

Virtual Food Authenticity Network

Government Chemist Conference

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Science
for a safer world



Agenda



1. Background
2. The Network
3. Performance
4. The Future

Background

Elliott Review - objectives

- Examine the integrity and assurance of food supply networks
- Factors impacting consumer confidence in the authenticity of food
- Make recommendations

Recommendation 4 - laboratory services

Those involved with audit, inspection and enforcement must have access to resilient, sustainable laboratory services that use standardised, validated approaches

Government to create a network & CoEs





Defra's requirements

Key tasks for coordinator

1. Coordinate and manage communication of information
2. Act impartially & independently
3. Trusted source of advice
4. Engage with the virtual network
5. Facilitate and encourage interaction
6. Promotional activity
8. Engage with EU and internationally to promote the UK's work on food authenticity
9. Set-up as early as possible in financial year 2015/16
10. Responsive to new and emerging food authenticity issues
11. Future sustainability of the Network

ITT February 2015



Web based tool

- Interactive website based on an open-source content management system, with:
 - public and private areas based on member login
 - Forum capability
 - Webinar and online meeting facilities can be added
- Website: <http://www.foodauthenticity.uk/>
- Piloted
- Launched July 2015

Features – Social Networking Site



The screenshot shows a web browser window displaying the FoodAuthenticity website. The browser's address bar shows the URL <http://www.foodauthenticity.uk/>. The website header includes the FoodAuthenticity logo, a navigation menu with items like Home, About us, Organisations, News, Events, Discussions, Policy & Law, Centres of Expertise, Research, Methods, Quality, and My Page, and a search bar. The main content area features a large heading "Welcome to the Food Authenticity Network". Below this, there are sections for "New Members" (with profile icons and a "View All" link), "Food Authenticity Network" (with descriptive text), "New to FoodAuthenticity?" (with links for "who can join", "terms of use", and "Sign Up Here"), "Problems signing up?" (with a link for "this short guide"), "Tweets by @FAAuthenticity" (with a tweet from Food Authen...), and "Food Authenticity Library".

FoodAuthenticity
A Virtual Network for Food Authenticity Analysis

Home About us Organisations News Events Discussions Policy & Law
Centres of Expertise Research Methods Quality My Page

Welcome to the Food Authenticity Network

New Members

[View All](#)

Food Authenticity Network

The Food Authenticity Network is a Department for Environment, Food and Rural Affairs (Defra) initiative to help bring together those involved in food authenticity testing.

The network, recommended by **the Elliot review "Integrity and Assurance of Food Supply Networks"**, aims to raise awareness of the tools available to check for mislabelling and food fraud and to ensure that the UK has access to a resilient network of laboratories providing fit for purpose testing to check for food authenticity so consumers can have confidence in the food they buy.

New to FoodAuthenticity?

Check out **who can join** and our **terms of use** and then **Sign Up Here**

Problems signing up?

Check out **this short guide**.

