

Newsletter

April 2011



What do consumers really think?

What people say they do and what they actually do are often not the same. So we have invested in the latest software to help get to the truth - to help work out what consumers really think of a product. Eye tracking systems can enhance traditional consumer research measures and help capture a more complete consumer response to sensory stimuli.

The consumer sits at a computer and uses it in the normal way. Meanwhile, low levels of infra-red light are shone on to their face - and a high-resolution digital camera captures that reflected by their eyes.

Analysis software determines where each eye was looking at a rate of 50 times per second, to evaluate viewer engagement with an object, image, advert, pack or fixture. The system reports the data in a variety of ways - including 'heat maps', which highlight the areas that received most attention.

We will be using the system, which was demonstrated at the IFE exhibition last month, to help clients with on-pack communications - and to link results to other sensory measures such as product liking or acceptability, and emotions.

Complementary services

The eye-tracking software will complement our long-standing expertise in consumer studies: assessing what people think of individual products, or issues such as packaging, additives and organic production systems. For example, we currently undertake consumer trials for a wide range of retailer own-brand products, making use of our state-of-the-art preparation kitchen and assessment rooms.

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Operational support:
help with the day job





Service...

Helping food producers with their business

We are running a programme of training for farmers and related food businesses in the West Midlands to help raise their skills and knowledge.

The focus is on three key sectors: beef and sheep, poultry meat and eggs, and horticultural produce. The aim is to provide professional development to deliver sustainable business benefits to the West Midlands agricultural and horticultural industries.

A programme of courses is being offered which are intended to equip individuals in farming, primary processing and produce marketing with the skills and knowledge to meet the demands and expectations of the marketplace, and keep up-to-date with latest developments.

Each programme of courses comprises several modules which delegates can attend as part of a tailored training approach to each subject area. Each module represents one day of training. The course modules are available as scheduled or bespoke training. The programme is supported by LandSkills West Midlands, and is managed by Lantra on behalf of Advantage West Midlands, as part of the Rural Development Programme for England (RDPE).

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EuroCereal 2011 conference will be held at Campden BRI on 6-7 December

Cereals are central to the world food supply. Their price largely drives the price consumers pay for global staples such as breads, pasta, and biscuits, as well as food enhancers such as sauces and dressings. In this context, meeting the ongoing challenge needs technical and scientific innovation on a global scale.

EuroCereal 2011 will define key issues and consider how cereal scientists and technologists within the EU are rising to meet it.

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Beating the competition

Finding out how your product performs when measured against your competitors can provide vital information in differentiation and survival.

Product benchmarking is the objective evaluation of a product in comparison with its competitors - and is a key component in analysing how well it is likely to perform in the marketplace. We can carry out these independent assessments from the point of view of the informed consumer - helping you to understand where your product is similar to others and where it differs. This forms a part of marketplace knowledge - or product intelligence - and bridges the gap between consumer research and scientific sensory evaluation.

As well as looking at the finished or established product, we can also apply the same principles to new product ideas - brainstorming in creative recipe development to combine food styles, trends and novel use of ingredients and packaging, and then screening product concepts to identify the best product for development. A new video clip showing consumer testing of products has recently been added to our website - www.campden.co.uk/videos.htm

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Minimising taints, reducing costs

There has been an increasing incidence of taints and off-flavours in food and drink in recent years. This has created major problems for many parts of the industry, and can be very costly in terms of lost sales and damage to brand image. In some instances, taints can present a potential health hazard to consumers. This new member-funded research project has been set up to provide improved

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Clare's tips

Clare Brett is our Membership Development Officer; she will be passing on tips on how you can get the best out of your membership



This month the topic is **Campden BRI Day**

Our annual open day and AGM is held in June every year. It is an excellent opportunity to catch up with your contacts, ex-colleagues, customers and suppliers as well as familiarising yourself with our site, facilities and experts too! This year, on Thursday, 9 June, you can hear **Miles Templeman**, Director-General of the Institute of Directors, addressing the theme of '**Current challenges for business**' in the 33rd Annual Campden Lecture. Registration has now started.

