing future talent

Enthusing & inspiring future generations of chilled food professionals

Partners
Delivery mechanisms

Food & Science Teachers

- Regular engagement via Food Teacher Centre Facebook group (7,600 members)
- >23,500 lesson plans downloaded from D&TA and STEM.org.uk websites (7/2011-12/2016)
- Resource hub including 7 CFA food science lesson plans
- GCSE CPD support with food science content from 2016
- University of Northants STEAM Virtual event promoting careers in the industry, and entry points inc apprenticeships

STEAM Event

4,482 young people from 20 schools across Northants, Herts and Beds.
“It was wonderful to see the students...have their eyes opened to STEAM... exciting professional options they might not have known about.”

Resources for Home Schooling

- 50+ store cupboard science experiments developed, posted and promoted

CEd Online

- CEd website
- 16,108 page views (up 19%)
- CEd Facebook
- 50+ posts
- Total reach >18,500K
Celebrating 10 years - Accolades and Awards

Patrick Coveney – CEO Greencore

“We’ve been delighted to be part of the ‘delivery team’ – going to science and career fairs to join industry colleagues in sharing our experiences, and our enthusiasm for our dynamic industry.

“The recruitment and retention of food scientists (and other colleagues) is more critical than ever. Chilled Education, therefore, still has an important role to play. And if the success of the first ten years is anything to go by, there is much to be optimistic about - as Chilled Education continues to inspire, inform and nurture the next generation of food scientists.”

Flor Healy – CEO Samworth Brothers

“I’m pleased to send best wishes to the CFA for a decade of its Chilled Education initiative.

“There are, of course, many routes into the industry and we are proud to be working with Sheffield Hallam University on its innovative Degree Apprentice Programme. Some of our apprentices are also working with Chilled Education. Their enthusiasm is infectious and their dedication compelling. I look forward to seeing their development and to welcoming many more. Thank you, Chilled Education, for pointing young scientific minds in our direction. Here’s to the next decade!”

Winner of the Food and Drink Federation’s Education Initiative of the Year

FDF judges described CEd as an “Outstanding, sustained educational initiative, highly creative, tailored to age groups and professionally presented.”
As COVID19 restrictions continued to impact face-to-face engagements Chilled Education developed, tested and shared more store cupboard to explore innovative food science experiments.

Demonstrated by Morgan, Tilly and Annie... ...for the CEd site... ...and promoted on social media.
Connecting virtually

CFA conducted its regular online meetings and calls with Members, defra, FSA, Cabinet Office, FBIG, SPS Certification Working Group (est. 2021 to work with Govt on Brexit practicalities), Industry Listeria Group (est. 2021) and many others

CFA monthly team meetings
National and international conferences and webinars

CFA WhatsApp groups:
- Emergencies
- Technical & Brexit
- Produce
- Sustainability
- Executive Committee
- Food & Biocides Industry Group
- European Chilled Food Federation
- SPS Certification Working Group
- Industry Listeria Group

“The CFA WhatsApp groups are brilliant for picking up relevant points of interest that may otherwise get lost in the daily deluge of emails. The format allows easy access no matter where you are, and encourages constructive debate and interaction between different parts of the industry. Great initiative!”

Dr Gary McMahon – Moy Park
Build knowledge

- **Micro benchmarking**
  - Use data to develop new interventions

- **Alliances**
  - SPS Certification WG (Brexit)
  - Food & Biocides Industry Group (FBIG)
  - Industry Listeria Group
  - Alliance for Listeriosis Prevention

- **Research** monitoring & alerts

- Develop **position/information statements** for specific topics requested by members

- **Lm Biome** projects
  - Investigate using biocontrols

- **NBIC** participation

- **Health & safety**
  - Best practice and benchmarking

Lobby for positive change

- **Regulation**
  - Lm microbiological criteria 1.2a/b in EU Reg 2073/2005

  - Brexit & 3rd country trade rules protect food safety and facilitate trade, e.g. eCertification

- **Sustainability** legislation:
  - EPR (packaging)
  - Deforestation due diligence
  - Climate Change Levy Agreement reform

- **Biocides rationality** inc on QACs

- **Codes/guidance**
  - Presenting to ACMSF/FSA on VP/MAP guidance risk assessment review. WG member

Transfer knowledge

- **Support Members**
  - Net Zero Carbon
  - WRAP Waste and Water Roadmaps
  - Packaging – UKPP, Plastics Tax
  - Brexit
  - COVID-19
  - Incident Management
  - Technical briefings
  - SUSSLE workshops
  - Sustainability Aims benchmarking

- **Publish guidance**
  - Best Practice
  - SUSSLE (eligible Members)
  - *Listeria* environmental management

- **Support teachers**
  - Food and science
in 2022

Engage externally

- Virtual science teacher workshops
- Add to career paths & job descriptions
- Add Chilled Ambassadors
- Support food science courses virtually
- Support Members’ recruitment/careers activity
- Support teachers with resources to differentiate chill
- Support remote schooling with online resources
- Improve distribution of teaching consumables

- Government & its agencies
  - Regular dialogue
  - Incident resolution
  - Briefings and site visits for staff for CPD

- NGOs
  - WRAP
  - Efeca

- Media
  - Trade press
  - Broadcast
  - Social

- Wider industry
  - FBIG
  - Industry Listeria Group
  - SPS Certification WG
  - European Chilled Food Federation

- Professional bodies
The centre of excellence for the chilled food industry

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