Improving end-to-end transparency: we need to get consumers back on side



Paul Isherwood

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SHS DRINKS

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IRON BREW
GREEN
BLUE
LIMITED EDITION
RED
WKD
ORIGINAL
ALCOHOLIC MIX
VEGAS


DEAD CROW
BOURBON BEER
DEAD CROW
RUM BEER


WOODYS
WOODYS
WOODYS


Merry Down
MEDIUM CIDER
1946
Merry Down
BLACKCURRANT CIDER
1946


Merry Down
VINTAGE
MEDIUM CIDER
Merry Down
VINTAGE
DRY CIDER


Merry Down
MEDIUM CIDER
Merry Down
MEDIUM CIDER
1946

SHS DRINKS


Shloer
Rosé
Red Grape
White Grape


Celebration
Shloer


ALCOHOL FREE
SORELLE
0% ALCOHOL
SAUVIGNON BLANC FLAVOUR
SOFTLY SPARKLING WINE-STYLE DRINK
ROSÉ
SOFTLY SPARKLING WINE-STYLE DRINK


bottle green
POMEGRANATE & ELDERFLOWER CORDIAL
LIME & COCONUT CORDIAL
ELDERFLOWER CORDIAL
STRAWBERRY & ELDERFLOWER CORDIAL
GINGER & LEMONGRASS CORDIAL


bottle green
Elderflower Cordial
Elderflower Sparkling
WIN HANDPICKED PRIZES FOR SUMMER


Pink
TONIC WATER
POMEGRANATE
Elderflower
TONIC WATER
ELDERFLOWER

SHS DRINKS

What I’m going to talk about



- Establishing and enforcing “farm to fork” ownership and responsibilities
- Ensuring visibility across the supply chain to increase consumer trust
- Connecting & collaborating within a community, sharing values and goals

New global standard for food safety

- Key changes in version 7 of BRC standard:
  - Implement systems to reduce exposure to fraud
  - Improve food safety in small sites and facilities
  - Improve label and packaging control
  - **Greater transparency across the supply chain**
    - Increased requirements for supplier risk assessments
    - Verify an effective traceability system for all suppliers
    - Verify traceability to the last manufacturer, packer or grower when purchasing from agents or brokers

Source: http://www.brcglobalstandards.com/Manufacturers/Food/FoodIssue7.aspx, January 2015

End to end supply chain traceability



Part of the TESCO Eat Happy Project

FROM FARM TO FORK

M&S Field to Fork

Sources: http://corporate.marksandspencer.com/plan-a/policies-and-consultations/policies/food/quality-and-innovation_2 , http://www.co-operative.coop/farms-expired/from-farm-to-fork/ , http://www.eathappyproject.com/farm-to-fork/, *August 2015*

Increased education of consumers



Source: http://www.schoolfoodmatters.com/?gclid=CL6l7bii1cQCFevpwgodjJIA7w, August 2015



ASDA SCHOOL MATTERS

Source: http://www.sharemylesson.com/teaching-resource/asda-school-matters-food-6168542/, August 2015

Examples from the drinks industry

- ***From grove to glass***:
  how Tropicana gets its orange juice to your table



Source: http://www.tropicana.com/#/trop_grovetoglass/grovetoglass.swf, August 2015

- ***From bush to bottle***:
  how British blackcurrants make it into Ribena squash



