

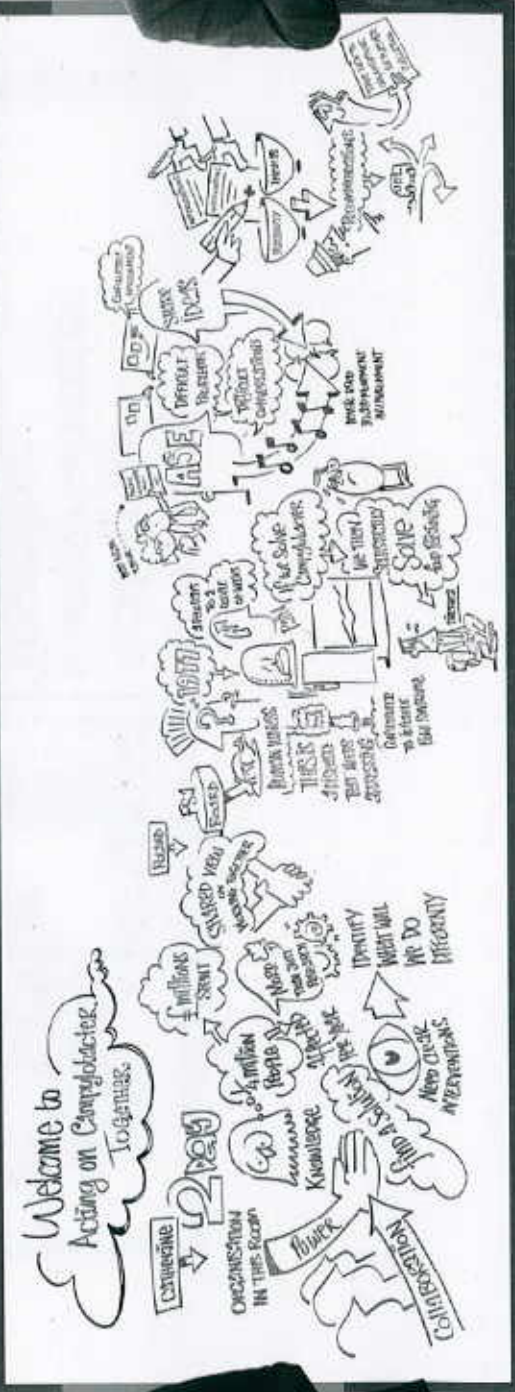
**ACT** | Acting on  
Campylobacter  
Together

LONDON ASE 3RD AND 4TH JUNE 2014

**Catherine Brown – CEO FSA**

It is our responsibility and within the power of every one of us in the room to make the difference. We are all consumers and we all know people who have that their lives miserably affected by Campylobacter. We aren't alone in this, last month the EU held a workshop and the FSA have been working with the Poultry supply industry for many years but no clear way to make an impact has yet been found. So we are asking you how we can really make a difference, moving from research and into action.

Reducing Campylobacter is a tough nut to crack but we are in a unique position to make that difference. You are here to save lives.



# ACT

LONDON ASE 3RD AND 4TH JUNE 2014



# Agenda Day 1 & Day 2

## The Event

The Acting on Campylobacter Together event was held on the 3<sup>rd</sup> and 4<sup>th</sup> of June at Capgemini's London ASE (Accelerated Solutions Environment) Centre. It was a unique opportunity for representatives of forty five organisations and consumers to collaborate over an intensive two days. The purpose was to identify how we can together achieve the Campylobacter Joint Working Group's target:

To reduce the percentage of the most heavily contaminated chickens with Campylobacter at the end of the slaughter process from 27% to 10% by 2015, as well as reducing human infection of consumers.

**Event Outcomes & Objectives**

The Campylobacter Joint Working Group has adopted the target of reducing the percentage of the most heavily contaminated chickens with Campylobacter at the end of the slaughter process from 27% to 10% by 2015, which should reduce human illness.

**Objectives**

To achieve this target, the group has agreed to:

- 1. To have a target of 10% for the most heavily contaminated chickens at the end of the slaughter process by 2015.
- 2. To have a target of 10% for the most heavily contaminated chickens at the end of the slaughter process by 2015.
- 3. To have a target of 10% for the most heavily contaminated chickens at the end of the slaughter process by 2015.



