

Foodsafety in Europe

What could be applicable for the
Caribbean?

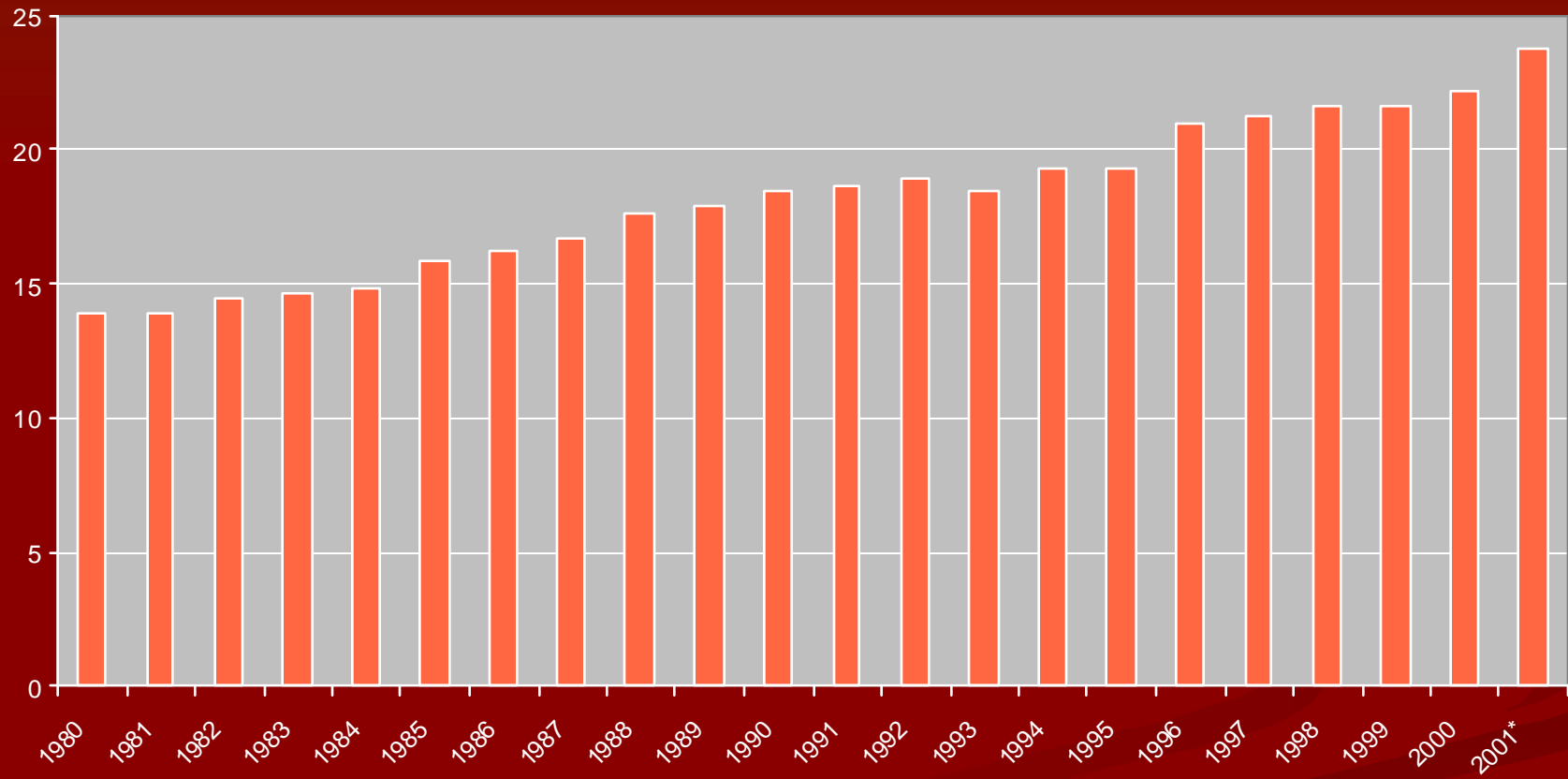
Water Pick-up; the EU experience

- We started like you marinating at 5-10%; it helped improving taste and profit
- R&D found tricks to improve water pickup till 40-50%
- breaded products: 45% water and 30% breadcrumbs
- in the end consumers boycott the once very profitable products
- actual: low-level maximum regulations

15 countries, and 10 to come



Poultry meat consumption EU



Broiler performance in Holland

- Marketleader in breed:

Ross 508 (60% market share)

- Slaughtered after: 38 days
- Average weight: 2100 gram
- Feedconversion ratio: 1,65
- Breastyield: 27,5 % (=18,5% of liveweight)

Foodsafety

Expert view:

- Better than ever, but
- never so many questionmarks

Foodsafety is a hype in the western world.

