

Newsletter

November 2012



Natural antioxidants for bread dough

Natural ingredients with elevated levels of functional components such as ascorbic acid can be used to replace the functionality of chemically synthesised materials, according to recent member subscription-funded research.

There are a number of chemical reactions relating to the quality of foods that are redox-dependent, including the development of protein matrices in dough systems. The range of materials currently available to regulate such reactions is limited and these materials are generally regarded as “additives” and hence not clean label. There is therefore a desire to extend the range of materials available which can be included as food ingredients with similar redox-modulating properties.



Acerola cherry and kakadu plum

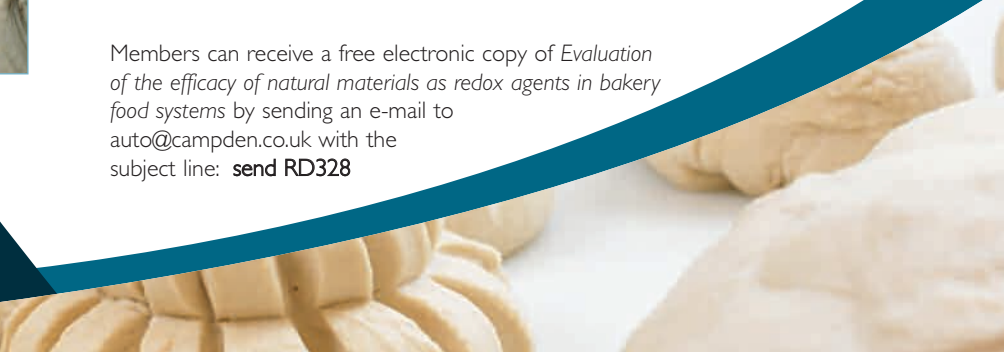
Bread baking trials demonstrated that acerola cherry and kakadu plum could replace the functionality of synthetically produced ascorbic acid. Bread volume and crumb textural properties were similar. One issue of concern with the use of kakadu plum was the grey appearance of the crumb. Both acerola cherry and kakadu plum contained significant antioxidant capacity, close to that of the commercial sample of ascorbic acid.

This research complements our expertise and services in ingredients functionality.

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Members can receive a free electronic copy of *Evaluation of the efficacy of natural materials as redox agents in bakery food systems* by sending an e-mail to auto@campden.co.uk with the subject line: **send RD328**

Your partner in
product development





EU project

HACCP prerequisites - training supported by the RSPH

Prerequisites are the foundation on which HACCP plans are developed. In some cases, such as with ready-to-eat products, the significance of prerequisites is raised, as they are the major control of cross-contamination after the final decontamination treatments.

Two of our courses have now been developed with and are certificated by the Royal Society for Public Health (RSPH):

- the **Advanced** course next takes place on 26-30 November and the
- **Intermediate** course is on 5-6 December.

Event Director John Holah comments: *"These courses help delegates identify the sources and vectors of cross contamination of hazards that may be present in their specific food processing environments. They complement our well-established RSPH-accredited Advanced and Intermediate HACCP courses to allow the management of hazards from the process (HACCP) and the processing environment (prerequisites) to effectively enhance food safety. Delegates have the option to sit an exam on the final day to obtain certification by the RSPH."*

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Campden BRI trains top student

Congratulations to Jill Gasson of Kerry Foods who, after attending a Campden BRI Advanced HACCP training course, received the highest national mark in the Level 4 examination in advanced HACCP from the Royal Society for the Public Health.

Monitoring food-related health issues in the UK



We are part of a 17-country pan-EU project (SALUS) assessing and reporting on efforts to reformulate foods to reduce fat (including trans and saturated fat), sugar, salt and total energy content. Our research focus and our Technical Panel reporting system make us ideally placed to report on the progress made in the UK to reformulate foods to contribute to a healthier diet.

Obesity is now a major public health issue for many industrialized nations around the world as there is an alarming increase in the prevalence of overweight and obesity over recent decades. Children and adolescents account for the group causing greatest concern.

SALUS is a European network whose objective is to follow up on the reformulation of manufactured foods, in an EU context, and to identify and exchange best practices in terms of reducing levels of fat, salt and sugar in manufactured foods, and devising information campaigns for consumers.

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Food safety briefing paper

We have been helping the European Parliament in their assessment of Croatia's readiness to join the Union. We prepared a Food Safety Briefing Paper to inform the Environment, Public Health and Food Safety (ENVI) Committee's delegation to Croatia in October 2012. In it we reviewed the Croatian food and drink industry, the organisation and official controls involved in food safety, the risk management and risk communication of animal diseases, and the status of the preparation of Croatia against the *acquis* in the area of food safety.

This is the third report of its kind that we have prepared for the committee, and demonstrates our expertise in assembling complex material into an accessible format. If you think that we could help you with tailored legislation briefings on a topic of interest, then please get in touch.