## DAY 1

WELCOME AND INTRODUCTION

WARM UP EXERCISE

CAMPYLOBACTER: ACHIEVEMENTS TO DATE & OUR CURRENT STATE OF KNOWLEDGE

LEARN ABOUT POSSIBLE INTERVENTIONS

POTENTIAL INTERVENTIONS ON FARM

POTENTIAL INTERVENTIONS IN PLANT & RETAILERS

BROAD APPROACHES

LUNCH

POTENTIAL INTERVENTIONS ON FARM

POTENTIAL INTERVENTIONS IN PLANT & RETAILERS

NON-SELECTED

NON-SELECTED

BRAINSTORM FURTHER INTERVENTIONS

ASSESS POSSIBLE INTERVENTIONS

CLOSE DAY 1

## DAY 2

REFLECTIONS ON DAY 1

GROUP CONVERSATION

TAKING THE INTERVENTIONS FORWARD

THE CONTRACT

WHAT DOES MY ORGANISATION NEED TO DO?

CLOSE & NEXT STEPS

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# Participants

<p>Registration 12 (H) and 13</p> <p>Bob Martin</p> <p>Catherine Brown</p> <p>Darren Holland</p> <p>Registration 12 (H) and 13</p> <p>Etta Campbell</p> <p>Registration 12 (H) and 13</p> <p>Jacqui McElhiney</p> <p>Jane Davies</p> <p>Registration 12 (H) and 13</p>	<p>FSA</p> <p>BBSRC</p> <p>Sainsbury's</p> <p>Sainsbury's</p> <p>AHVA</p> <p>Morrisons</p> <p>Asda</p> <p>Tesco</p> <p>FSA</p> <p>FSA</p> <p>FSA</p> <p>Red Tractor</p> <p>Consumer Advisory Panel</p> <p>FSA</p> <p>Tesco</p> <p>Red Tractor</p> <p>Waitrose</p> <p>Faccenda</p> <p>Aldi</p> <p>Asda</p> <p>Campden BRI</p> <p>Consumer Advisory Panel</p> <p>Waitrose</p> <p>BBSRC</p> <p>BRC</p> <p>Defra</p> <p>Ministry of Economic Affairs (NL)</p> <p>FSA Board</p> <p>Aviagen</p> <p>NFU</p> <p>Moy Park</p> <p>Danish Veterinary &amp; Food Admin</p> <p>The Co-operative</p> <p>Nottingham University</p> <p>FSA S</p> <p>FSA W</p> <p>Independent Consultant</p>	<p>Javier Dominguez</p> <p>Registration 12 (H) and 13</p> <p>Maria Jennings</p> <p>Registration 12 (H) and 13</p> <p>Martin Evans</p> <p>Registration 12 (H) and 13</p> <p>Michael Wight</p> <p>Registration 12 (H) and 13</p> <p>FSA</p> <p>Marks and Spencer</p> <p>CIEH</p> <p>Bernard Matthews</p> <p>BHA</p> <p>Cargill</p> <p>Waitrose</p> <p>BVPA</p> <p>Aberdeen University</p> <p>2 Sisters</p> <p>FSA NI</p> <p>European Commission</p> <p>Capgemini</p> <p>2 Sisters</p> <p>FSAI</p> <p>FSA</p> <p>Lidl</p> <p>FSA NI</p> <p>Marks and Spencer</p> <p>FSA Ops</p> <p>Oxford University</p> <p>CRESA</p> <p>FSA</p> <p>Defra</p> <p>Bailey's Turkeys</p> <p>FSA</p> <p>FSA Comms</p> <p>Bristol University</p> <p>Moy Park</p> <p>FSA</p> <p>Public Health England</p> <p>AIMS</p> <p>DARD</p> <p>FSA Ops</p> <p>National Consumer Federation</p> <p>Independent</p> <p>AIMS</p>	<p>London Food Co-ordinating Group</p> <p>Nepluvi (NL)</p> <p>IHP/Chesterfield Poultry</p> <p>Cargill</p> <p>2 Sisters/Roslin Institute</p> <p>BPC</p> <p>National Federation of Meat and Food Traders</p> <p>FSA Board</p> <p>Swansea University</p> <p>Liverpool University</p> <p>FSA</p> <p>2 Sisters</p> <p>FSA</p> <p>Tesco</p> <p>Faccenda</p> <p>FSA</p> <p>Which?</p> <p>FSA Board</p> <p>Tesco</p> <p>Morrisons</p> <p>Tesco</p> <p>FSA</p> <p>Moy Park</p>
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# Tradeshows

Regulation 12 (9) and 13

- FSA

The tradeshows offered the participants an overview of the potential interventions that were generated during a series of focus interviews involving more than ten of the present organisations. The group were given details about qualified interventions for on farm and in plant and retail, along with the non-selected interventions, and those with a broader focus.