Source: http://www.ribena.co.uk/berry-growing/, August 2015

Examples from the drinks industry



From Grape to Glass



From Orchard to Glass

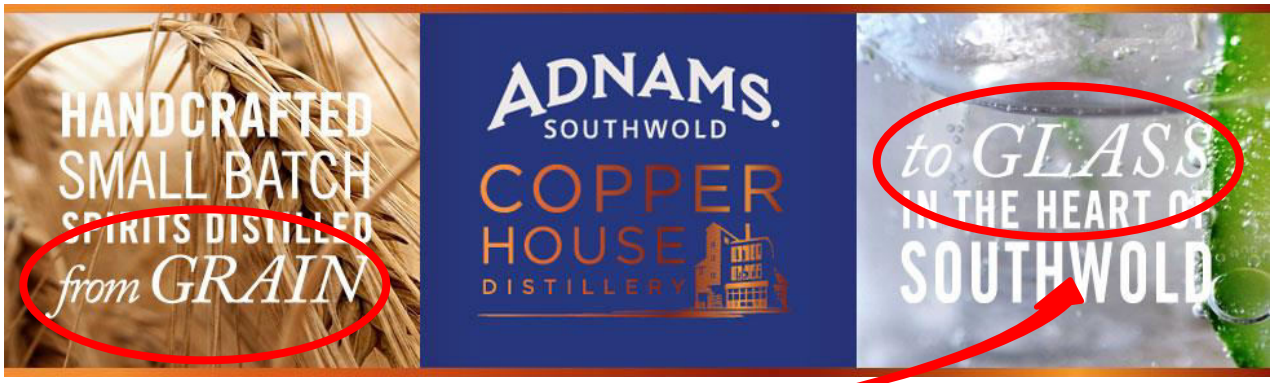


From Grain to Glass



From Grain to Glass

Examples from the drinks industry











Adnams is the first brewery / distillery in England to be able to produce high quality vodka, gin, whisky ***from grain to glass*** using local barley, rye, wheat and oats

Source: http://adnams.co.uk/?attachment_id=6539, August 2015



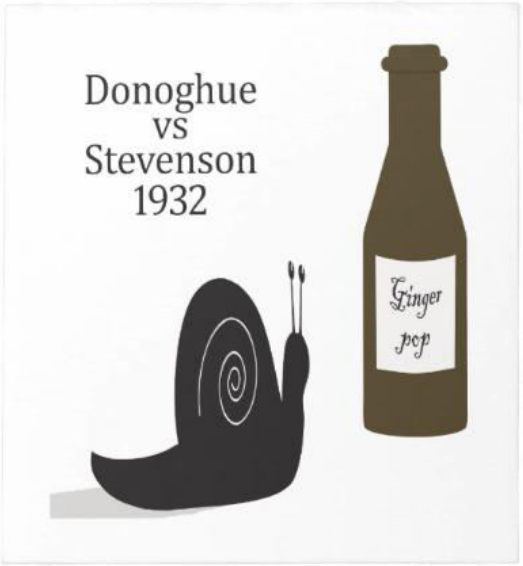


Source: http://www.avonmore.ie/about-us/peak-fresh/from-grass-to-glass , August 2015

The snail in the ginger beer bottle

- 1932 legal case of Donoghue v Stevenson
- Manufacturer owed a duty of care which was breached
- Reasonably foreseeable that failure to ensure the product's safety would lead to harm of consumers
- Claimed £500 as damages → awarded £200 in compensation
- “Neighbour principle” led to law of negligence being born





Consumer trust in food and drinks

- **4th most trusted industry (67%), but…**
  - Be more open and transparent (84%)
  - Drive more regulation (48%)
  - Public confidence in GM foods (35%)

