



Food
Standards
Agency
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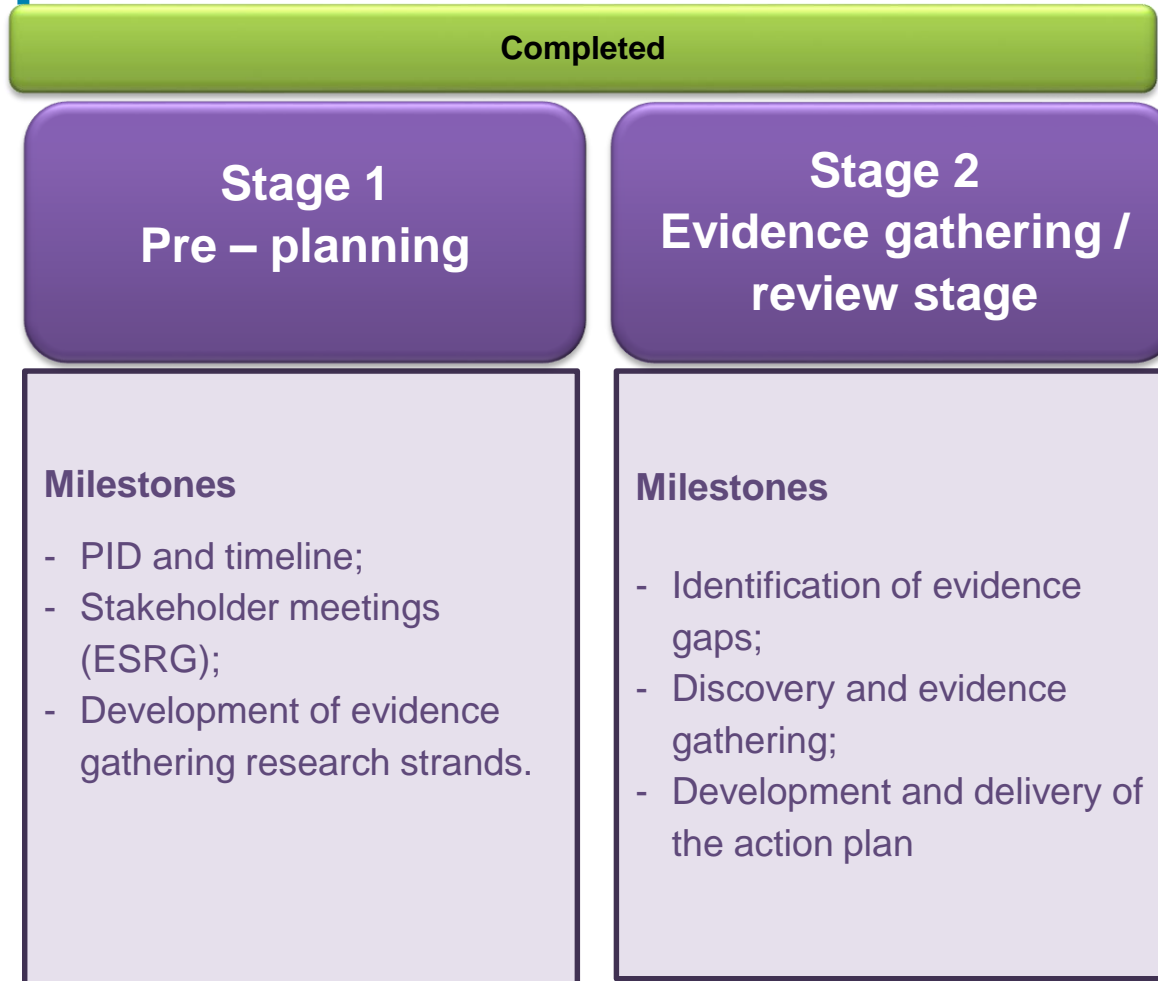
Overview

- Background to the project
- Project phases – work to date and where we are now
- Discussions at the FSA/FSS Board meetings
- How we plan to deliver the next phase of the project

Background to the project

- Started September 2016
- Review to consider effectiveness of food withdrawals and recalls
- Scope – withdrawal and recall in the retail sector
- Out of scope – feed and service sector (hospitality/catering)

Project Phases 1 and 2 – review complete



Reviewing the current system

FSA internal research:

- Analysis of FSA recall data
- International comparison of food recall systems
 - Ireland/Australia/New Zealand/USA/Canada
- In depth case reviews

Externally commissioned research:

- Kantar public – industry, consumer and competent authority perspectives

Discussions at the FSA/FSS Board Meetings

Presented four themes as outcomes -
Theme 1:

*A withdrawal and recall system
that is founded on a clear and distinct set of roles
and responsibilities,
agreed and commonly understood by all
participants*