## Glossary:

**Potential Intervention;** a tangible action/s or technical process that is likely to contribute to achieving our 27%-10% target or reduce confirmed cases by the end of 2015

**Non selected interventions;** as it is unlikely to contribute to achieving our 27%-10% target or reduce confirmed cases by the end of 2015

**Broad Approach;** a general strategic driver/enabler for change which will underpin other specific interventions



Potential interventions on farm  
*Javier Dominguez*



Potential interventions in plant & retailers  
*Regulation 12 (9) and 13*



Non selected interventions  
*Regulation 12 (9) and 13*



Broad approaches  
*Bob Martin*

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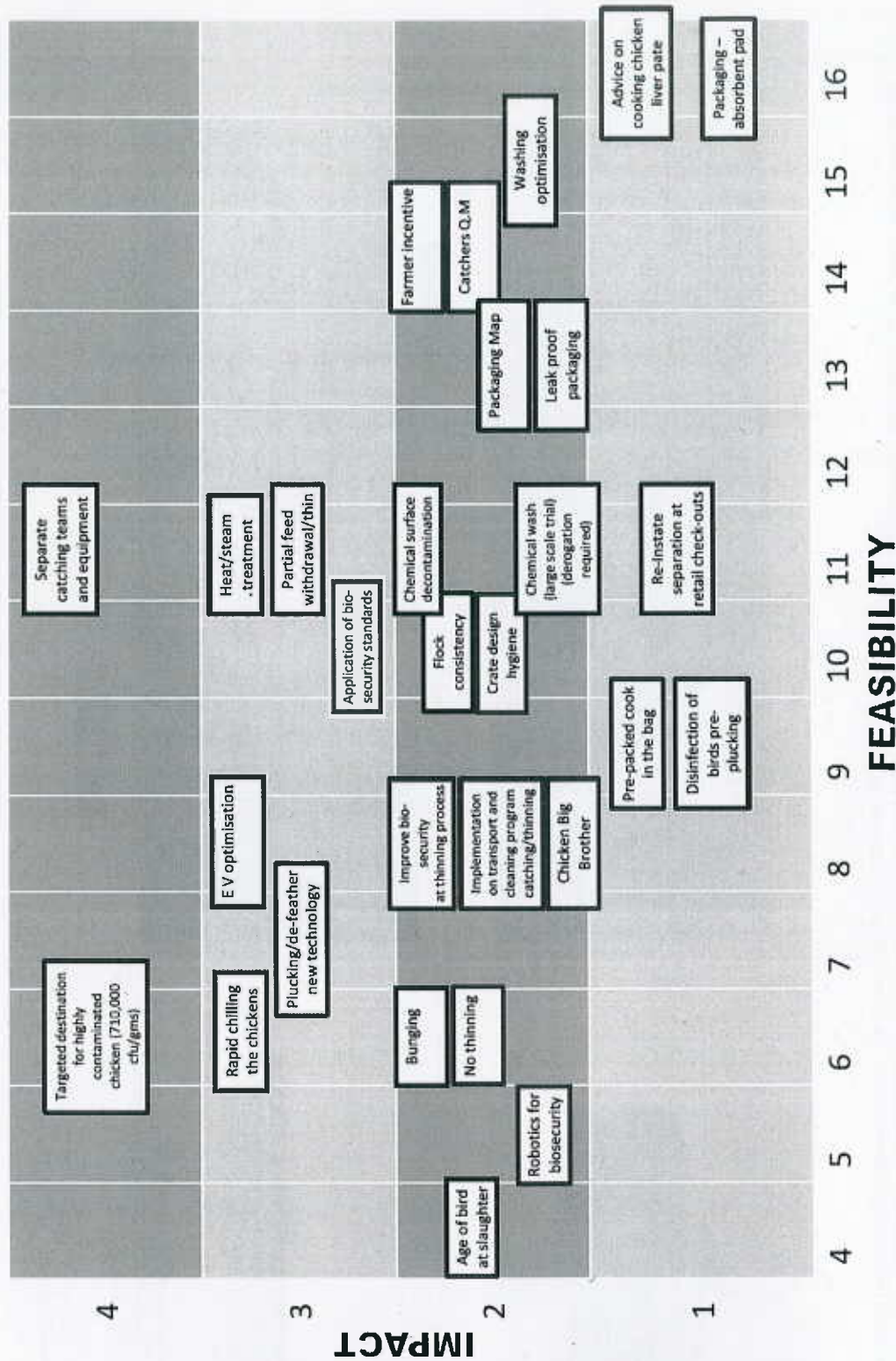
# Intervention Assessment Matrix

