

Food Standards Agency Strategy for 2010–2015: Performance measures table of successes and impacts

Strategic outcomes	How we will know whether we and others are being successful	Impact
Food produced or sold in the UK is safe to eat	<ul style="list-style-type: none"> • A reduction in cases of foodborne disease in the UK from tackling the pathogens that cause the severest and largest number of cases, such as campylobacter in chicken, and listeria in ready-to-eat chilled foods. • Information from intelligence gathering can be linked to the identification of food risks and used to take effective, timely and proportionate action across the UK. 	<p>Estimates for 2007 indicate that 1,044,000 consumers in the UK contracted foodborne disease and 500 died as a result¹.</p> <ul style="list-style-type: none"> • A 1% reduction in cases of foodborne disease would mean approximately 10,440 fewer cases <p>Impact from chemical contamination of food is difficult to quantify, particularly public health impacts. But the economic costs from food incidents can be very large. For example, the Sudan I incident was estimated to cost businesses around £100m in 2005.</p>
Imported food is safe to eat	<ul style="list-style-type: none"> • Information from intelligence gathering can be linked to the identification of food risks, used to target checks at ports and with the European Commission and Member States, take effective, timely and proportionate action across the European Union (EU). 	
Food products and catering meals are healthier	<ul style="list-style-type: none"> • A reduction in salt, saturated fat and calorie levels in retail products and catering. • Reduction in portion sizes for fatty, energy-dense foods. 	<p>A shift to the recommended balanced diet could yield significant health and economic benefits. Estimates quoted in the Food Matters report² suggest a large number of premature deaths could be avoided each year:</p> <ul style="list-style-type: none"> • 6,700 per 1g reduction in salt intake • 1,500 per 1% point reduction in saturated fat as a percent of total energy
Consumers understand about food and a safe, healthy diet, and have the information they need to make informed choices	<ul style="list-style-type: none"> • An increase in the number of consumers using messages about food safety and healthy eating • Adoption of the national Scores on the Doors scheme or the scheme in Scotland in restaurants and other catering outlets. • Calorie labelling will be increasingly available in restaurants and other catering outlets. • A single front-of-pack labelling approach will be adopted by manufacturers and retailers. • A reduction in intake of salt and saturated fat, an increase in consumption of fruit and vegetables and a better calorie balance, evidenced through changes in dietary intakes and a reduction in obesity rates. 	<p>FSA remit on healthy eating supports UK governments' goals:</p> <ul style="list-style-type: none"> • Research indicates that for each additional portion of fruit and vegetables, as many as 24,000 premature deaths could be avoided. • Achieving calorie balance from food and from physical activity. The cost of people being obese and overweight has been estimated at £7.9–£8.8bn³ in 2002.
Regulation is effective, risk-based and proportionate, is clear about the responsibilities of food business operators, and protects consumers and their interests from fraud and other risks	<ul style="list-style-type: none"> • There will be consistent, high levels of compliance with legal requirements across all businesses and food sectors in the UK, thus safeguarding consumers. 	<p>Failure by food businesses to apply critical food safety measures necessary for the safe production of food can lead to large scale food poisoning outbreaks. Food safety measures are underpinned by EU legislation and enforced through inspectors. Business compliance to legislative requirements is therefore one proxy for public health protection.</p>

Footnotes

¹ Estimates for total UK foodborne disease cases are based on cases for England and Wales (Adak GK, Long SM, O'Brien SJ. Trends in indigenous foodborne disease and deaths, England and Wales: 1992 to 2000. *Gut* 2002; 51: 832-41) and scaled up to cover the whole of the UK population. The estimates will be updated during 2010 when new UK-wide data becomes available

² 'Food Matters: Towards a Strategy for the 21st Century' is a food policy report by the Cabinet Office Strategy Unit, published in 2008. The report can be found at www.cabinetoffice.gov.uk/media/cabinetoffice/strategy/assets/food/food_matters_es.pdf

³ Estimated UK costs of obesity and overweight are based on estimates for England (House of Commons Health Committee Obesity (2004) *Third report of the session 2003/4*) and scaled up to cover the whole of the UK population