

External Stakeholder Research Group Meeting - 15 June 2017

Feedback from the Regulator Group

Areas of clarity for the Kantar research report:

- The consensus from the group was that the internal research papers aligned well with the messages conveyed in the presentation from Kantar.
- The group accepted that the presentation provided a certain level of detail and there was an expectation that the final report would provide more detail. No specific areas were highlighted other than the ability to digest information through further segmentation of the industry group.
- The group thought that there should have been more emphasis on possible improvements to the recall system.
- The group thought that the overall take home message from the presentation was that communications directed at consumers are failing and they later identified this area as both a high priority and possible areas that may generate a quick win.

General points of discussion from the Consumer group and on areas for improvement

- The group thought that there should be better use of electronic data to contact customers, through the use of loyalty schemes. It was suggested that where a product is subject to a recall the consumer should be provided with an automatic refund or credit.
- There was agreement that there was a need to clarify roles and responsibilities of industry and the regulator.
- Manufacturers should be required to have systems in place to recall products and demonstrate the system to the regulator if required. It would be useful if the LA could take action to compel an FBO to produce such a plan, at the moment they can only prosecute or provide informal advice.
- FBOs need to be provided with more support such as standards templates and information to enable them to pull together a recall plan.
- The group commented that the FSA site was difficult to navigate and find information.
- More thought should be given to the development of specific time frames for reporting incidents and recalling food and the actions to be taken during an incident.
- Classification must convey what is important and what is not important.
- There was a suggestion that an expert group should be formed to look at all technologies that could be used to contact consumers coupled with a plan to trail these methods with different retailers.

- Consistency in communications was highlighted as an area that could lead to improvements in the recall process.
 - Reporting templates from LA and Industry need to be clearer.
 - The wording on POSN needs to be agreed and a standard format adopted so that it is easily recognisable to the consumer.
 - The placement of POSN in retail outlets need be agreed, perhaps through a code of practice.
 - FSA communications / alerts need to be more precise as to the action expected of LAs and the priority that should be given to the alert.
 - There should be uniformity in messaging the consumer, between the FSA and consumer / Industry and the consumer.
 - The group suggested that QR should be added to POSN to enable the consumer to access more information if required.
 - Consumers should be reminded of their rights on a POSN.
 - The POSN should be very clear as to what is expected of the consumer.