## Day 1

Participants worked through intervention options by applying a criteria to plot all the possible interventions on an assessment matrix. This matrix provided the basis for the groups working on Day 2 of the event.



## INTERVENTION ASSESSMENT MATRIX



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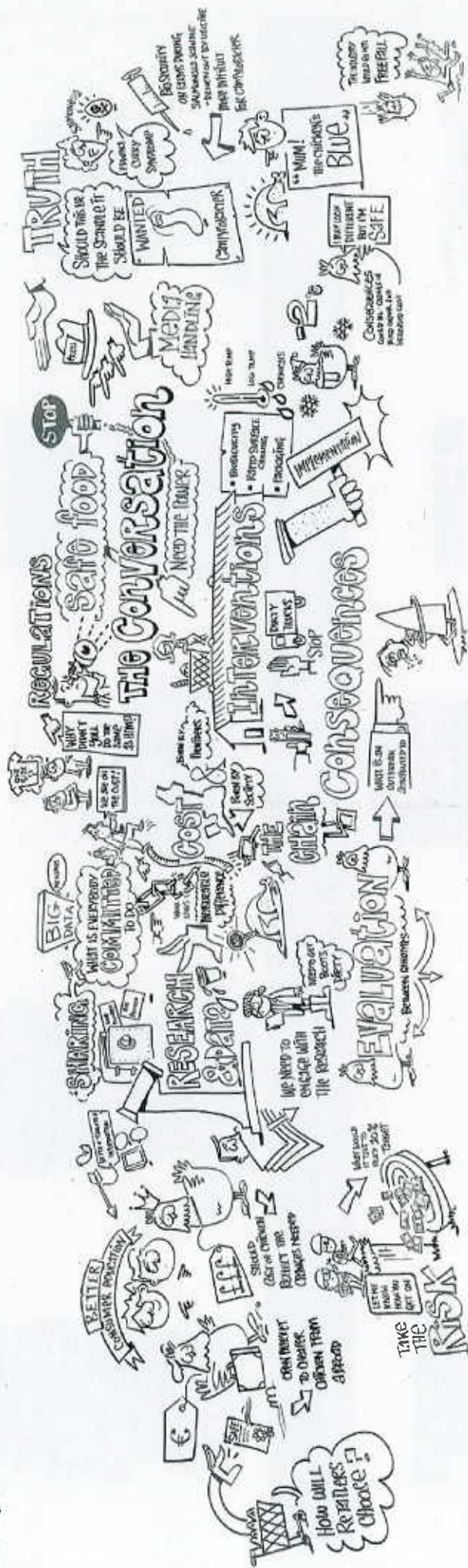
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# Day 2

## Group Conversation

Day Two opened with a whole group discussion to drive out the issues and determine the work that needs to take place to achieve 2015 target. A number of key themes emerged and the intrinsic links between them highlighted the complexity of the challenge. From the identified issues, the group agreed which areas to focus on for the remainder of the event in order to define key recommendations and breakthrough ideas to take forward.