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understanding of the origin, formation, detection and prevention of taints. To this end, we would be interested to hear from any company who has had a taint problem which we could include in our review.

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Hydrocolloids conference

Our expertise in the use of hydrocolloids in food is again reflected in our being a major sponsor of the next **Gums and Stabilisers for the Food Industry Conference** - the premier global forum for providing closer interaction between academic and industrial scientists in the field of food hydrocolloids. Charles Speirs, who is part of the organising committee, comments:

"This event has now been running for 30 years. Topics to be covered at the next conference include hydrocolloid functionality in relation to food texture, new hydrocolloid technology, hydrocolloids for health and wellbeing and the Masterclass, which is an invaluable introduction for new scientists entering the field."

Gums and Stabilisers 16 will be held at Wageningen in The Netherlands between 28 June and 1 July 2011. For further information visit www.foodhydrocolloidstrust.org.uk

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Food labels - right first time

Food labels and labelling are high on the agenda with enforcement bodies, pressure groups and the consumer alike. You need to get them right to avoid costly recalls and the risk of prosecution, and to protect customers who may have specific ethical or dietary needs.

Sheila Barbour, our Label Review Coordinator, explains how we can help:
"Whether by reviewing a single label, training staff, or completely overhauling a company's policies, procedures and practices, our food labelling expertise can ensure that complex, shifting legal and best practice requirements are consistently met".

Cost effective service

"Developing a food label is often an iterative process, and part of a much larger product development programme. We can help you at any stage in the product development cycle right through to the finished artwork with advice on the label itself. This cost effective service comments on legal and best practice acceptability, forewarns of potential difficulties in relation to forthcoming legislation and suggests practical alternatives.

A company's entire product range can also be systematically assessed; the results are analysed and reported in a way that identifies both specific and general issues of concern. This is a technique that has also been used very successfully to carry out Department of Health funded surveys of unit and health information on alcoholic drink labels, as well as FSA funded surveys on clear and origin labelling of prepacked foods.

Your reputation

Getting your label right can reduce the time it takes to get a product to market. It avoids disruptive and costly reformulations, and prevents costly write-offs. It can also help to maintain your reputation and improve supply chain confidence."

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Forthcoming events

Rapid chemical and microbiological methods - 7 June 2011

Food and beverage innovation conference
- 23-24 June 2011

Retail-ready packaging - 29 June 2011

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Welcome... to new members

Campden BRI is delighted to welcome the following new members who joined recently:

Ashland Hercules Water Technologies - supplier of water treatment solutions

Biotek Ozone UK Ltd - manufacturer and supplier of electrolytic ozone generators

Denhay Farms Ltd - manufacturer of bacon, gammon and cheese

Gold Circle Mushrooms - specialists in mushroom growing and packing

Jenners Ltd T/A Areolives - specialists in the processing and treatment of raw olives

KM Packaging Services - specialists in the sale of flexible packaging

Newport Industries Ltd - Food Division - sources food ingredients from the Far East

M & M Snacks - sandwich manufacturer, distributor and retailer

Millennium Food Services Ltd - importer, processor and distributor of pizza dough and olives

Poonam Sweet Centre - Indian sweet retailer

Poonams Ltd - catering company

Quality Foods - food manufacturer

Rama Foods - food manufacturer

Taste of the Algarve Ltd - market trader

The Artisan Bakery - baker of artisan breads and morning goods

The Winning Blend T/A The Welsh Pantry - manufacturer of pies, pastries and ready meals

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Please notify the Membership Department of any name or address changes with respect to our mailing list.

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Helping you with audits and standards

Auditing and quality management issues continue to be a headache for many of our clients - but help is at hand!

Are you having difficulty understanding a clause or requirement in a particular standard (e.g. BRC)? We can help you interpret them and suggest ways of ensuring compliance.

Does your HACCP team need help? We can offer advice over the phone or come to your site to help your team develop your HACCP plan and ways to implement it.

Are you required to carry out risk assessments but don't know where to start? We can come to your site to help you develop your risk assessment and offer advice on ways to go about it.

Have you just had an audit and don't know how to close out a non-conformance? We can offer advice on appropriate corrective actions and how to ensure a non-conformance doesn't recur.

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