

MODULE FOUR



FOOD SECTOR SPECIFIC SKILLS

Supplementary Material



VERSION

ENGLISH



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Module Four – Food Sector Specific Skills

Supplementary Material

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Food Labelling & Packaging Laws

General Principles on Food Information

1. The provision of food information shall pursue a high level of protection of consumers' health and interests by providing a basis for final consumers to make informed choices and to make safe use of food, with regard to health, economic, environmental, social and ethical considerations (European Commission 2022).

2. Food information law shall aim to achieve in the Union the free movement of legally produced and marketed food, considering, where appropriate, the need to protect the legitimate interests of producers and to promote the production of quality products (European Commission 2022).

Food Labelling:

Food Information must be accurate, clear and easy to understand for the consumer, it must not be misleading particularly:

a) As to the characteristics of the food and as to its nature, identity, properties, composition, quantity, durability, country of origin or place of provenance, method of manufacture or production (European Commission 2022).

b) By attributing to the food, effects or properties which it does not possess (European Commission 2022).

Mandatory Labelling Requirements (European Commission 2022)

The content of the mandatory nutrition declaration referred to in the slides may be supplemented with an indication of the amounts of one or more of the following:

- (a) mono-unsaturated (type of dietary fat)
- (b) polyunsaturated (type of dietary fat)
- (c) polyols (type of carbohydrate)
- (d) starch (type of carbohydrate)
- (e) fibre (type of carbohydrate)
- (f) any of the vitamins or minerals (Vitamin A, D,E,K, B and C, Mineral examples: Calcium, Magnesium)

Food Labelling & Packaging Laws

Prepacked Foods

Regulation (EU) No. 1169/2011 (FIC)

Prepacked foods are defined in legislation as:

‘Any single item for presentation as such to the final consumer and to mass caterers, consisting of a food and the packaging into which it was put before being offered for sale, whether such packaging encloses the food completely or only partially, but in any event in such a way that the contents cannot be altered without opening or changing the packaging (European Commission 2022).

‘Non prepacked food’ are foods sold without packaging; foods packed on the sales premises at the consumer’s request or foods prepacked for direct sale (European Commission 2022).

<https://www.teagasc.ie/media/website/rural-economy/rural-development/diversification/5-Pre-Packaged-Food-Labels.pdf>

Availability and Placement of Mandatory Food Information

In the case of prepacked foods, mandatory food information must:

1. Appear directly on the package or on a label attached to the packaging.
2. Be in a conspicuous place in such a way as to be easily visible, clearly legible and, where appropriate, indelible.
3. Not in any way be hidden, obscured, detracted from or interrupted by any other written or pictorial matter or any other intervening material.
4. Voluntary information must not be displayed to the detriment of the space available for mandatory food information (European Commission 2022).



(Image 1: Example of mandatory information on packaging)

Minimum Font Size

Mandatory information must be printed on the package or on the label in such a way as to ensure clear legibility, in characters using a font size where the x-height is equal to or greater than 1.2mm (as defined in [Annex IV to FIC](#)) (European Commission 2022).

In case of packaging or containers, the largest surface of which has an area of less than 80cm², the x-height of the font size must be equal to or greater than 0.9mm (European Commission 2022).

Non-Pre-packed Foods

For **non-prepacked foods** (foods which are offered for sale to the final consumer or to mass caterers without pre-packaging, or foods which are packed on the sales premises at the consumer's request or prepacked for direct sale) it is mandatory to provide information about the substances and products causing allergies or intolerances present in the product (European Commission 2022).

Food Labelling & Packaging Laws

Summary Leaflet of Nutrition Labelling Requirements:

<https://www.fsai.ie/uploadedFiles/Summary%20of%20Nutrition%20Labelling%20Rules.pdf>

Website link

[https://www.fsai.ie/legislation/food legislation/food information fic/nutrition labelling.html#Mandatory Information](https://www.fsai.ie/legislation/food%20legislation/food%20information%20fic/nutrition%20labelling.html#Mandatory%20Information) (The Food Safety Authority Ireland 2022)

3-page Booklet on European Regulations of Nutrition and Health Claims:

[20 May 2020: Commission Staff Working Document - Executive Summary of the evaluation of the Nutrition and Health Claims Regulation](#)
[Search for available translations of the preceding linkEN](#)

Website Link https://ec.europa.eu/food/safety/labelling-and-nutrition/nutrition-and-health-claims_en (European Commission 2020)

FSAI booklet on Food Information on Prepacked Foods:

[Leaflet - Food Information on Prepacked Foods](#)

Website Link https://ec.europa.eu/food/safety/labelling-and-nutrition/nutrition-and-health-claims_en (European Commission 2022)

Food Quality, Safety and Hygiene Regulations

Allergens:

Food businesses must declare the presence of food allergens used as ingredients in their foods (European Commission 2022).