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# Group Work Team List

Implementing Farm Solutions	Acceptability of Product Alterations	Implementing Engineering Solutions	Incentives & Penalties	Media Handling & Comms
 <small>Regulation 12 (3) and 13</small>	 <small>Regulation 12 (3) and 13</small>	 <small>Regulation 12 (3) &amp; 13</small>	 <small>Regulation 12 (3) and 13</small>  Roland Salmon <small>Regulation 12 (3) and 13</small>	 <small>Regulation 12 (3) and 13</small>  Javier Dominguez <small>Regulation 12 (3) and 13</small>  Stephen Humphreys

Evaluation & Information Sharing	Consistent Compliance & Legislation	Scale of ambition beyond 2014	Research	Effective Joint Working
 <small>Regulation 12 (3) and 13</small>	 <small>Regulation 12 (3) and 13</small>	Catherine Brown <small>Regulation 12 (3) and 13</small>  Tim Bennett	 <small>Regulation 12 (3) and 13</small>  Jacqui McElhiney <small>Regulation 12 (3) and 13</small>	 <small>Regulation 12 (3) and 13</small>



# Final Assignment

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Group: Scale of Ambition beyond 2015

## Key Recommendation

Zero Tolerance! To provide a lead so that the UK sells and supplies the safest chickens, and leads on a global basis – ASP.

- Without impacting consumer choice
- While maintaining supply

## Breakthrough Idea

Agree to take and share risks to implement interventions once their effectiveness is proven/known (to agree “std”) and agree timescale.

Mechanism to share cost and risk of industry wide trials.

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# Final Assignment

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Group: Effective Joint Working

## Key Recommendation

The sole purpose of collaborative working is to hit the target (and then the next...).

## Breakthrough Idea

Taking risk based on imperfect knowledge.

## Key Observation

Collaborative working underpins all the other discussion areas.

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# Final Assignment

Group: Incentives and Penalties

## Key Recommendation

- Use existing Fora/Sub. Group
- Processor/retailer agreement.
- Test Development
  - Real Time
  - Quantitative

## Breakthrough Idea

Sector Processor/retailer Agreement

- Set process hygiene criteria
- Agree options
- Industry driven

# Final Assignment

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Group: Implementing Engineering Solutions

## Key Recommendation

- Sonosteam + RSC to be installed into 2 processing plants for each technology to prove the concept at full scale processing speeds.
- Introduce as a requirement for processing sites where they are unable to achieve the Campylobacter targets.

## Breakthrough Idea

1. Improvement to whole carcass washing. e.g.
  - “Hot” water
  - Fine bubble technology
  - Chemicals with a derogation
2. Combinations of different interventions
3. ‘Longer Term’  
Changes in machine manufacturer concepts on de- feathering and evisceration.
  - “Hot” water
  - Fine bubble technology
  - Chemicals with derogation

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# Final Assignment

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Group: Acceptability of Product Alterations

## Key Recommendation

Focus on top 2 interventions:

- Heat/Steam
- Rapid Chilling

Investigate:

- Evidence for previously frozen

## Breakthrough Idea

Collaborative consumer research by retailers at point of sale.

# Final Assignment

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Group: Implementing Farm Solutions

## Key Recommendation

Standardised Campylobacter Testing

Each house and flock

- Pre-thin (48 hours) & prior to final depop (+ve/-ve + Level)

Information back to farmers + more auditing of biosecurity

(Integration and National database)

Feedback loop to facilitate better biosecurity & husbandry

## Breakthrough Idea

National Campylobacter Database (house/flock) +/- & level

→ Data input via ante-mortem report or other reporting mechanism?



# Final Assignment

Group: Consistent Compliance and Legislation

## Key Recommendations

1. Short Term  
CCPs- Industry agreed process controls specific to Campylobacter
2. Long Term  
EU wide process hygiene criteria/food safety controls

## Breakthrough Idea

To achieve rapid surface chilling within current legislation FSA has to set parameters and interpretation so clear and consistent re: tolerances.

# Final Assignment

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Group: Evaluation and Information Sharing

## Key Recommendation

- Integrated and routine testing Farm (breeder) to Faeces (human)
- Collaborative approach → standard methods at each stage
- Minimum dataset

## Breakthrough Idea

Joint Data Warehouse (chicken cloud?) that maintains commercial sensitivity/personal information whilst facilitating innovative analytics. Translating data into information that will drive Campylobacter reduction.



# Final Assignment

Group: Research

## Key Recommendation

Identified Research Priorities:

- Understanding how interventions link to human illness
- Understanding interaction between Campylobacter and chicken host.
- Inform 'Silver Bullet' vaccine/bread resistance

Improved joint working between industry/scientists/regulators/funders. Keep on top of what we know and what we need to know. – Ensure research stays focused.