Tweets by @FAAuthenticity

Food Authen... @FAAuthenticity

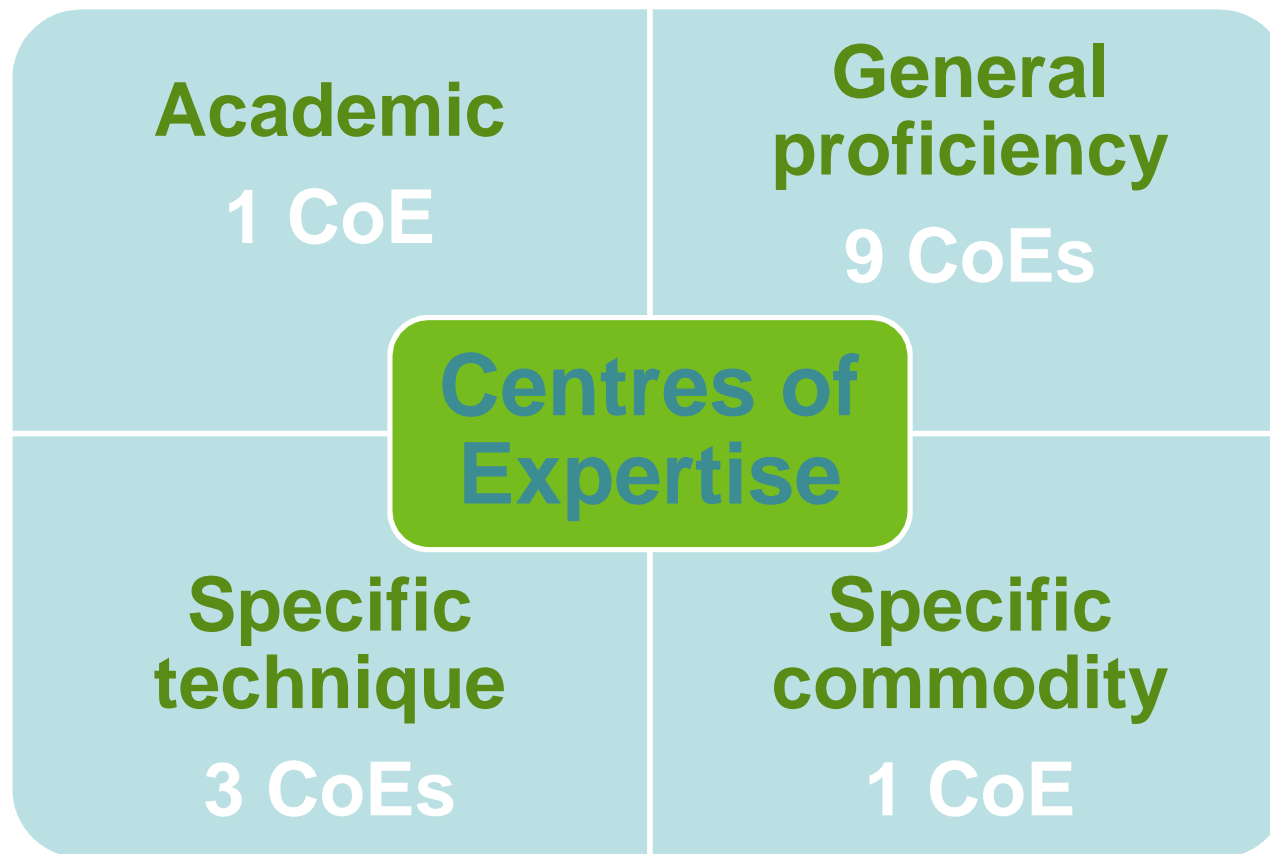
Food Authenticity Library

Feedback

We're happy to receive feedback about the site

