

newsletter

INSIDE THIS MONTH

Campden BRI Day

Ross Warburton, FDF President, will give the Annual Campden Lecture

Beer microbiology

Improved service utilising the synergy between the Campden and Nutfield sites

Microbiology summer school

Intensive course covering all aspects of microbiological analysis

Food labelling expertise

Underlining our position as the partner of choice for research and services



Tensile strength testing

How much stress can your packaging take before it tears?

Consumer expectations from on-pack communication

Recent member subscription-funded research has demonstrated the importance of ensuring that marketing type information on food and drink labels does not falsely raise consumer expectations as to the nature of the product. A series of consumer focus groups looked at general aspects such as packaging design, sensory descriptions such as coffee and wine characteristics, and symbols such as chillies to denote the heat of curries. In the absence of product visibility, a picture of the product was essential. However, it was pointed out that these sometimes bore little resemblance to the finished product.

A key finding was the extent to which these messages influence the consumer's expectation of the subsequent eating experience - and how it was important that this expectation was met. A product that was significantly different to that expected was likely to be rated lower than an identical product that delivered the expected characteristics.

Specific products were discussed by the groups in relation to different messages. Short meaningful sentences with concise wording were preferred for descriptions of sensory attributes. These findings will help companies to improve packaging design for attracting consumer attention.

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Members can obtain copies of the full report by sending an e-mail to auto@campden.co.uk with the subject line: **send RD292**



Campden BRI Day



Ross Warburton, President of the Food and Drink Federation, will deliver the 32nd Annual Campden Lecture on Thursday 10 June, addressing the theme of **Food in the future**. He worked for five years as an Investment Manager for Invesco before joining the Warburtons family business in 1985. In 1991, he was elected Executive Chairman, where he oversaw the rapid expansion of the company. He stepped down from this position in 2001, but continues to play an active role in the family business. Ross is also Non Executive Chairman of Jordans Ryvita, a joint venture between ABF and the Jordan Family.

Campden BRI Day is a key event in the food industry calendar, attracting over 400 guests who take the opportunity to update themselves on the full breadth of services and research available to them.

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Beer microbiology

Brewing microbiology services at Campden BRI are all change. As a fundamental aspect of quality monitoring within the brewing process, microbiology continues to be one of the core activities offered under the technical brewing support services available at the Nutfield site. However, the merger has provided us with the opportunity to build and deliver an improved routine brewing microbiology service to our clients by taking advantage of the facilities and expertise at the Chipping Campden site. Aspects of the new service include: differing analysis options, from a basic to an advanced service, to help clients choose the most cost effective solution to their microbiological problems; and increased availability of additional 'bolt-on' services. We will be releasing more detailed information over the coming weeks. Meanwhile, the microbiology team at Nutfield is available to answer any questions.

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Microbiology summer school

We will be running an intensive 2-week microbiology course this summer designed to train technicians and laboratory managers in a wide range of microbiology methods, laboratory operations and production practices. The course includes hands-on practical training in standard methods for detecting and enumerating a wide range of pathogens. Rapid testing methods will be included, along with a range of topics related to microbiological analysis. Visits to a production facility and an accredited laboratory are also planned.

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Research and services FEATURE

Food labelling

Recently-published high profile reports have underlined Campden BRI's reputation as the UK's leading centre of expertise on food labelling, and the partner of choice for both innovative research and commercially relevant services. John Hammond, Head of Information and Legislation, explains the outcome of several surveys that we undertook.

"An FSA-funded assessment of the uptake of its guidance on Country-of-Origin labelling revealed that 78% of meat and meat products now carry a country of origin statement, compared with 69% in 2005, when we last looked at the market. Over the same period the proportion of meat products giving the origin of the meat ingredient, at 44%, had more than doubled. The FSA has said that it will support the development of new EU rules that require such ingredient origin statements to be provided. We will be holding a seminar on origin labelling on 14 May."

> Alcoholic drink labelling report

In a separate contract, we looked at the labelling of alcoholic drinks. John continues: *"The Department of Health has published a second report on the implementation of a voluntarily industry agreement to include key information, including unit content and drinking guidance, on alcoholic drink labels. Only 15% of labels on the market were providing all of the required information, a finding that has now prompted the Government to propose legislation or improved self regulation as possible ways of increasing uptake."*



Packaging - tensile strength testing

Packaging has a vital role to play in protecting the food or drink it contains, and for this it has to have many different properties. Different types of packaging serve different purposes, but each needs to be evaluated for effectiveness. At Campden BRI, we are expanding our range of tests designed to determine whether a particular piece of packaging is fit for purpose. Emma Hanby explains one of these new services - tensile strength testing:

"A tensile strength test is a mechanical test performed on packaging materials to determine the maximum load that can be applied to a material before it ruptures. This test can be used to measure the tensile strength of paper, board and plastics. The material will show elastic behaviour up to a certain point and then rupture. The test can be adapted to different needs - it can also be used to measure the strength or elongation of a material and its tearing resistance and the force required to separate a seal. All these give a measure of the strength of the material."

