

# newsletter

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### Allergen services

From ingredient segregation, through cleaning, to labelling and legislation - we can help you

### Uncertain results

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### I didn't know you did that!

A new audio CD is an easy way to learn about the breadth of our activities

## Knowing what consumers want

Developing new products is as much about anticipating what consumers want as it is about finding novel product formulations and presentations. But understanding what consumers really want - as opposed to what they say they want - provides a challenge. Conjoint analysis is a powerful technique for understanding the trade-offs consumers make between different product attributes. For example, is an ethical consideration more important than brand? Is price more important than a health claim?

We use conjoint analysis to help clients explore the relative importance of their products' attributes in influencing consumer choice. It can be applied to many attributes. And, because it involves examining consumers' choices and not just listening to what they say, it is particularly insightful.

Our expertise has been consolidated through extensive research\* in this area - assessing the relative significance of brand, price, ethical claims, health claims, quality and geographical designations, organic status and packaging types on products as diverse as eggs, milk and tea. The approach is equally applicable to composite products.

Please get in touch to discuss, in confidence and with no obligation, how this approach can help your products to succeed.

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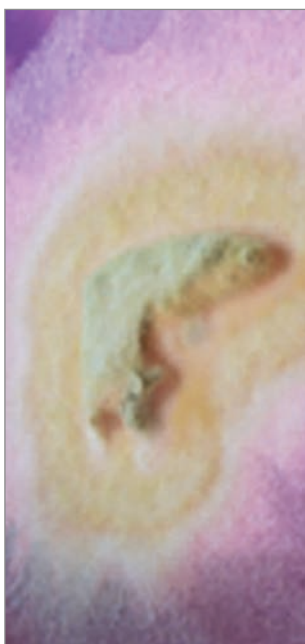
\* Members can request a free R&D Report by sending an e-mail to [auto@campden.co.uk](mailto:auto@campden.co.uk) with the subject line: send RD293



## Learn more about business opportunities in China

For advice on improving your export potential, join IATC (the International Agri-Technology Centre) at a one day event focusing on sector specific opportunities in China and support available to help develop business in the market. The event, being held at the [Coventry Chamber of Commerce on 9 December](#), brings together a selection of experts and case studies to share first-hand experience of the Chinese market.

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### What is that microorganism?

Identification and characterisation of microorganisms is a key part of the management of food safety and quality, tracing contaminants and troubleshooting problems such as spoilage. Identification of an unknown species that you have encountered can help you to assess whether it poses a safety/spoilage concern or is likely to be heat resistant, for example.

Sometimes, however, you need to know more - including where a contaminant came from. Many organisms occupy a diverse range of habitats, and so the only way of knowing the origins of a particular contaminant is to identify/characterise it to a specific strain and then match that with a strain elsewhere in the environment or in a particular food ingredient.

We are world leaders in this type of work, utilising state-of-the-art molecular, biochemical and phenotypic methods - picking those that best solve your problems. We can also offer back-up information as part of the service, such as details of possible sources of the problem organisms, or information about known food poisoning outbreaks.

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### Packaging factsheet

Have you ever wondered what sort of physical tests can be carried out on packaging to evaluate whether it is fit for purpose and will stand up to the rigours of processing and distribution? For a free introductory guide and aide memoire, send an e-mail to [auto@campden.co.uk](mailto:auto@campden.co.uk) with the subject line: **send packtest**

For more information on our autoresponder system in general...

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## Service FEATURE

### Allergen services

Allergen management is a major task for the food and drinks industry. The ultimate requirements are to ensure that those who suffer from specific allergies know which foods contain problem ingredients, and that other foods do not unknowingly contain allergens. Helen Brown, of our Biochemistry section, explains:

*"Several countries and regions (including Europe, USA, Canada, Japan, Australia and New Zealand) have introduced legislation which requires the presence of the major food allergens, or their derivatives, to be labelled when included as ingredients in pre-packed foods. Our legislation team can explain the way in which presence must be indicated, and can also give advice on which derivatives are exempt from declaration because they do not pose a problem.*

#### > Cross contamination

*Situations when allergenic foods are unintentionally present due to cross-contamination are not covered by labelling legislation. However, preventing such contamination is vitally important. Allergen management requires assessment of the potential risks of cross-contamination at every step of the food production process, and the implementation of steps to minimise or prevent it. This may include supplier questionnaires to check the allergenic*





status of ingredients, physical segregation within the production area, and scheduling of production runs, as well as ensuring that packaging and labelling of the final product are correct.

In many factories, allergen-containing products are processed on the same lines as allergen-free products, so an effective and well-managed cleaning regime is imperative. We can provide help and advice on this, and can analyse surfaces to see if any allergens remain. These can be used to provide evidence that the cleaning regime is effective, as well as in confirming the allergenic status of raw materials."

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## > Publications

Backing up these services we have issued a number of relevant publications, such as *Validation of cleaning to remove food allergens* (Guideline No. 59), which gives detailed guidance on how to demonstrate that cleaning mechanisms are effective. It also details what tests are available, sampling options and the limitations of testing. It does not discuss cleaning per se, as this is covered in our related guide *Cleaning and disinfection of food factories: a practical guide* (Guideline No. 55).