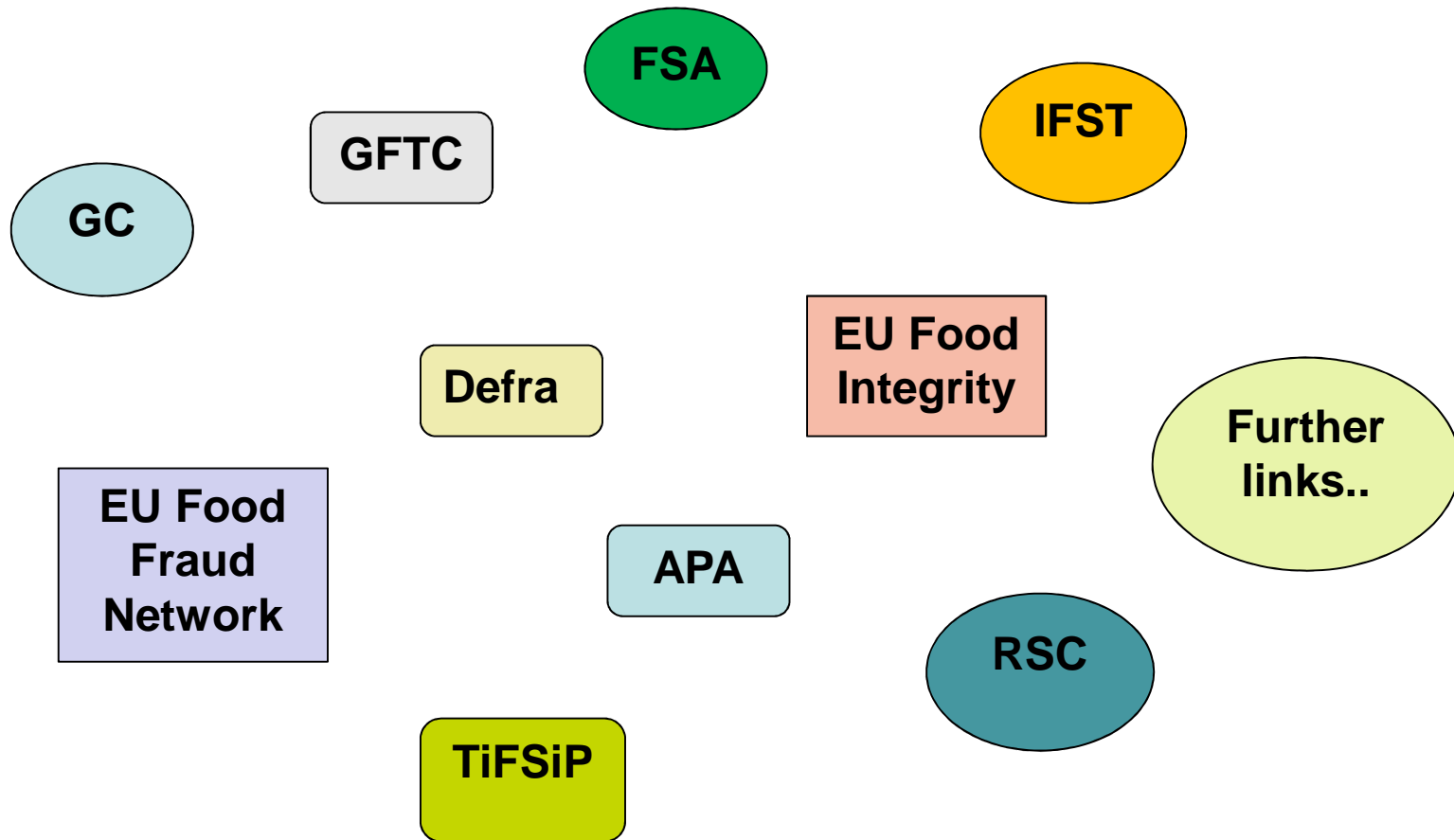


CoEs announced December 2015



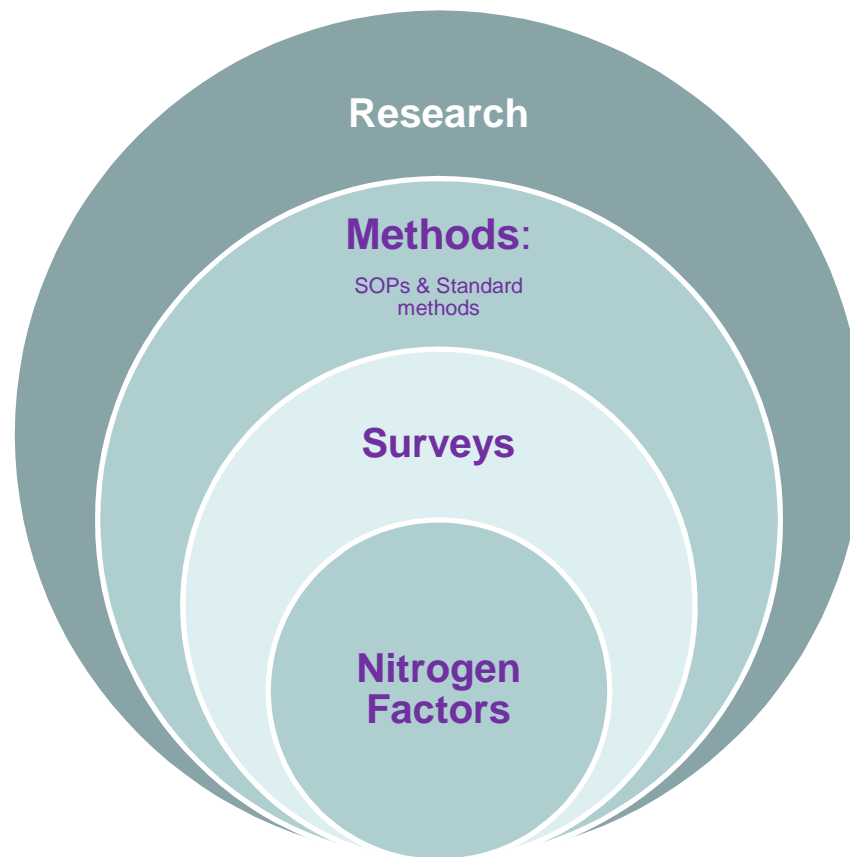
Direct access to named experts by authenticity area of expertise