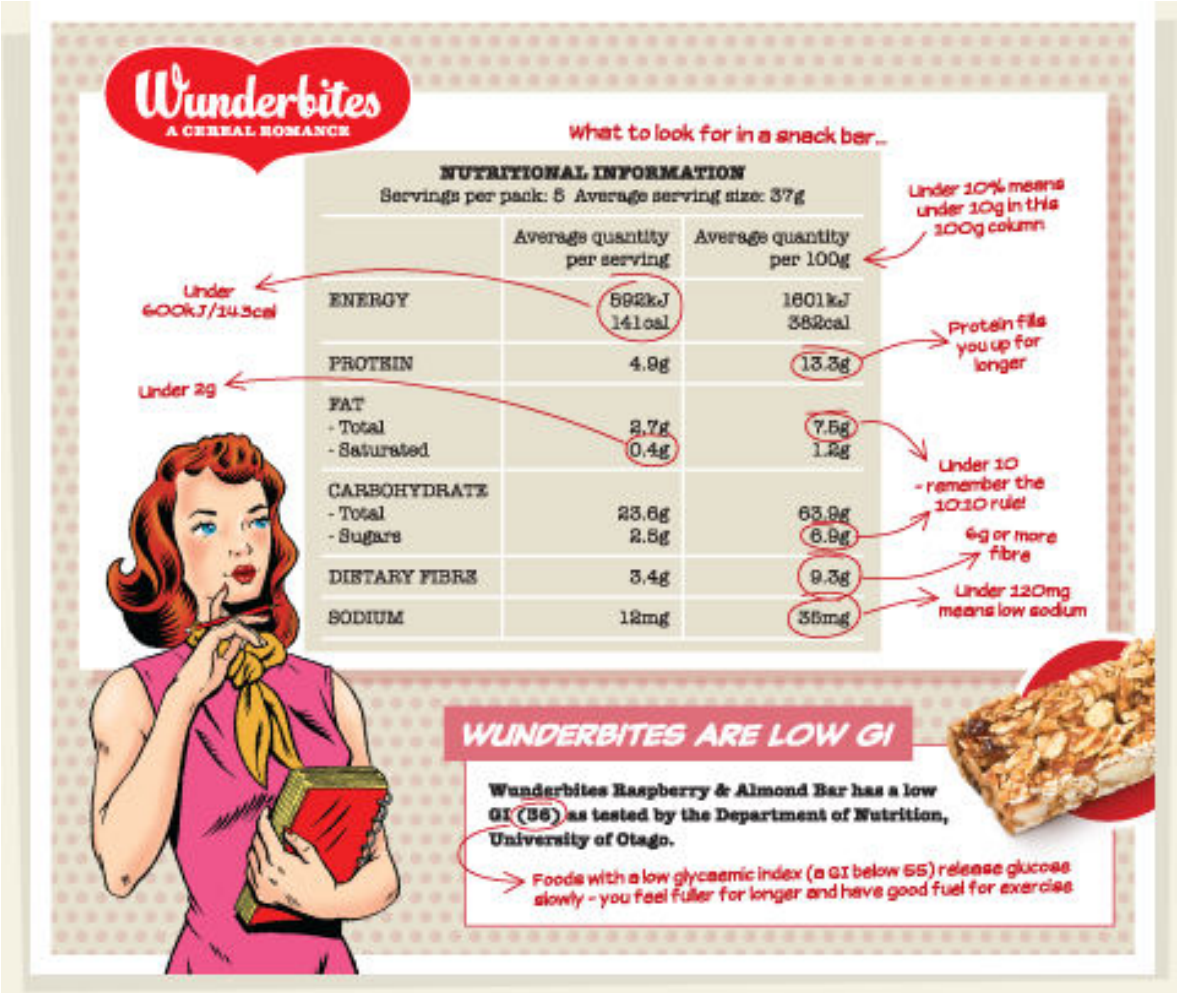
Edelman trustbarometer 2015 | ANNUAL GLOBAL STUDY