Ranking human health risks

■ Old age	100
■ Overweight	99
■ Smoking	90
■ Alcohol	70
■ Passive smoking	50
■ Violence, riots	20
■ Traffic accidents	10
■ Foodborne diseases	<1
incl SALL spp and CAMP spp	

Pushing powers behind foodsafety improvements in the EU:

- Supermarkets
- HACCP “legislation”
- product liability laws

Foodsafety 'legislation'

- EU has no central government, but a 'EU-commission' at Brussels, Belgium
- Within EU: areas of harmonisation, fi food and agriculture
- Harmonisation = EU Directive. This is an obligation for membercountries to incorporate the directive in their own legal system
- Outcome (after many years): 15 lookalike regulations, with (sometimes substantial) local differences.

Poultry Directives

- 71/118/EEC; reg poultry processing
- 92/116/EEC; reg poultry processing
- 93/43/EEC; reg hygiene in foodproduction
- 2001/471/EC; reg HACCP
- 2002/99/EC; reg EU-imports poultrymeat

Foodsafety: regulatory framework

- EU directives very detailed
- EU Inspection Agency, Dublin, I, supervises in all memberstates
- Local food- and animal health authorities are fulltime present and inspect in all slaughterhouses and processing plants (also in very small units): animal health, foodsafety, bird inspection, processing and sanitation.
- Expert view: EU has (at least on paper) the highest poultry foodsafety-standard in the world.

Foodsafety: management attitude

- In practice the foodauthorities are cooperative, as long as management continues to make progress in hygiene, pestcontrol, improving equipment, education of employees and other preventive foodsafety action.
- The strict rulings give a lot of power to inspectors, because you always are in conflict with some rules.
- Permanent closing of a processing plant in 20 years in Holland: 1 (out of 50 professional plants) and a few very small operations

Foodsafety and newspapers

- Dioxine carcinogenous
- Nitrofuran toxic/carcinogenous
- antibiotics long term resistance
- Salmonella gastro entiritis risk
- Campylobacter gastro entiritis risk
- Lysteria serious gastro entiritis risk
- E. coli serious gastro entiritis risk
- GMO-feed (soya) unknown risk
- NCD no foodsafety risk, but ...
- FMD no foodsafety risk, but ...
- Fowl pest no foodsafety risk, but ...
- BSE probably no foodsafety risk
- NOTE: no hormone scandals

salmonella

- Presence in consumer products, based on official survey Dutch food authority:

(% of samples)	Sall. spp	Campylob. spp
1993	38	40
1998	14	64
2000	21	31
2001	16	32

Salmonella policy; the Netherlands

- Policy: start with clean birds, and keep them clean
- Stamping out SE, ST; breeder stock only
- Monitoring all hatcheries and farmsheds; weekly
- Daily slaughter-sequence: clean sheds first
- Reduction of sal-presence: levels now 3-5 %
- No solution for campylobacter

HACCP as a remedy?

- At least very helpful
- HACCP principles focus on weakpoints
- Forces to think and rethinks the hazards in advance
- Clear instructions for everybody involved, what- to-do-if.....
- Pressure from foodauthorities keep the system alive
- HACCP can substantially contribute to foodsafety improvements

Foodsafety poultry: lessons for the Caribbean (?)

- After 15 years of working on foodsafety in Europe: nobody is satisfied
- Starting point for Caricom even more complicated:
 - strong pricepressure; competition from PS-BO
 - no central foodsafety authority
 - limited knowledge
 - no substantial external offensive push
- So expect a 10-year-plus program !

- In Holland we face identical problems, maybe on another level
- Poultry industry approach: Modular Masterplan, aimed at improvements both in Productivity and Quality
- Complicated, so modular and step-by step
- Certification, labeling and marketing the superior quality and safety
- → relevant parts of this approach could be copied and adapted for the Caribbean ! ←

Carichick Masterplan

- Draft-Masterplan could be finished in three month
- Steering committee (industry and gov) approval will take 1-3 month
- Funding will take ?
- First pilots could start in autumn 2003 (?)

Masterplan: 3 major items

- Productivity improvements in all sectors of the poultry production chain
- ongoing product-quality improvements
- foodsafety improvement program

Foodsafety program should be based on three pillars:

- **Government:** protect your own poultry industry better against price competition from outside
- **Foodauthorities:** start a upgrade-program for PS-BO: licenses; sanitation, training
- **Industry:** start a serious, HACCP-based foodsafety improvement project from breeder-till-retailer

Leading principles

- introduce a modular step-by-step approach, and
- work according the masterplan but be prepared to react on hypes, scandals and political hickups
- start with the modules closest to the consumer, and work backwards
- continue to cooperate industry/government

**Foodsafety improvement is a
ongoing journey, without a port
of disembarkment.**

It is never ready.

So keep moving!