



An **NSF** International Company

**Food Undressed – ‘Clean Labels and Creative Challenges’
Food Service, Catering & Hospitality Perspective**

Geoff Brown

Managing Director – Consulting & Technical Services

NSF-CMI Ltd

IFST South Eastern Branch Conference 10th September 2008

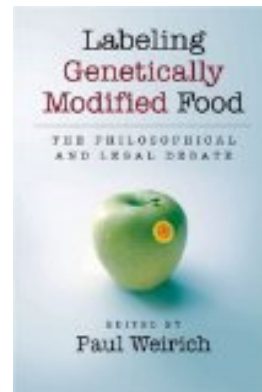
Content

- GM Foods & Ingredients
- Diet, Health & Nutrition
- Trans Fats and Hydrogenated Fats
- Artificial Colours
- Ingredient origin and provenance
- Food Allergy & Intolerance



GM Foods & Ingredients

- Free from GM crops (soya, maize/corn, tomato) to avoid the need to 'label'
- No ingredients/derivatives from GM crops which would trigger a need to 'label' e.g. soybean oil, soy lecithin, modified corn starch and derivatives thereof e.g. maltodextrin, emulsifiers, flavour enhancers.
- Ingredients and derivatives sourced from certified identity preserved (IP) non-GM crops with a demonstrable audit trail.



Diet, Health & Nutrition



- The facts surrounding healthier eating and nutrition are well documented e.g. increasing levels of obesity in UK, particularly amongst children
- Government response is a holistic approach and seeks to embrace not just food manufacturers and retailers, but increasingly to work with food service/catering/restaurant operators in making improvements
- The FSA are targeting diet improvements through seeking to raise awareness of the need to reduce calorie, fat, sugar & salt consumption whilst maintaining an overall healthier, balanced diet. With this respect, there is particular focus on the nutritional content of children's meals and associated promotional mechanics
- Many food service and catering operators are responding to this through menu development programmes that seek to provide better options for healthier meal choices and increasingly providing better nutrition information to assist consumers to make informed choices

Consumer views on nutrition information requirements when 'eating out'

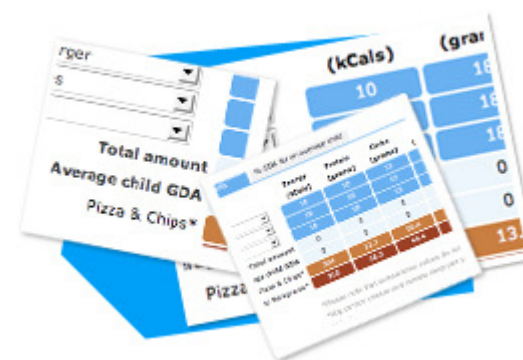
- Significant variance on value dependent on context, type of outlet and frequency of eating.
- Antipathy towards 'on menu' systems of labelling which could detract from the 'treat occasion'.
- Consumers who frequently eat out of the home want to see more healthy options
- Any systems developed for the catering sector needs to take account of the diversity and applicability. General view that the same system could not be applied across both retail and catering sectors.
- Concerns about imposition of system of 'labelling' on small businesses; also recognised control/consistency difficulties associated with 'small independents'.
- Voluntary schemes likely to have more success in the eating out sector.



How are businesses responding?

- Healthier Choices: Lower Fat, Salad bars, water
- Children's menus: integrity/wholesomeness/additive-free/organics
- Availability of Nutrition Information: web-sites, information sheets
- Sub-branding: 'Five-A-Day', 'Weightwatchers'
- Salt, Fat, Sugar Reduction Programmes
- Portion Sizes: More veg./less fatty food. No 'super-sizing'
- Healthier cooking methods e.g. poaching, steaming, grilling
- Healthier oils e.g. olive oil, rapeseed

All meals come with a small bowl of salad from the salad bar.



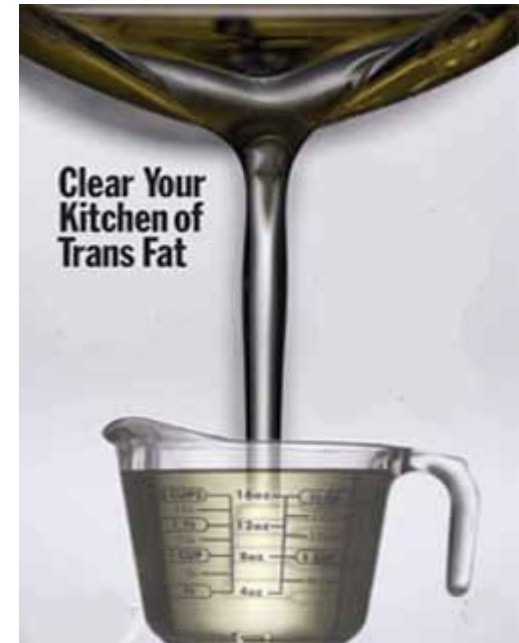
Trans- and hydrogenated fats



Colonel's chicken to shed its trans fats



- Move to non-hydrogenated frying oils with very low levels of trans-fat (<2%)
- Blends of sunflower/rapeseed oil.
- No increase in saturated fat content
- Progressive reductions from other ingredients and foods e.g. cakes, biscuits etc.