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Discussions at the FSA/FSS Board Meetings

Presented four themes as outcomes -
Theme 2:

*Information to consumers is consistent and
accessible,*

*based on proven best practice and underpinned by
cross-industry sharing of approaches and impact*

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Discussions at the FSA/FSS Board Meetings

Presented four themes as outcomes –
Theme 3:

*The public are aware of the recall process
and what actions they should take*

Discussions at the FSA/FSS Board Meetings

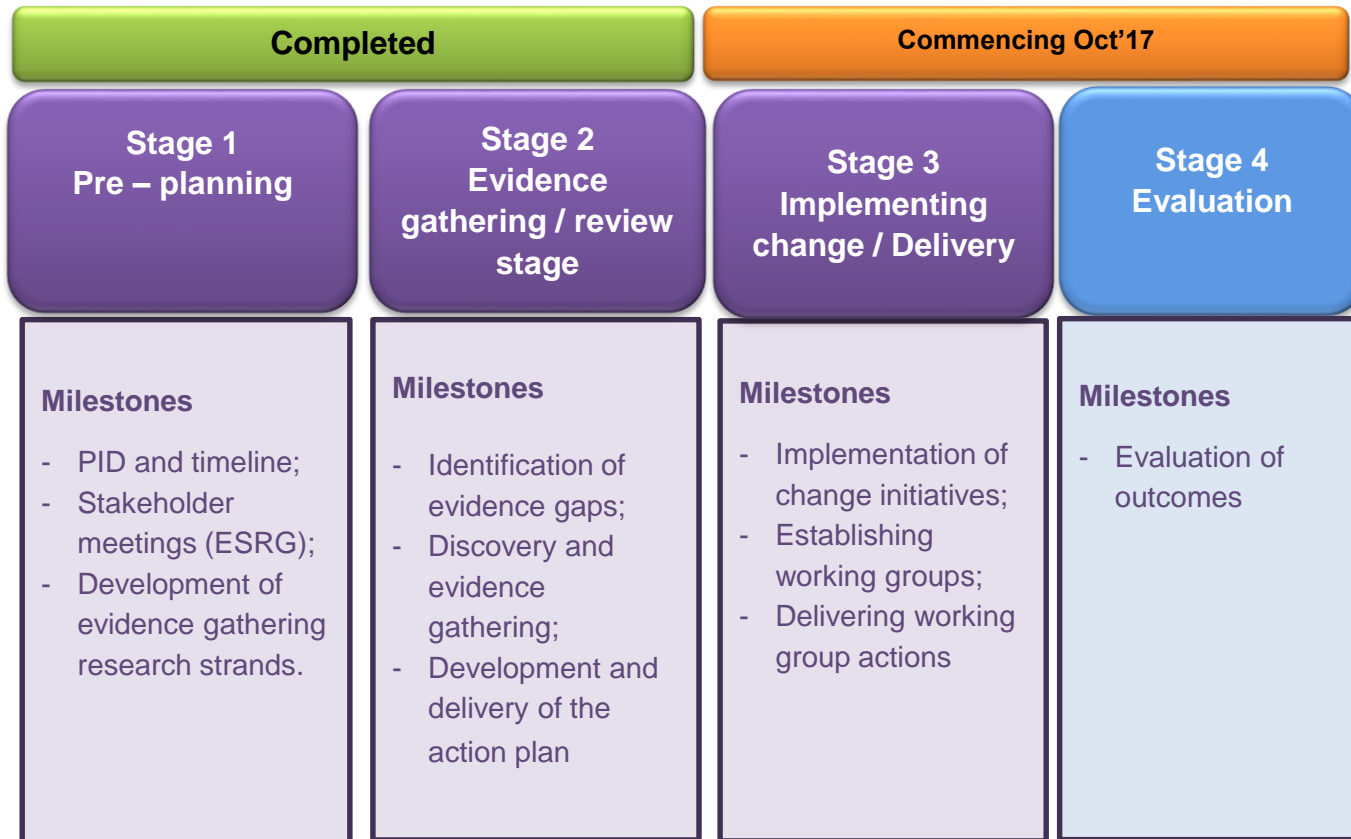
**Presented four themes as outcomes –
Theme 4:**

Feedback loops and a philosophy of continuous improvement amongst all stakeholders underpins the withdrawal and recalls system

Discussions at the FSA/FSS Board Meetings

- Main area to focus effort is on prevention – therefore a strong emphasis on the last outcome
- Referenced seeing a reduction in the number of recalls – FSS Board didn't agree with this
- Consistency important
- No measures of success yet – needs further consideration and to be brought into the delivery plan
- Scepticism on driving consumer awareness –
'Shouting into a void'?

Project phases 3 & 4 – Delivery and Evaluation



Project phase 3 – Delivery Phase