Organisations

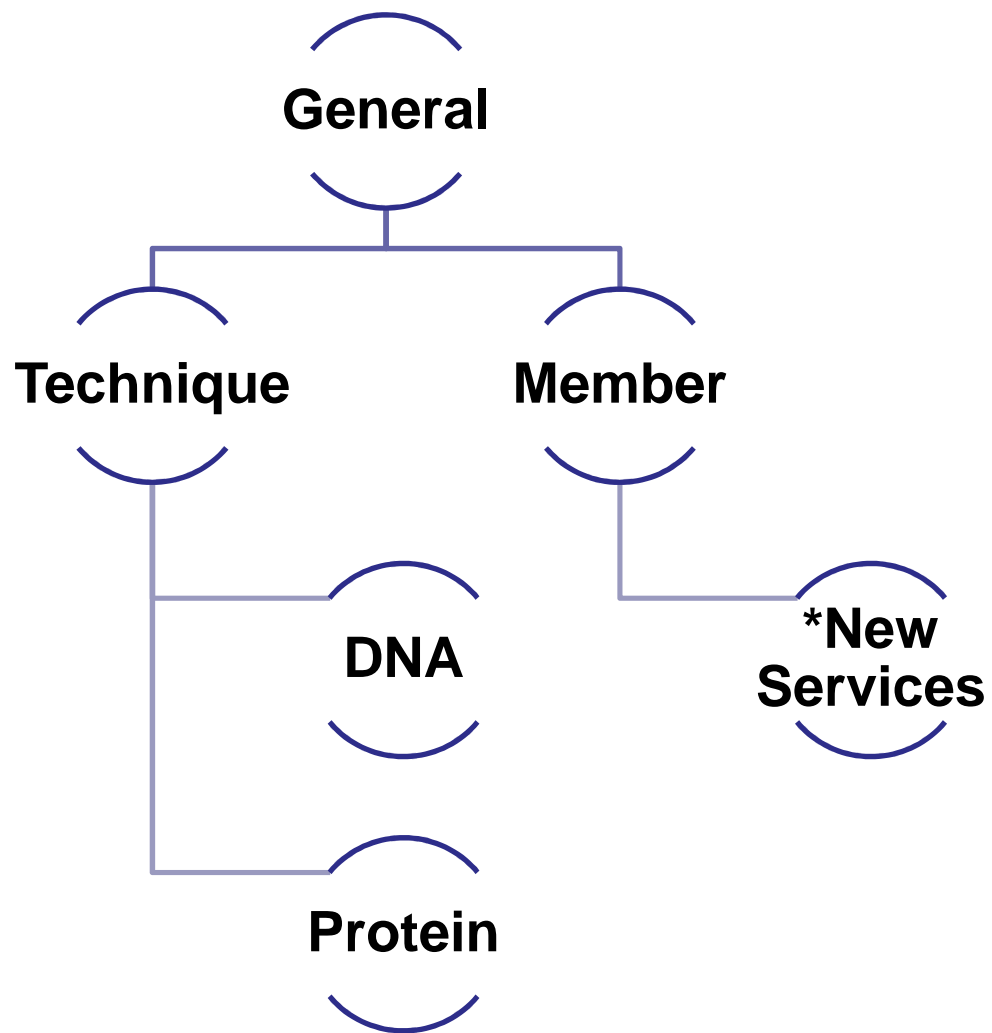


Food fraud mitigation guides to be added....