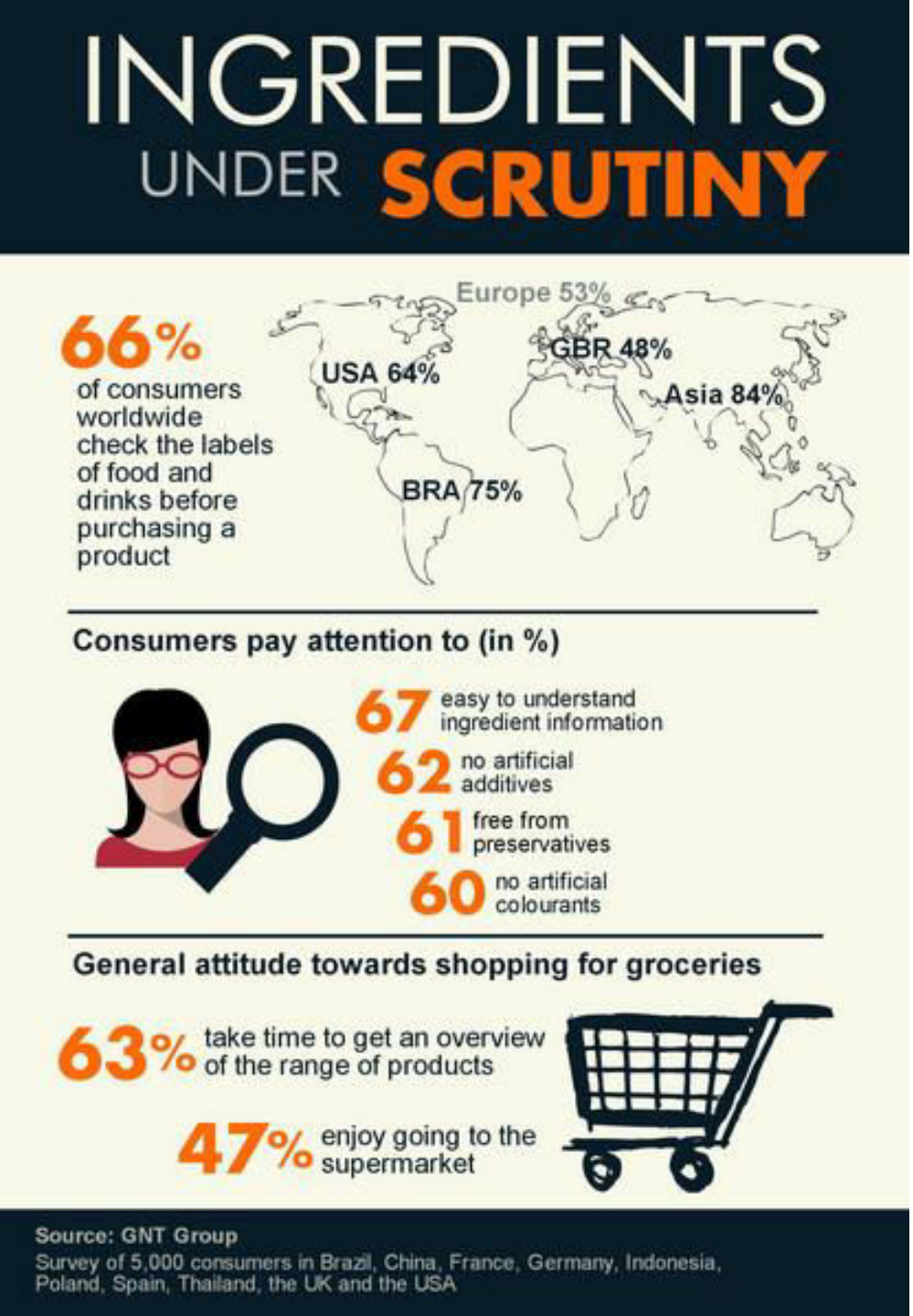
Source: http://www.edelman.com/insights/intellectual-property/2015-edelman-trust-barometer/trust-across-industries/, January 2015

2015 top 10 trends in food & drink

- Clear label and simple claims dominate
- Need for more clarity and specific details
- Drive for more transparency in food labelling



Source: http://www.foodingredientsfirst.com/Key-Trends/48/367/2/Top-Ten-Trends-for-2015.html/, January 2015



- **5000 people in 10 countries surveyed**
  - 68% choose healthy options
  - 67% look for clearer labelling
  - 62% seek natural ingredients
  - 55% want shorter ingredient lists

Source: http://www.gnt-group.com/eu-en/about-gnt/media-events/press-releases/ingredients-under-scrutiny-what-catches-consumers-eyes-when/, July 2015


