

SAVE THE DATE



Towards the **EU FOOD SAFETY FORUM**
The new sustainability regulation: how to integrate it
into food safety?

15th December 2022

h. 09:30 - 13:00 CET

 **Copa - Cogeca | European Farmers European Agri-Cooperatives**
Room A 61, Rue de Trèves
Brussels



Grant Agreement No. 101000613

www.foodsafety4.eu





SafeConsume

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40% of foodborne illness occurs from home Overall objective is to reduce health burden from foodborne illnesses

Changing consumers behavior to reduce exposure to hazards and decrease risk through:

- Effective and convenient tools and products,
- Communication strategies,
- Education,
- An inclusive food safety policy

What	A multi-actor, transdisciplinary project (RIA) Horizon 2020	
Who	Participants:	14 countries, 32 partners Scientists, industry, organisations, authorities
When	2017-2022	
Budget	9.5 mill Euro	



Scientific evidence for strategies

- 53 scientific papers

Holistic approach

- Transdisciplinary R&I approach
- Design-driven innovation

Consumer involvement

- >12 000 consumers
- Self-report, interviews, evaluation



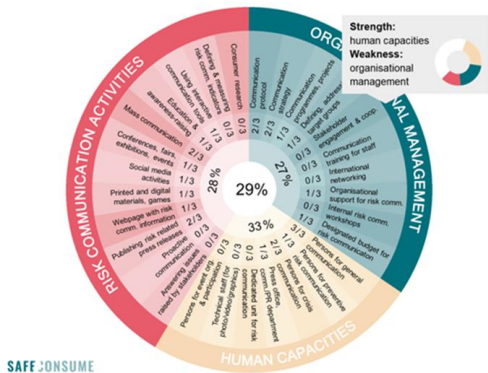
Education: Knowledge&skills. Materials in five languages.
[Home \(e-bug.eu\)](http://e-bug.eu)

Gamification: Knowledge&safe practices. Nine languages
 (Android, Apple)

Information: Knowledge and awareness. Key messages
 Based on: Risk, capacity, motivation and opportunities

Products and tools: Enabling and stimulating safe practices
 Three products on market next year (Arcelik, IKEA)

Policy: Recommendations tools for safety and sustainability.
 Self-evaluation tool, balancing food safety&sustainability



Creating a sustainable future

Get the right balance when health conflicts with a green transition

Important risk areas	Vulnerable people eat expired food	Cross-contamination and pathogen growth	People eat uncontrolled foods (e.g eggs)	People lacking running water and basic kitchen appliances
Conflict (initiatives, regulation)	Promotion of «smell, look, taste» Increased food prices due to new regulation	Less products packed in plastic, «simpler» packaging materials protecting less	Increased prices, promotion of small-scale and organic production	Increased food and energy prices will push more people into poverty

Build on science, not myths and wishes

Fact	Plastic packaging often more climate friendly	Chemical preservatives protect you and the food	Refrigerators cannot be trusted	Price beats all other concerns in the shop
Regulation	Right balance in plastic regulation?	Promote chemicals or «clean label»?	Dynamic shelf life? Regulation fridges?	Is sustainability labelling cost-effective? Will it be fair?

Food Control 111 (2020) 107069

Contents lists available at ScienceDirect

Food Control

journal homepage: www.elsevier.com/locate/foodcont

Using tactile cold perceptions as an indicator of food safety—a hazardous choice

Daniela Borda^a, Octavian Augustin Mihalache^a, Anca Ioana Nicolau^a, Paula Teixeira^b, Solveig Langsrud^c, Loredana Dumitrascu^a

foods

MDPI

Review

Conflicting Issues of Sustainable Consumption and Food Safety: Risky Consumer Behaviors in Reducing Food Waste and Plastic Packaging

Gyula Kasza^{1,2}, Nina Veften^{3,4}, Joachim Scholderer⁵, Lars Münter⁶, László Fekete⁷, Eszter Zita Csenki¹, Annamária Dorkó¹, Dávid Szakos² and Tekla Izsó^{1,*}

Food Control 113 (2020) 107180

Contents lists available at ScienceDirect

Food Control

journal homepage: www.elsevier.com/locate/foodcont

Short communication

Occurrence of *Salmonella* spp. in eggs from backyard chicken flocks in Portugal and Romania - Results of a preliminary study

V. Ferreira^a, M.J. Cardoso^a, R. Magalhães^a, R. Maia^b, C. Neagu^c, L. Dumitrașcu^c, A.I. Nicolau^c, P. Teixeira^{a,*}

Article

Sociology

Environment or Economy? Food Concerns and Sustainable Food Transitions in the UK

Mike Foden^a
Emma Head^a
Tally Katz-Gerro^a
Lydia Martens^a

Priorities to address in the EU Food Safety Forum 2023

How to integrate food safety into the sustainability regulation?

- Can food safety be included in sustainability labelling? (Food safety criteria, consumer information about handling)
- How to include performance criteria for food safety and food waste into sustainability standards? (E.g effect of plastics for packaging/preservatives/TT-indicators)





THANK TO ALL



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