Research and Methods

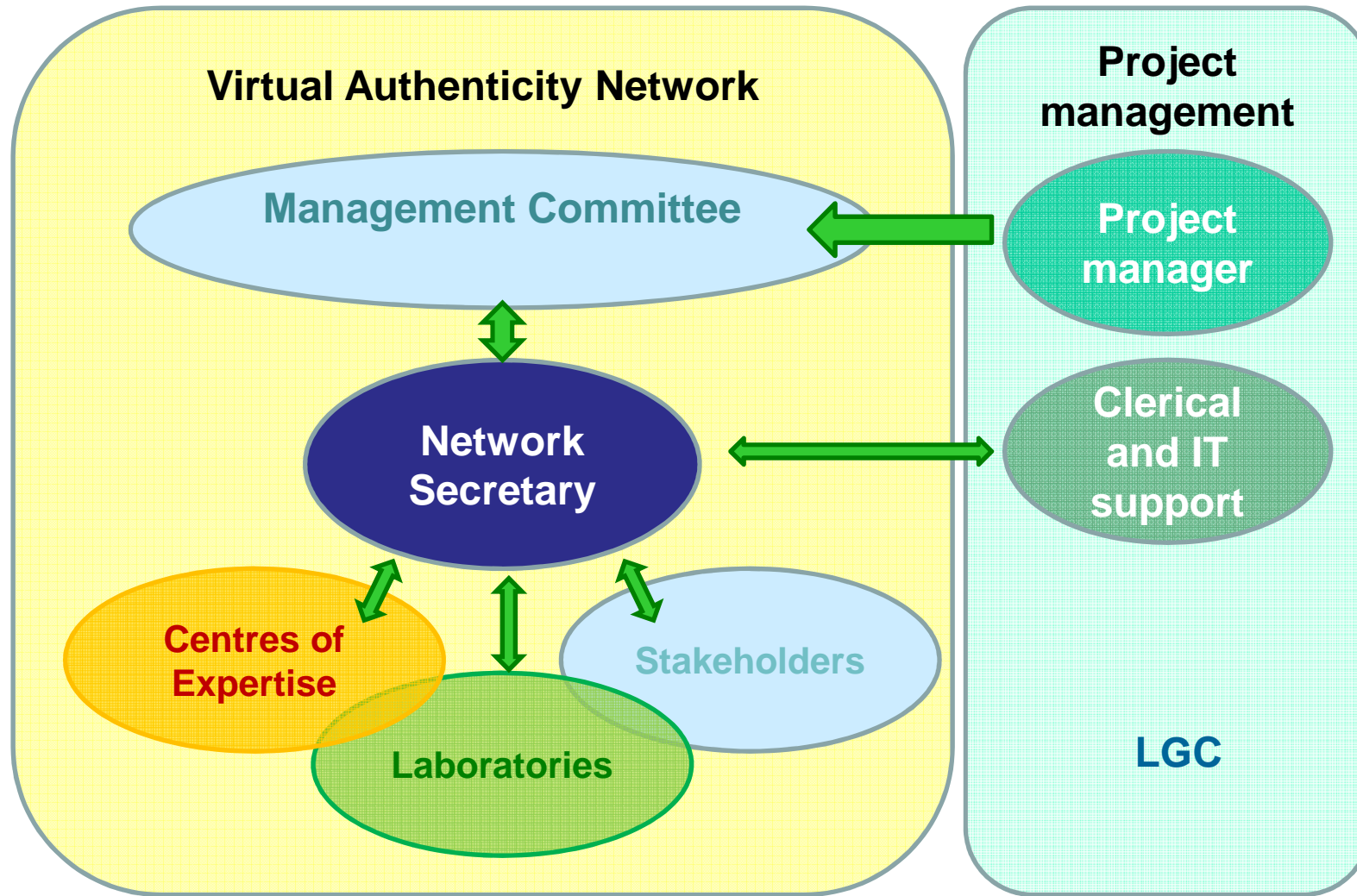


Discussion pages





Network Management Structure



Performance



- www.foodauthenticity.uk
 - Launched July 2015
 - 439 members and growing
- @FAAuthenticity
 - Launched August 2015
 - 362 followers and growing
- User survey
 - Will be launched Monday 27 June
- Data....