What's that about a...
Recall?
FoodInsight.org


RISK


FOOD
FRAUD


COMPLIANCE

Drinks – recalls and withdrawals

- 31 product recall and withdrawal notices for drinks issued by FSA from 2011 - 2015
  - Packaging related: 15
  - Microbiological related: 8
  - Ingredient related: 4
  - Manufacturing/processing related: 4

Food Standards Agency
food.gov.uk





Source: http://www.food.gov.uk/, August 2015

Drinks – allergy and product alerts

- 10 allergy alerts and 2 product alerts for action for drinks issued by FSA from 2011 - 2015
  - Contains sulphites, not on label: 5
  - Contains milk, not on label: 3
  - Contains barley (gluten), not on label: 1
  - Contains soya, not on label: 1
  - Contains ingredient posing health risk: 2

Food Standards Agency
food.gov.uk





Source: http://www.food.gov.uk/, August 2015



- Allergen declarations must be clear and conspicuous, not hidden away
- Must be easily visible, legible and accurate
- Variety of methods to declare allergens are permitted - on menus, labels, chalkboards, tickets, orally...

Source: http://www.dwf.co.uk/foodmenu, August 2015

Possible hazards in beverages



- **Raw materials and packaging** – cross contamination from variety of sources during receipt/storage/usage
- **Ingredients** – out of specification, presence of allergens, incorrect amounts used, added and not declared
- **Water** – physical/chemical/micro contamination depending on water source and treatment processes
- **Processing/Filling** – foreign body ingress, contamination inside mixing tanks/containers from variety of sources
- **Pasteurisation** – survival of spoilage micro-organisms
- **Closures** – packaging design and safety features


HAZARD ANALYSIS
CRITICAL CONTROL POINTS
VALIDATION
RECORD KEEPING
HACCP
CRITICAL LIMITS
PROCEDURES
CORRECTIVE ACTIONS
MONITORING


RISK
RISK

Critical control points in beverages

- Ingredient handling
- Water filtration
- Product mixing
- Product filtration
- Container rinsing
- Product filling
- Container sealing
- Product pasteurisation





From farm to plate, make food safe





- WHO identified need for coordinated, cross-border action across the entire food supply chain
- Each link has a role to play: primary production, processing, transport, trade, catering, in the home
- Aim is to prevent, detect and respond to foodborne diseases efficiently and cost-effectively

Source: http://www.who.int/mediacentre/news/releases/2015/food-safety/en/, April 2015

Focus and action on food safety





Montenegro & Slovenia



Turkmenistan & Macedonia



Turkey & Moldova

Source: http://www.foodqualitynews.com/Food-Outbreaks/World-Health-Day-marked-in-several-countries, April 2015

World Health Day: the reaction



- Standards ensure the world uses the same recipe when it comes to food quality, safety and efficiency
- Disseminates expertise and best practices on food safety to both developed and developing countries

Source: http://www.iso.org/iso/home/news_index/news_archive/news.htm?Refid=Ref1949, April 2015

Food safety partnership in Africa

MARS



World Food Programme

- Provide technical expertise to inform the food safety processes of WFP, establishing new guidelines
- Increase food safety knowledge through workshops, auditing of suppliers and lab analyses
- Working with local suppliers to drive food safety through procurement and safe storage of food products

Source: http://www.mars.com/global/press-center/press-list/news-releases.aspx?Id=6540&SiteId=94, April 2015

Sharing values and goals

- Connecting the entire supply chain
  - Sacrificing flexibility to achieve transparency
  - Sourcing from multiple vs. single locations
  - **Achievable……but it will take time**
- Ope
  - Ho







Take out and learnings from today



“From Grass to Glass”

- Establishing and enforcing “farm to fork” ownership and responsibilities
- Ensuring visibility across the supply chain to increase consumer trust
- Connecting & collaborating within a community, sharing values and goals

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CAP Community Alcohol Partnerships | drinkaware.co.uk

SHS Sales & Marketing works with SHS Drinks in supporting Community Alcohol Partnerships, drinkaware and the Public Health Responsibility Deal

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