

Newsletter

July 2013



Get your consumers to act more sustainably!

New member-funded research is looking to see whether consumers can be persuaded to be more aware of sustainability issues in food production and supply, and change their food consumption behaviour as a result.

Consumer concerns

Previous studies have enabled us to gain an in-depth knowledge and understanding of different consumer concerns and barriers when purchasing products with specific ethical and environmental benefits or claims - such as the provision of health claims, and references to free-range or organic production, and fair-trade origin. Cost, awareness and knowledge relating to the perceived social and environmental benefits of the product appear to influence consumer food choices. The new project is building on this knowledge. It will focus on studying consumer attitudes and implementing test communication strategies in order to influence consumer behaviour. As end users of the food chain, consumers' positive views and purchasing intentions are essential in encouraging sustainable food production.

Literature is being reviewed to define the scope of the terms 'sustainability' and 'sustainable food', and on research findings with respect to consumers' attitudes and behaviours in relation to them. This will be followed by intervention studies.

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Your partner for
sustainability



Research

EU sustainability research



Economically and Ecologically Efficient Water Management
in the European Chemical Industry



We are involved in many EU research projects, including three related to sustainability issues: NAMASTE (sustainable conversion of citrus by-products into food ingredients), SUSCLEAN (sustainable cleaning for the fresh-cut produce industry), and E4Water (ecologically efficient water management).

The output from the Namaste project, in which Campden BRI Hungary has played a major role, was discussed at a free workshop at our Campden site last month. Many millions of tons of plant processing by-products, particularly in the fruit and cereal processing sectors, are produced annually. Their exploitation as a value-added commodity is currently compromised through inadequate biological stability. As a result, a large portion of these materials continues to go to landfill. This represents a loss of resource and an economic burden on processing activities.

The NAMASTE workshop focused on innovative and industry-relevant approaches for the use of citrus by-products and wheat bran through their sustainable conversion into health-related food ingredients, foods and feeds.

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NAMASTE: [András Sebők](mailto:András_Sebők) a.sebok@campdenkht.com

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A code of practice for food microbiology laboratories

handling food, drink and associated samples

Microbiological analysis of foods can involve a range of techniques. Obtaining valid and meaningful results, however, requires good practice to be applied throughout the analytical process. Guideline 9, 4th edition provides a firm basis on which to establish and maintain such good practice. Although extensively revised and updated, its focus remains strongly practical.

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Biogas from waste

Anaerobic digestion of waste is a reliable technology that has the potential to generate over 10% of the UK's gas demand. In addition, it is a sustainable way to convert organic waste into renewable energy and biofertilisers, and results in carbon footprint reduction. We are partnering with Ainia, experts in bioenergy, to deliver a biogas seminar on **17 October**.

The seminar will give an overview on how to design and build a feasible biogas plant and optimise biogas yield. Delegates will have the chance to visit an anaerobic digestion plant which uses biogas in a one megawatt engine.

Leading on from the seminar we are looking to develop a service aimed at helping businesses to use biogas.

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Be cool - save energy

The EU COOL-SAVE project is looking to reduce energy consumption in food and drink industry cooling installations using vapour-compression.

The project involves 9 partner organisations, including Campden BRI Hungary, and focuses on identifying which installations offer opportunities for improving energy efficiency with minimal financial investment. To identify these, a detailed study of the industrial mechanical compression refrigeration systems is being carried out, involving 25 leading food and drink businesses located in different climatic areas across Europe.

The main objective of COOL-SAVE is for participating companies to achieve 15% savings in their industrial cooling energy usage, to implement these efficiency strategies and produce a good practice document based on the energy efficiency and cost-benefit data collected.

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www.cool-save.eu



Jeremy Davies in Qatar

Campden BRI Corporate Services Director Jeremy Davies recently took part in a UK Trade and Investment-led mission to Qatar - as part of a scoping exercise for the Qatari National Food Security Programme. Qatar does not have a major production infrastructure and also has very limited water resources. The mission's aim was to evaluate what expertise and practical assistance the UK in general could offer Qatar. Jeremy was accompanied by representatives from CABI, Cranfield University and EBLEX. He commented: "Our involvement in this mission is a reflection of the high regard in which our expertise is held, particularly the work that Special Projects Manager Anton Alldrick is currently undertaking in the country in supporting food safety."