[Regulation \(EU\) No. 1169/2011 \(FIC\)](#)

In this section you will find the EU list of 14 allergens that must be declared and how to provide the information (European Commission 2022)

1. **Cereals containing gluten**, namely: wheat (such as spelt and khorasan wheat), rye, barley, oats or their hybridised strains, and products thereof, except:
 - (a) wheat-based glucose syrups including dextrose
 - (b) wheat-based maltodextrins
 - (c) glucose syrups based on barley
 - (d) cereals used for making alcoholic distillates including ethyl alcohol of agricultural origin (European Commission 2022)
2. **Crustaceans** and products thereof,
3. **Eggs** and products thereof,
4. **Fish** and products thereof, except:
 - (a) fish gelatine used as carrier for vitamin or carotenoid preparations
 - (b) fish gelatine or Isinglass used as fining agent in beer and wine
5. **Peanuts** and products thereof,
6. **Soybeans** and products thereof, except:
 - (a) fully refined soybean oil and fat
 - (b) natural mixed tocopherols (E306), natural D-alpha tocopherol, natural D-alpha tocopherol acetate, and natural D-alpha tocopherol succinate from soybean sources
 - (c) vegetable oils derived phytosterols and phytosterol esters from soybean sources
 - (d) plant stanol ester produced from vegetable oil sterols from soybean sources
7. **Milk** and products thereof (including lactose), except:
 - (a) whey used for making alcoholic distillates including ethyl alcohol of agricultural origin
 - (b) lactitol
8. **Nuts**, namely: almonds (*Amygdalus communis* L.), hazelnuts (*Corylus avellana*), walnuts (*Juglans regia*), cashews (*Anacardium occidentale*), pecan nuts (*Carya illinoensis* (Wangenh.) K. Koch), Brazil nuts (*Bertholletia excelsa*), pistachio nuts (*Pistacia vera*), macadamia or Queensland nuts (*Macadamia ternifolia*), and products thereof, except for nuts used for making alcoholic distillates including ethyl alcohol of agricultural origin
9. **Celery** and products thereof

10. **Mustard** and products thereof,
11. **Sesame seeds** and products thereof,
12. **Sulphur dioxide and sulphites** at concentrations of more than 10 mg/kg or 10 mg/litre in terms of the total SO₂ which are to be calculated for products as proposed ready for consumption or as reconstituted according to the instructions of the manufacturers

13. **Lupin** and products thereof
14. **Molluscs** and products thereof (European Commission 2022).

How to Display Allergens – Prepacked Food

The allergen must be:

1. Indicated in the list of ingredients with clear reference to the name of the allergen
2. Highlighted in a way that makes it stand out from the other ingredients. This could be through, for example, font, style or background colour e.g., Ingredients: Flour (**wheat**), sugar, **eggs**, **milk**, salt, raising agent: sodium bicarbonate (European Commission 2022).



(Image 2: Example of how allergens are displayed)

How to Display Allergens – Non-prepacked Food

Food businesses must indicate allergens **in writing** for non-prepacked food at the point of:

1. presentation, or
2. sale, or
3. supply.

Non-prepacked Food Includes:

1. foods sold in loose form e.g., foods sold in restaurants, delis, cafés etc.
2. foods packed on the premises at the request of the consumer e.g., a sandwich made and packed into a plastic triangle for the customer.
3. foods packed on the premises for direct sale to the consumer or mass caterer e.g., lasagne made in a café kitchen and sold packaged from a fridge in the café (European Commission 2022).

Leaflets on Allergens:

[Allergen Information for Non-prepacked Food](#)

[Allergen Information for Non-prepacked Food](#)

Website Link for Allergen information [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52017XC1213\(01\)](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52017XC1213(01))

Food Safety and Hygiene:

[Farm to Fork Strategy](#)

Website Link for Food Safety and Hygiene information

https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy_en

Hazard Analysis Critical Control Point (HACCP)

This refers to a process of procedures businesses must put in place to ensure food they produce is safe.

Hazard Analysis & Critical Control Point System – HACCP	<p>Used to:</p> <ul style="list-style-type: none"> • Identify what can go wrong and how it can be prevented, • Identity critical points of safety in the handling of food, • Put safety measures in place to reduce risks.
Before HACCP can be put in place:	<ul style="list-style-type: none"> • The premises must be suitable, • There must be a cleaning programme in place, • Pest Control Procedures, • Temperature monitoring, • Hygiene training for all staff, • Company hygiene policy.
Potential Hazards:	<ul style="list-style-type: none"> • Bacterial Bacteria, • Chemical: Cleaning agents, pesticides, • Allergies: Nuts / Wheat / Dairy, • Physical: Objects.

