

PRESS RELEASE

Responsibility deal seminar

There has been concern about the state of the nation's health and wellbeing, particularly rising levels of obesity and physical inactivity. As well as the impact on individuals' lives, these are associated with substantial costs to both the NHS and the wider economy. The **'Responsibility Deal'** is a government initiative to get industry, health groups and the individual to work together to promote and improve public health. However, there is a good deal of confusion in the food and drink industry as what the 'deal' actually is. To address this, **Campden BRI** is holding a [seminar](#) on **24 February 2012** (see www.campden.co.uk/responsibility-deal-seminar.htm) to look at some of the detailed aspects of the Deal, and to discuss implications for the food and drink sector. Event director, Sue Keenan, Campden BRI's Information Officer, comments:

"The UK Department of Health launched the Public Health Responsibility Deal in March 2011 with members of the voluntary sector, local government, manufacturers and the retail sector. Susan Jebb from the Medical Research Council Human Nutrition Research Centre will address the structure and requirements of the deal itself. The seminar will also cover aspects such as the technological challenges of salt and trans fat reduction, general calorie reduction and labelling issues, and consumer attitudes to health information. In particular, Dr. Philip Davies of Oxford Evidentia will present the findings of a Food Standards Agency-funded project on how consumers use information about food and healthy living, under the title Living healthy lives: whose responsibility is it?"

As well as the seminar, Campden BRI has background information on the deal in the form of a free factsheet on the subject. Copies can be obtained by sending an e-mail to auto@campden.co.uk with the subject line: **send responsibility**

*** Ends ***

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Notes to editors

1. An accompanying photograph is available from Mrs. Sue Hocking, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. s.hocking@campden.co.uk +44(0)1386 842225
2. [Campden BRI](#) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at www.campden.co.uk
4. Expertise at Campden BRI includes:
 - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
 - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
 - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, [labelling](#) and [legislation](#)
 - d. [agri-food production](#), ingredients, raw materials, raw material technology,
 - e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology
5. Facilities at Campden BRI include:
 - a. around 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology
 - b. around 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
 - c. 800 sq m of dedicated training and conference facilities