FoodAuthenticity Feedback 2016

About this survey

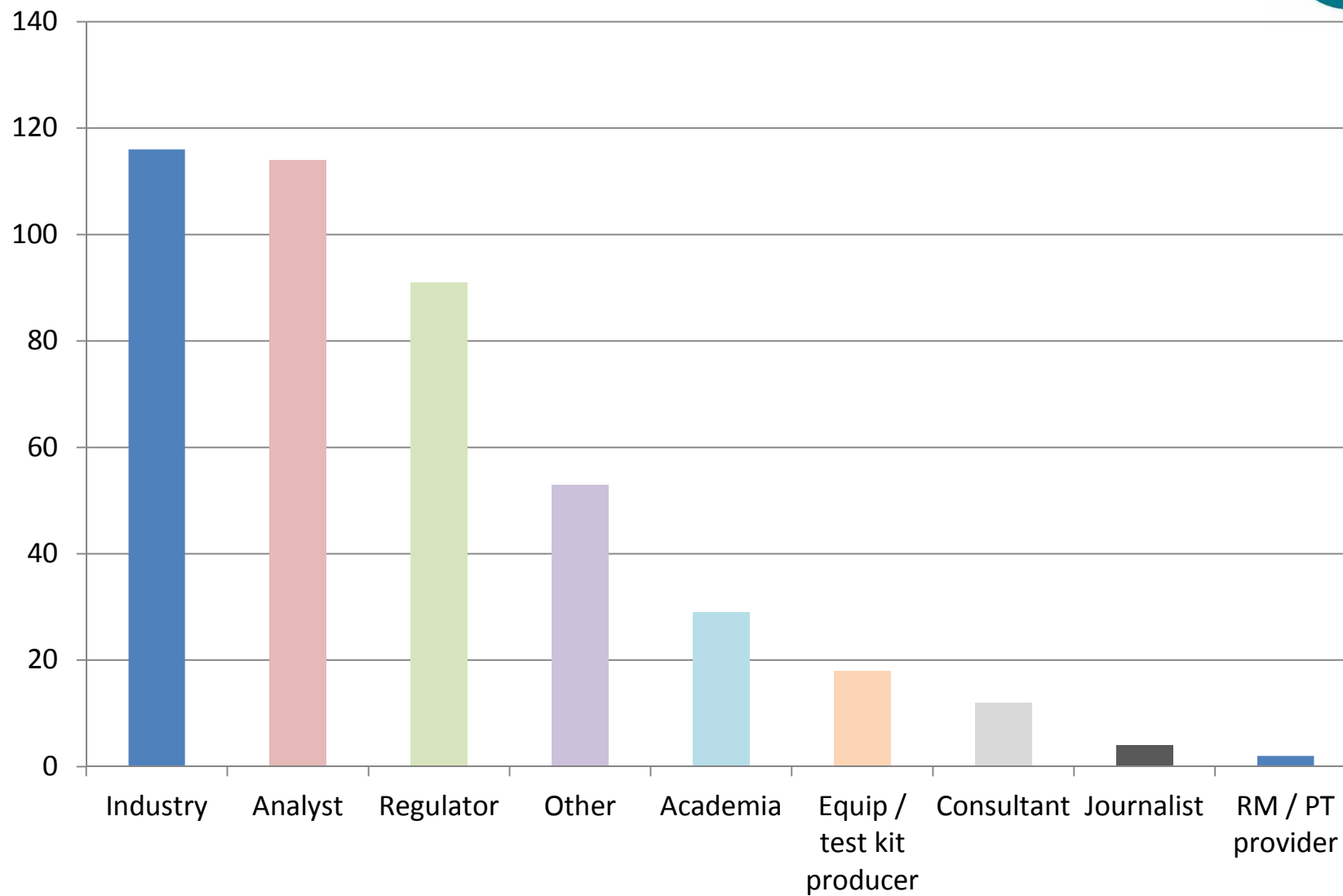
Welcome to our FoodAuthenticity member feedback review. We're looking for feedback on the FoodAuthenticity network and website so that we can match the structure and content as well as possible to our members' needs. The review should take under ten minutes to complete. Most questions are multiple choice or scale questions, but there is space at the end for additional comments