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New this month

GAP white paper

Campden BRI, in conjunction with CABI, has produced a free white paper, which gives more information on good agricultural practice (GAP) and the private voluntary standards that underpin GAP and increasingly are an important aspect of governance in the supply chain. To receive a copy, send an e-mail to auto@campdenbri.co.uk with the subject line: send GAP

Chemical analysis moves on

Recent developments in techniques under the broad umbrella of chemical analysis have allowed us to investigate and solve problems that were previously major challenges.

www.campdenbri.co.uk/blogs/campdenbri-blogs.php

Disinfectant testing: video

Disinfectant testing is key to managing the hygienic production of food and drinks. We provide advice and testing of disinfectants and cleaning materials.

www.campdenbri.co.uk/videos/disinfectant-testing.php

Enzymes in feed systems: case study

www.campdenbri.co.uk/case/enzymes-feed-systems.php

Energy and water efficiency benchmarking



Our Brewing Division, in conjunction with KWA Business Consultants, has completed the worldwide benchmarking study of energy and water efficiency in the brewing sector for 2012. This is the fourth in the series of studies funded by the Dutch Brewers Association. Anastassia Johnson explains:

"We contacted breweries producing more than 0.5 million hectolitres of beer a year asking for their data on

energy and water use, as well as production volumes and packaging mix. The 2012 benchmark study was based on data for 2011 activities and we received environmental information from over 200 breweries worldwide.

The results of the benchmarking project showed that energy efficiency improved by 9.6% compared to 2008, and by 27% since the first study conducted in 1999. Water efficiency improved by 8.3% compared to the 2008 benchmark."

These data support an earlier benchmarking study of breweries in 30 European countries undertaken in 2011.

The study was based on data from 2008-2010 and showed energy use decreased by 3.8% between 2008 and 2010 and water use by 4.5%.

Anastassia comments: "Building on the extensive benchmarking experience, our Environmental team is able to advise you on how your company's environmental performance compares with that of your peer organisations. Benchmarking is a useful tool in putting your company's performance and initiatives in perspective and ensuring that your performance is in line with your industry's best practice."

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Campden BRI Day 2013 Highlights



Over 500 members and guests registered for Campden BRI Day 2013

The Annual Campden Lecture was again a highlight, given this year by Michael McCain, President and CEO, Maple Leaf Foods Inc., Canada. Taking *Towards a global food strategy - from discourse to dialogue* as his theme, Mr McCain vividly outlined his vision of what is required of us all if we are to develop a truly sustainable food production system. The lecture is available as a podcast at www.campdenbri.co.uk/podcasts.php. For a transcript, send an email to auto@campden.co.uk with the subject line: **send Lecture2013**



A new highlight this year was the judging of the UK final of Ecotrophelia - a competition for student teams developing eco-innovative food products. The winners were a team from Harper Adams University for their 'Hearty meal' - a ready meal offal pie consisting of various types of offal, vegetables and potatoes. (see www.ecotrophelia-uk.org)



The Heinz Award for Excellence is awarded to an employee of Campden BRI who has demonstrated extraordinary scientific contributions to the food processing industry in recent years. This year it was presented to Dr. Dean Burfoot for his work on reduction of *Campylobacter* contamination on poultry.

The exhibits and displays were based around 4 themes: research and innovation; analysis and testing, knowledge management, and operational support. Visitors also took the opportunity to tour our processing, product development and sensory science facilities. Visit our Campden BRI page for a chance to view exhibit posters.

Members



This page highlights the latest news and information for our members.

Visit Member Zone to access privileged member information and services www.campdenbri.co.uk/memberzone.php

Welcome to new members

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

- Alltech (UK) Ltd** - an animal health and nutrition company
 - Bactest Ltd** - specialist in the development of micro testing systems
 - Brand Packaging Services** - packaging company and specialist in branded and bespoke food and beverage gifts
 - Classic Desserts Ltd** - manufacturer of gateaux and cakes
 - East and West Foods Ltd** - retailer and sauce manufacturer
 - Group Learner Ltd** - developer of a food safety software platform
 - Ivory and Ledoux Ltd** - importer of canned ambient goods
 - KP Snacks Limited** - crisp, snack and nut manufacturer
 - Procter & Gamble** - Breakthrough Cleaning and Sanitisation Team - cleaning and sanitisation specialist
 - Recycling of Used Plastic Ltd (ReCoup)** - plastic packaging recycling company
 - Stir Ltd T/A Fruit Broo** - manufacturer and distributor of hot fruit drinks
- Clare Brett** +44(0)1386 842125 membership@campdenbri.co.uk

Please notify the Membership Department of any name or address changes to allow us to keep our records up to date.

Campden BRI

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