

FOOD STANDARDS AGENCY TO LAUNCH NEW FOOD HYGIENE CAMPAIGN

A major new campaign on food hygiene is about to be launched by the Food Standards Agency (FSA). The campaign will be targeted primarily at all catering establishments as well as the general public with its main aim being to help reduce the increasing number of people in this country



who suffer each year with the symptoms of food poisoning. (These symptoms can include diarrhoea,

being sick, nausea, stomach cramps etc.)

The campaign will be introduced in a staged approach. In the first instance, the FSA will shortly be sending out an information pack to caterers.

This pack contains basic information concerning hygiene requirements on your premises; your legal responsibilities; where to go for help and advice and a short note on the FSA itself.

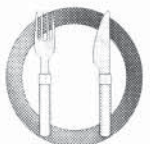
The campaign will continue by using a multi-media approach e.g. there will be adverts in the trade press, on the T.V., and at cash-and-carry warehouses. A special campaign phone-line will take orders for food safety publications and direct callers to other sources of information including the new FSA HACCP unit.

So, you may ask, what's the extent of my involvement in all this?

Well, as a food business, you have a legal- and moral duty- to provide the public with food that is safe to eat. Any failure to do so could result in drastic formal action against your business along with the bad

publicity that goes with such action! Imagine for a second the consequences if the Environmental Health Inspectors were to close your business because of serious faults; this could end up costing you thousands of pounds!

The FSA
and Local
Authorities do



not want such a situation to ever arise, and are committed to provide as much help to businesses as they can.

It is the main aim of the FSA to become the UK's most trusted and reliable source of information and advice on all aspects of food and food hygiene. It exists to help everyone – including yourself – in their efforts to drive down the number of food poisoning cases.

Please watch out for the campaign and join in accordingly!

HEART OF ENGLAND FOOD SAFETY FORUM

The next meeting of the local food safety forum will take place on Monday February 4th in the catering block of the North Warwickshire and Hinckley College in Glebe Lane, Nuneaton.

The Forum is now one year old, and has taken on different formats in that time. However, its rationale has always been the same – to provide an opportunity to forge closer links with local businesses.

Following on from the last Forum in October 2001, guest speakers have again been invited, and they will be giving talks on these topics:

- Hazard Analysis - a legal requirement on all food businesses
- Food Hygiene Training – an alternative approach
- Update on the Food Standards Agency's Food Hygiene Campaign and website

If you feel that there is a particular topic you would like to see discussed at a future Forum, then please notify a member of the Council's Food Safety Team and we shall endeavour to do our best to include it. It is hoped that the Forum will examine more specific subjects as the need arises.



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