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Artist impressions

New facilities and services

We have recently completed new reception, restaurant and coffee shop facilities at our Campden site, with free WiFi to allow more flexible use by visitors who might arrive early for meetings or want to catch up with work between or after meetings. The facilities were officially opened by our Chairman, Brett Warburton.

In addition, we also have a new Sample Receipt and Goods Inward building. This will allow us to streamline and improve our sample and delivery receipt services - for materials for analysis and testing, as well as for processing and pilot evaluation trials. This is all part of a significant ongoing investment programme, which in addition to the building work involves installation of analytical and processing equipment worth around £1.5 million.

The restaurant refurbishment was financially supported by Eures following a retender exercise and the design was completed by Western Blueprint. The Goods Inwards facility was completed by Barnwood Builders.

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Training courses

December 2012

- 3-7 HACCP - advanced
- 4-6 Brewing - an introduction
- 5-6 HACCP prerequisite management - intermediate
- 12-13 HACCP - intermediate (workshop)

January 2013

- 14-18 HACCP - advanced
- 16-17 Internal auditing - principles and practices
- 21-25 Food safety - advanced (CIEH level 4)
- 23-24 HACCP - intermediate (workshop)

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What do consumers really think about products?

What people say they do and what they actually do are often not the same. Analysing what they are looking at is one way of investigating consumers' attention to factors such as food appearance, packaging design, on-pack messages and/or media communication. At Campden BRI we use a fixed eye tracking system to monitor and measure 'fixations' in response to stimuli shown on a high resolution screen.

Eye tracking can be used as a stand alone application or in combination with other methods, including qualitative and quantitative research approaches, to better understand the influences on consumer choices. Projects are custom built to meet clients' needs, which include for example evaluating the effectiveness of different designs in terms of product visibility and "shelf stand-out", duration of attention, recall and engagement, as well as attitudinal measures and demographics.

Peter Burgess, Head of Consumer and Sensory Science, explains how it works:

'The consumer sits at a computer screen where low levels of infra red light are shone on to their face from emitters located at the base of the screen. A sensor bar containing high resolution digital cameras captures that reflected by the consumer's eyes. Analysis software determines where each eye was looking at a rate of 50 times per second. The system reports the data in a variety of ways - including 'heat' maps, which highlight the areas that received the most attention, 'gaze' plots, which illustrate how a consumer navigated their way through the visual stimuli, and tabulated data.'

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Barfoots - 100th new member in 2012

Barfoots of Botley has become Campden BRI's 100th new member of 2012. Keston Williams, Technical Director commented:

"Barfoots is looking forward to working with Campden BRI. We have decided to join Campden BRI because of the excellent laboratory facilities, quality of training, access to experts and industry engagement through a number of useful conferences."

Barfoots is based in Chichester and is owned by Peter Barfoot who founded the business in 1976. Barfoots grow (both in the UK and around the world), pack and process fresh vegetables for UK retailers and food service.



Keston Williams

Food labelling - come on, keep up!

When the Provision of Food Information to Consumers Regulation comes into force in December 2014 it will fundamentally affect the labelling of food and drink within the EU. With so many changes, it is difficult to keep track. A clear understanding of these changes will minimise their impact, and enable manufacturers and enforcers alike to make a smooth transition to the new rules.

For our 10th Annual Food Labelling Seminar, we have once again assembled a team of leading experts to explain and discuss the significance and commercial implications of changes to labelling legislation and related initiatives. This event is essential for everyone involved with any aspect of food labelling - from concept to courtroom, including those responsible for product development, pack copy sign off and post marketing enforcement - as it will equip them with the essential information for planning and effectively implementing label changes in line with new legislation.

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www.campden.co.uk/food-labelling-seminar.php

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Welcome... to new members

Campden BRI is delighted to welcome the following new members who joined recently:

Barfoots of Botley Ltd - a vegetable producer

Basildon Chemical Company Ltd - manufacturer and supplier of antifoams and release agents

Cemol Chemicals Ltd - provider of hygiene services, products and systems

Foodnet Ltd - purchaser and distributor of frozen vegetables

Grant Bros (Meat Canners) Ltd - canners of meat products

Marketing Initiatives Ltd - sales and marketing consultancy

Medical Wire & Equipment Co (Bath) Ltd - producer and distributor of sampling devices

Red House Foods Ltd - manufacturer of gluten-free and dairy-free foods

Supreme Foodservice UK Ltd - specialist in planning, implementing and operating foodservice logistics projects

Unitech Trading Corporation - importer and distributor of machinery and equipment

Willis Ltd - insurance broker

YOOSLI Ltd - manufacturer of muesli

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Please notify the Membership Department of any name or address changes with respect to our mailing list.

