

## External Stakeholder Research Group Meeting - 15 June 2017

### Feedback from the Industry Group

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#### Areas of clarity for the Kantar research report:

- Overall the research as presented through the presentation was considered to be good.
- Could the report provide further details over FBO 2<sup>nd</sup> and 3<sup>rd</sup> party accreditation bodies? supporting the recall process. Was there any impact on reported systems for recalling food? Is it possible to explore this within the research?
- Metrics, has the research identified what needs to be measured, are we sure that we have defined what success looks like. Is it possible to achieve a 100% success rate for a recall, given that some consumers will not respond to a recall or throw the product away? Can the research say what success would look like?
- Standardisation of consumer information should be looked at, such as POSN
- LAs should be used to reach those FBOs that have problems receiving and responding to recalls. It was suggested by the group that LAs could play a role in helping to educate SMEs on the recall process and their role within it.
- The sharing of root cause analysis, was considered to be a good idea providing the information could be anonymised and shared. It was suggested that standard questions may be an approach that could be used to develop this area.

#### General points of discussion from the Consumer group and on areas for improvement

- FSA to develop standard questions as part of the process of developing an approach to root cause analysis.
- Guidance needs to be improved to ensure we have defined roles and responsibilities. Guidance should support SMEs to produce a recall plan.
- The risk assessment process needs to be better explained, possibly through Safer Food and Better Businesses guidance. In addition a common approach to risk assessment should be developed.
- Minimum and common sets of communications to consumers need to be produced, agreed and endorsed.
- There should be more work to educate the consumer on their responsibilities, again what is success in relation to a recall ? should there be further research in this area.

- We need to develop a strategy to deal with food waste generated by allergen affected recalled products.