

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



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



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



Presented four themes as outcomes – Theme 3:

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



Presented four themes as outcomes – Theme 4:

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



- 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

Completed		Commencing Oct'17	
Stage 1 Pre – planning	Stage 2 Evidence gathering / review stage	Stage 3 Implementing change / Delivery	Stage 4 Evaluation
 Milestones PID and timeline; Stakeholder meetings (ESRG); Development of evidence gathering research strands. 	 Milestones Identification of evidence gaps; Discovery and evidence gathering; Development and delivery of the action plan 	 Milestones Implementation of change initiatives; Establishing working groups; Delivering working group actions 	Milestones - Evaluation of outcomes



Project phase 3 – Delivery Phase