Artificial colours

- Tartrazine (E102), quinoline yellow (E104), sunset yellow (E110), carmoisine (E122), ponceau 4R (E124) and allura red (E129)
- Possible risk to children highlighted last year after a UK study linked these artificial colours (and the preservative, sodium benzoate) to hyperactivity in children
- Earlier this year, the FSA concluded that these colours should be phased out in Europe – many UK companies have already made pledges to remove these colours from their products
- EFSA has deemed that there remains insufficient evidence on the safety of these colours, but is currently carrying out a full reassessment of all additives
- However, the European Parliament has adopted a legislative package that will require foods containing these colours to be labelled "*may have an adverse effect on activity and attention in children*"



Ingredient origin and provenance



The cod and haddock which we use in our fish and chips are from recognised SUSTAINABLE fisheries.
We only use DOLPHIN-FRIENDLY tuna.
The Fetzer vineyards in California are the largest grower of certified organically grapes in the world.

ALL OUR CHICKEN IS TRACEABLE.
So not only do we know why it crossed the road, we know which road it crossed, and what day it crossed it on.

100% PURE BEEF
No additives. No fillers. No knife. No fork. No room for dessert?

Food Allergy & Intolerance

- According to government figures, more than a million people in the UK are affected by severe food allergy
- FSA estimates 5-15 fatalities every year in the UK associated with food allergies
- Near-deaths and severe reactions (anaphylaxis) are more common (thousands)
- 'Eating Out' is regarded as the highest risk, with >75% of reported fatalities linked to food prepared away from the home.
- In the UK, > 90% of food allergies can be attributed to eight food types: milk, peanuts, eggs, fish, shellfish, soya, wheat, tree nuts and seeds
- UK/EU legislative landscape now embraces food allergy from both a civil and criminal law perspective



Food Allergy & Intolerance Risk assessment catering/food service

Additional risk assessment considerations:

- Large no. of SME's lacking technical awareness
- Ethnic/cultural differences
- High levels of staff turnover presents challenge ref. training delivery
- Menu complexity
- Menu descriptions not covered by specific food labelling requirements
- A la carte and 'Specials'
- Local purchase of ingredients
- Compact preparation areas prevent segregation
- Non-standard product flows/dish preparations
- Buffets/salad bars – customer intervention
- Customers require instant information about allergen content – you will get immediate feedback if you get it wrong!
- Alcoholic drinks/social pressures etc reduce an allergic customers normally cautious approach to eating out.



Catering/food service controls

References:

FSA: The Provision of Allergen Information for Non-Pre-packed Foods – 2008

FSA: Food Allergy – What You Need to Know - 2007

4-Strand Approach:

1. Accurate Product Ingredient Information

2. Training: First-aid and Allergy Awareness

3. Operating procedures: Dish Preparation Cross Contamination

4. Guest Communication & Information

Designated team member

Confirm nature of allergy/intolerance with guest and whether 'life threatening'.

Help customer make their own informed choice through dish-based info. provision.

If unsure about a particular dish/ingredient or information is not available – **DON'T GUESS.**

Liaise closely with the Kitchen team so that they aware of guest special requirements.



Menus and consumer communication

Menu Copy:

Ensure, where practical, that menu copy makes overt reference to any 'hidden' ingredients e.g. nuts in pesto sauce. Avoid 'may contain' or 'free from' statements.



Allergy Statements:

'Our kitchen cannot be guaranteed to be free from potential allergens but we would be pleased to explain the precautions we both are and are not able to take, when preparing your meal'

"Customers concerned about the presence of nuts, seeds or other allergens in our food are welcome to ask a member of staff for assistance when choosing their meal."

Dish-based product information:

Share dish-based information with guests at the table prior to making choices. Show food packaging if data not available.

FSA Chef-Cards:

Handy 'chef cards' to advise restaurant staff, which foods you are allergic to.



Web-sites:

Consider the use of appropriate web-based information/leaflets for guests who may wish to consider possible choices before visiting the restaurant.

© Original Artist

Reproduction rights obtainable from
www.CartoonStock.com



IT'S GETTING HARDER EVERY DAY TO MAKE
A LIVING AT THIS.