This is one of a suite of packaging strength methods available from Campden BRI related to distribution chain testing.

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Further FSA-funded work on small packs is also being finalised, which will provide important evidence on which to base the case for exemptions from new EU food labelling rules, expected to be agreed later this year.

John continues: *"This shows that we are widely recognised as having the expertise, resources, credibility and independence to carry out complex, innovative and multi disciplinary work of this kind. Although these surveys were carried out for government departments, our skills are equally applicable in the private sector. We have successfully carried out systematic reviews of hundreds of labels within wide-ranging product portfolios, audited the processes by which companies develop their labels, and completely rewritten or updated company labelling policies - all very cost effective ways of ensuring that companies are consistently able to meet extensive and complex legal requirements and best practice."*

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Quality management services



In order to provide a high quality food product or a high quality service to a food producer, you need to manage the technical aspects of your business effectively. An effective Quality Management System will not only help your business to run more efficiently and raise standards, it is also essential if you are considering third party accreditation, and will help to provide a due diligence defence, should the need arise. We can help you in the development and implementation of quality systems to meet the criteria requested by your customers and by enforcement authorities.

We can help clients in all aspects of quality management. Amongst the areas in which we can offer help are:

- Pre audit support and awareness to ensure compliance
- Post audit support to help close out non conformances and facilitate continual improvement
- Guidance on writing and implementing policies and procedures
- Advice on specific quality standard clauses

These services can be tailored to meet your business requirements and support can be offered at your own site or within our facility.

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DG Sanco HACCP

We have been awarded a fifth successive EU (DG SANCO) contract to deliver a series of 50 5-day HACCP workshops over two years across Europe. Workshops will be held in France, Germany, Hungary, Portugal and the UK. This programme of events is part of the European Commission initiative *Better Training for Safer Food*, aimed at organising a training strategy in the areas of food and feed law, animal health and welfare rules together with plant health rules. The HACCP programme is mainly for EU Member State public authority staff who are responsible for controls of food and feed businesses.

This builds on our extensive range of activities which include scheduled and customised training and guidelines on HACCP in manufacturing and agriculture (Guidelines 42 and 10 respectively). Two podcasts discussing developments in HACCP are also available - visit <http://www.campden.co.uk/podcasts.htm>

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Antimony analysis

Following a recent study at the University of Copenhagen, which showed that levels of antimony in a small percentage of fruit juices were above EU limits for drinking water, the industry is monitoring levels and trends. We can analyse for antimony using a UKAS-accredited method based on Inductively Coupled Plasma-Mass Spectroscopy (ICP-MS). The method is sufficiently sensitive to measure levels below the EU Standards for drinking water.

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Chemical hazards review

There are many potentially hazardous chemicals that could be present in foods - they may occur naturally or be formed during processing, or they may be accidental or deliberate contaminants. It is a daunting task for food manufacturers to know which chemicals to target and monitor. *Understanding chemical hazards in support of risk assessment (Review 52)*, which covers 75 of the more commonly encountered potential chemical hazards, will help manufacturers to identify which areas need specific attention. Each monograph details the general nature of the chemical, its hazard classification, relevant EU or UK legislation and suitable analytical methods. The monographs are indexed by both product and process type, thus enabling manufacturers to quickly find which chemicals may be a problem to them, and assess the potential risk of each.

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WELCOME TO NEW MEMBERS

Campden BRI is delighted to welcome the following new members who joined in February

Abacus Catering T/A Entrees-on-trays.com - catering and events suppliers

Bottle Green Drinks Company - a manufacturer of soft drinks

Gouet Baking Systems - a French manufacturer of bread processing equipment

HK Ruokatalo Oy - a Finnish company specialising in the slaughter and production of meat, meat products and convenience foods

Longbenton Foods Ltd - a company manufacturing frozen foods

Luscombe Cider Ltd - a producer of soft and alcoholic drinks

New Britain Oils - a palm oil refinery

Sejuiced Ltd - a provider of promotional drinks - fresh juices and smoothies

Stewed! - a company producing stews in pots

Synergy Health plc - a provider of a range of specialist outsourced services to healthcare providers, and other clients concerned with health management

Trouw UK Ltd T/A Skretting - a company concerned with the production and supply of feed for farmed fish

Vikan (UK) Ltd - a company concerned with the sale and distribution of cleaning equipment for the food industry

Yildiz Holdings Packaging Group - a Turkish manufacturer of packaging films

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