## Key Recommendation<sup>cont</sup>

1. Annual conference/seminar to share knowledge/progress (industry led)
2. More involvement from representatives across chain in setting research priorities (industry retail consumers) e.g. setting research questions appraisal/evaluation of proposals.

## Breakthrough Idea

Next Gen Sequencing

- Attribution to source
- Routine (understanding how different strains behave through processing)
- Link to clinical outcome
- Links to intervention
- Interaction with host

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# Final Assignment

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Group: Media Handling and Communications

## Key Recommendation

A joined up proactive campaign to drive behavioural change across the food system using a clear and strong narrative about what has been done, what is planned to be done and what needs to be done.

## Breakthrough Idea

Everyone steps up to the plate!

- Brave
- Transparent
- Take responsibility
- Play your part

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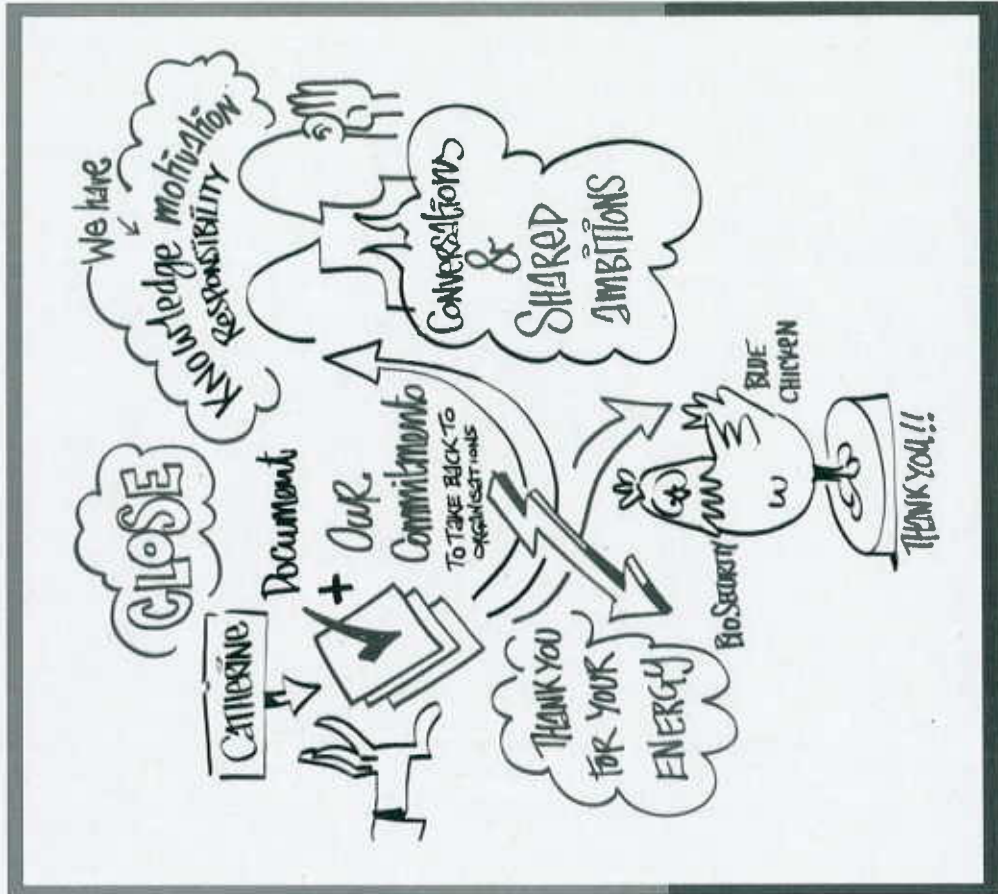




# Close

## Catherine Brown – CEO FSA

All of the valuable work produced in the last two days will be made available for you tomorrow to help spark off the course of action for your organisation and support you in taking forward. It would be fantastic to hear about the commitments your organisations will make going forward so please do share the good news about your plans for action with the community. It's not often in your career that the opportunity arises to make a real difference – our opportunity is right now. We have the people in this room to make a difference; if we commit to this collaboration we will achieve the fundamental ambition of ensuring safer chicken for the consumer. To that end, I'd like to say a huge thank you everyone involved. And also, thank you to each of your organisations for all the inputs and investments into work already underway. Now the focus must be on the really big things that we can do together. We can hit this target if we all do what we can. It's been a tremendously energising couple of days and I look forward to what happens next.



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