

STAKEHOLDER USE - INDUSTRY

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CAVEAT



Feedback on use of FERG estimates from a personal perspective.....

Working in an industry active in food, home care and personal care consumer products



FAST FACTS - 2014



EMERGING
MARKETS
NOW
REPRESENT

57%

OF TURNOVER

190

COUNTRIES IN
WHICH OUR
PRODUCTS
ARE SOLD

CONSUMER
USE

2 BILLION

PRODUCTS / DAY

172,000

EMPLOYEES
AT THE END
OF THE YEAR

€48.4 BILLION

TURNOVER AT END OF 2014

ESTIMATES OF FOODBORNE ILLNESS



FERG estimates articulate the public health impact dimension for various stakeholders (cases / death / DALYs)

Relevance depends on the “lens” you look through.

For us:

- Being part of society
- Being a manufacturer
- Our products & expertise



SOCIETIES WE ARE PART OF



Key insights from FERG estimates:

- Annual illness burden: 600 Million cases (1 in 10)
 - Diarrheal diseases major illness contributor (90%)
 - Children affected disproportionately
- 31 hazards involved
 - Prominence differs regionally (online tool)
 - Foodborne illness top 2: norovirus, *Campylobacter* spp.
 - Foodborne DALYs top 5:
 - non-typhoidal *Salmonella enterica*, enteropathogenic and enterotoxigenic *Escherichia coli*; *Vibrio cholerae*, *Campylobacter* spp.
- Root causes for burden??
 - Unsafe water
 - Poor hygiene
 - Inadequate production/storage
 - Preparation at consumption
 - Education / literacy
 - Legislation / standards
- **Conclusions**
 - “It is complicated”
 - “Much is avoidable”
 - Foodborne illness burden is major societal challenge
 - Government, industry, public all have a role to play
 - Joined-up action is called for
 - Do we need better estimates?



MANUFACTURER



Key insights from FERG estimates:

- Raw materials / ingredients
 - Contamination of meats, eggs, produce, dairy major contributor.
 - Suitability of water sources.
 - Local/regional sourcing impact.
 - Constrained utility / waste.
- Finished goods / preparation
 - Incoming goods control.
 - Hygiene in operation, distribution.
 - Control of cross-contamination.
 - Environmental scrutiny.
 - Post-manufacturing stages:
 - Adequacy of handling and storage
 - Preparation for consumption
- Workforce
 - Geographic foodborne disease incident rates and illnesses
 - Ability to work and live a healthy life
 - Impact on operations
 - Farm-to-fork, along value chain
 - Education / literacy
- **Conclusions**
 - Foodborne illness burden is a major operational factor in many geographies
 - Principles are the same for (m)any scale(s) of industry
 - Food safety management systems, Hygiene, sanitation. Training and education.
 - Safe / suitable water
 - Sharing / capability building



PRODUCTS/EXPERTISE



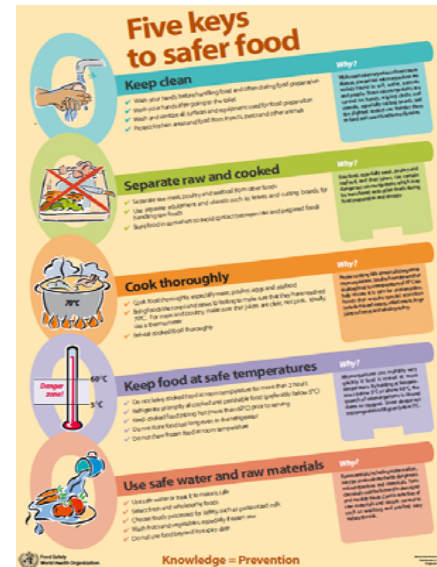
Key insights for joined-up action:

- Hygiene
 - Poor hygiene at many stages along value chains, from primary production to final preparation.
 - Hand washing and cleaning of food contact materials.
 - Avoidance of cross contamination and use of suitable water quality.

- Water
 - Preparing food with unsafe water.
 - Availability of suitable water quality at different stages of value chain.
 - Re-use / recycling
 - Water scarcity now/future?
 - Suitability assessments / access to products & expertise

- Safe preparation practices
 - Understanding safe preparation
 - Understanding consumer
 - Cross-contamination / water
 - Education / training /awareness

- **Conclusions**
1st priority



TACKLING FOODBORNE DISEASES



- Engaging stakeholders
 - *Barriers? Public + Private stakeholders?*
 - *WIII4M / ROI (economic dimension/ situation analysis)*
- Tailored approaches for different regions
 - *Right level - Right language (communication)*
 - *Holistically (environment / husbandry; socio-economic)*
- Strong common themes
- Use Industry knowledge and expertise
- Monitor progress



BIGGER PICTURE



Launched in 2010, the Unilever Sustainable Living Plan (USLP) is our blueprint for sustainable growth.

<https://www.unilever.com/sustainable-living/>