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## I didn't know you did that

Do you know all you need to know to get the most out of us? We find with some members and clients that, whilst fully familiar with some of our activities, they are less aware of others that could be equally valuable to them.

Our new audio CD is an easy way of sampling the breadth of our activities, and a great way of using travel time. Interviews with our experts cover topics ranging from product benchmarking, managing allergens, and wine quality to packaging technology, the latest in food hygiene, and analytical method validation.

The disk is available free on request or on pick-up from Reception when you are visiting. For those who prefer downloadable formats, the interviews can also be downloaded as podcasts from iTunes or our website at [www.campden.co.uk/podcasts.htm](http://www.campden.co.uk/podcasts.htm). To request a copy by post please send an e-mail with your postal address.

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## Uncertain results

All measurements are inexact to some degree. Calculating this measurement uncertainty (MU) and, importantly, assessing what it means can appear daunting. However, it is a key factor in evaluating the significance of analytical results and is becoming increasingly important for accreditation purposes. We have produced a short introductory guide to MU. Keith Jewell explains the take-home messages:

*"ISO 17025 requires laboratories to accompany a result with an estimate of MU when it is relevant to the validity or application of the test results, when a client's instruction so requires, or when the uncertainty affects compliance with a specification limit. So it is important that you understand the background to how it is estimated and therefore be confident that it contains all relevant uncertainty components. A smaller MU does not necessarily mean a better measurement. It could imply that fewer factors have been taken into account."*

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To receive a copy of the guide, send an e-mail to [auto@campden.co.uk](mailto:auto@campden.co.uk) with the subject line: **send uncertainty**

# Contact

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Fax: +44(0)1737 822747  
[www.bri-advantage.com](http://www.bri-advantage.com)

## Seminars

*Campden site unless stated otherwise*

### International food microbiology conference 24-25 November 2010

[www.campden.co.uk/food-microbiology-conference.htm](http://www.campden.co.uk/food-microbiology-conference.htm)

### Food labelling update

2 December 2010

[www.campden.co.uk/food-labelling-seminar.htm](http://www.campden.co.uk/food-labelling-seminar.htm)

### Baking for a healthier diet

7 December 2010

[www.campden.co.uk/baking-healthier-seminar.htm](http://www.campden.co.uk/baking-healthier-seminar.htm)

### Cleaning and disinfection conference

9-10 December 2010

[www.campden.co.uk/cleaning-disinfection-conference.htm](http://www.campden.co.uk/cleaning-disinfection-conference.htm)

### Sensory evaluation workshop

14-17 February 2011

[www.campden.co.uk/training/sensory-evaluation.htm](http://www.campden.co.uk/training/sensory-evaluation.htm)

### Microbiological safety of UK raw milk cheeses

8 March 2011

[www.campden.co.uk/cheese-safety-seminar.htm](http://www.campden.co.uk/cheese-safety-seminar.htm)

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## Cleaning validation

Following collaborative work done by us with Vikan, they have placed a new piece of equipment in our hygiene labs. This will further enhance our services to clients in the evaluation of methods and chemicals for cleaning surfaces, as Lawrence Staniforth explains:

*"One of the biggest problems that companies have when trying to evaluate the efficacy of their cleaning materials and chemicals is to standardise the amount of cleaning done - that is, how much effort is put in to wiping.*

*This new equipment will allow us to do this automatically. It means that we can control the pressure, time and speed of a cleaning action. This will enable us to investigate how suitable different mops, brushes, cloths and squeegees are for cleaning in different scenarios, as well as comparing different detergents and disinfectants. Another benefit is that we will be able to evaluate the longevity of disinfectants designed to have a residual effect - by ensuring that a controlled amount of the chemical is left on the surface. So if you are looking to evaluate any of your cleaning systems, please give me a call."*

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## Come and visit

Our research has shown that members who visit us, to tour the site and talk to the staff, get much more from their membership! Have you visited us yet? Please get in touch so that we can organise a personalised visit and site tour:

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## WELCOME TO NEW MEMBERS

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

**Ashfield District Council** - a local enforcement authority

**Consolidated Biscuit Co Ltd** - a manufacturer of biscuits and snack foods based in Malta

**Gastraval SL** - a manufacturer of ready to eat chilled meals based in Valencia

**Gum Products Intl** - a purveyor of texturing systems for the food industry based in Ontario

**Inka Crops S.A.** - a snack food company based in Lima

**Marstons Foods Ltd** - a manufacturer of chilled and frozen desserts

**La Tua Pasta Ltd** - a manufacturer of fresh pasta

**Lee Kum Kee Intl Holdings Ltd** - a manufacturer of Chinese sauces based in Hong Kong

**Vanilla Bean Cafe** - a cafe developing own range of salad dressings

Contact: **Clare Brett** +44(0)1386 842125 [membership@campden.co.uk](mailto:membership@campden.co.uk)

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