NEXT

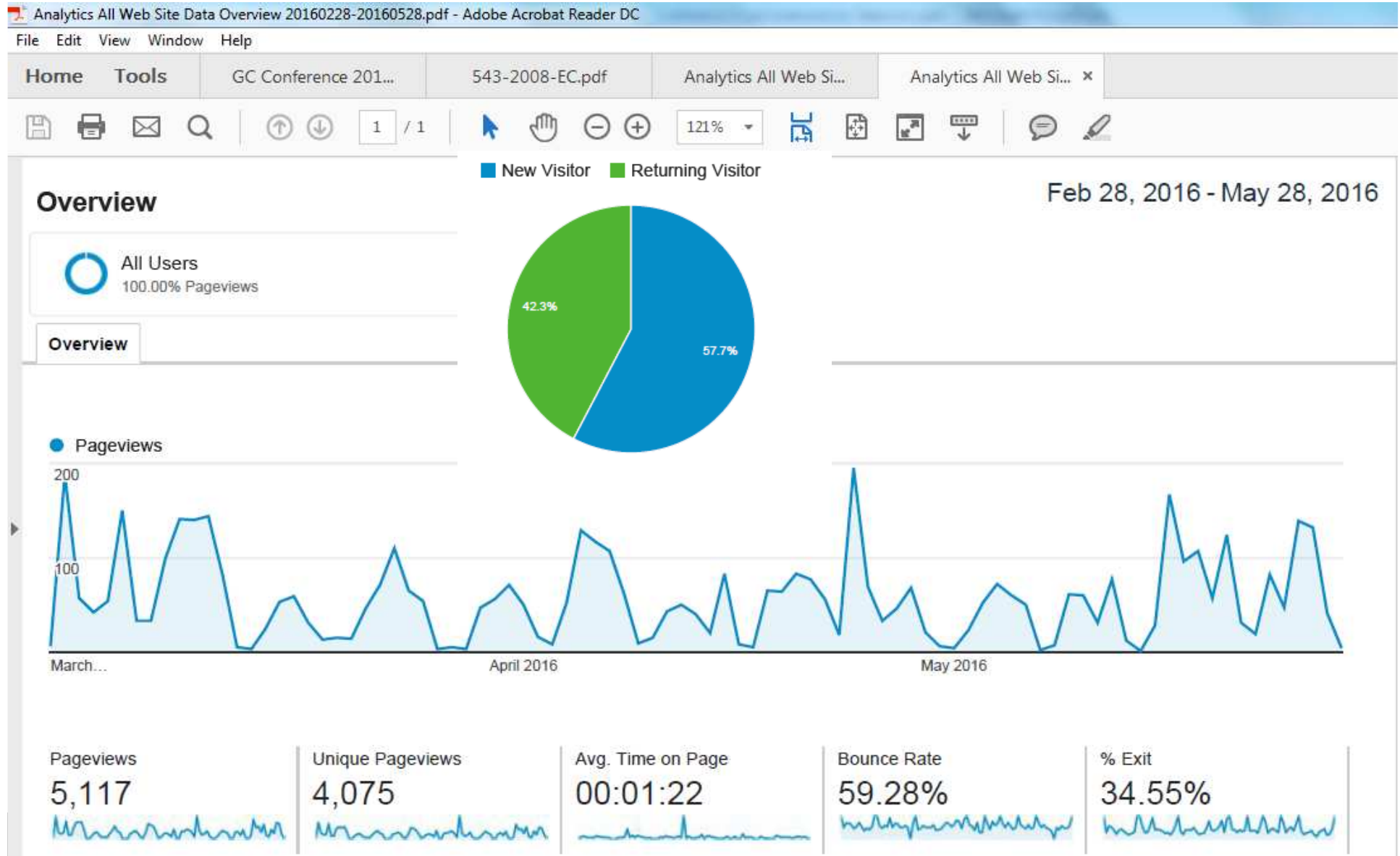
10% complete

Never submit passwords through Google Forms.

Network Membership Profile – June 2016



Page Views – February – May 2016



Top 10 Pages: February – May 2016



Page	Pageviews	% Pageviews
1. / homepage	1,290	25.21%
2. /blog News	279	5.45%
3. /uk-centres-of-expertise-coes-in-food-authenticity-testing	172	3.36%
4. /research	159	3.11%
5. /organisations	134	2.62%
6. /about-centres-of-expertise	128	2.50%
7. /methods	103	2.01%
8. /about-us	98	1.92%
9. /forum	82	1.60%
10. /events	81	1.58%



March 2017 and beyond....

- Invitation to tender – February 2015:
 - “Consider the future sustainability of the Network and engage with network partners on how it could become self-financing”
 - “To put forward proposals for the future sustainability of the Coordinator role and how this can be best achieved without further funding from Defra”
- Future sustainability options
 - Interested parties
 - Management Committee and Defra

www.foodauthenticity.uk



- Poster and Stand
- One-stop-shop for food authenticity testing
- Free to join
- Join in minutes
- It's worth it!

The Team



- Defra
 - Michelle McQuillan
 - Sophie Rollinson
 - Lucy Foster
- Management Committee:
 - Michael Walker (Chair)
 - APA, BRC, Defra, FDF, FSA, IFST & RSSL
- LGC
 - Steve Ellison
 - Mark Woolfe