HACCP 7 Principles	
1: Identify the hazards	Review each step (e.g., purchasing, delivery, storage, preparation, cooking, chilling, etc.) in your operation and identify what can go wrong
2: Determine the critical control points (CCPs)	Identify points in your operation that ensures your hazards are controlled e.g. cooking raw meat thoroughly to kill pathogens
3: Establish Critical Limit(s)	Set limits to identify when your CCP is out of control
4: Establish a system to monitor control of CCP	Monitoring and recording at each CCP is crucial. This will typically include temperature and time. Monitoring should be simple, clear and easy
5: Establish corrective action when monitoring indicates a CCP is not under control	Example: Food in fridge rises 10degrees above. Discard food and repair fridge.
6: Establish procedure for verification to confirm HACCP is working effectively	Review system periodically and whenever you make changes to the operation.
7: Establish documentation concerning all procedures and record appropriate to these principles and their application	Appropriate documentation and records must be kept and be readily available

The Importance of HACCP

1. Legal requirement
2. Helps prevent food poisoning
3. Food safety system

Controls:

1. Minimize time food left at room temp
2. Good personal hygiene
3. Keep raw / cooked separate
4. Colour coded system
5. Cleaning programme
6. Good hygiene practices

Monitoring:

1. Check time and temperature food in prep
2. Visually check food for contamination
3. Cleaning programme in place
4. Keep equipment in cool condition
5. Control pests – Keep them out (European Commission 2022)

HACCP Information Booklet 8 pages

[Download HACCP Information Leaflets](#)

Website link for information on HACCP : [https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52016XC0730\(01\)&from=DE](https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52016XC0730(01)&from=DE)

Business Plan

Idea

Brainstorming and filtering ideas until you are left with your best idea (Paul Burns 2016).

Target Market

Your target market is a group of costumers with shared demographics who you have identified as the most likely buyers of your product or service (Paul Burns 2016).

Value Proposition

A value proposition is a simple statement that summarizes why a customer would choose your product or service. You are solving a problem for your customer that they are willing to pay for (Paul Burns 2016).

Marketing the product

Product marketing is the process of bringing a product to market. This includes deciding the products positioning, and messaging and ensuring customers understand it. Product marketing aims to drive the demand and usage of the product (Paul Burns 2016).

Build a Brand

1. Discover the purpose behind your brand – have a clear message
2. When branding keep in mind who you are trying to reach (Target Market) tailor message to meet their needs
3. Outline the key qualities & benefits your brand offers
4. Let your personality shine through your brand (Paul Burns 2016)

Operations Plan

An operations plan is a detail-oriented plan that identifies how you plan to achieve your business goals. It maps out the day-to-day tasks to ensure a clear path to your business goals.

1. Focus on essential goals
2. Use leading indicators which include predictive measures that will prevent you from making a mistake in the first place
3. Choose the right key performance indicators
4. Communication is key, all staff need to learn what metrics you use and why they are important and what everyone's roles are in working towards your business goals

Financial Plan

1. Start with a sales forecast- Project your sales over the course of three years
2. Create an expense budget- You will need to understand how much it's going to cost you to actually make the sales you have forecast. Differentiate between fixed costs

include rent and payroll while variable costs include advertising and promotional expenses

3. Develop a cash flow statement- This statement shows physical euro moving in and out of the business
4. Income Projections- Profit and loss statement detailing forecast for your business for the coming three years
5. Deal with assets and Liabilities- You need a projected balance sheet, this deals with assets and liabilities that aren't in your profit and loss statement
6. Break even Analysis- If your business is viable, at a certain period your overall revenue will exceed your overall expenses including interest (Inc. 2022).

Product Development

Product development refers to all stages involved in bringing a product from idea through to market release and beyond.

Products solve problems, identifying a problem that needs solving is where the product development journey begins.

1. Idea Generation

The SCAMPER model is a tool used in this stage, by asking questions about existing products. Each letter stands for a prompt (Shopify Blog 2022):

- **Substitute** (e.g., faux fur for fur)
- **Combine** (e.g., a phone case and a battery pack)
- **Adapt** (e.g., a nursing bra with front clasps)
- **Modify** (e.g., an electric toothbrush with a sleeker design)
- **Put to another use** (e.g., memory-foam dog beds)
- **Eliminate** (e.g., get rid of the middleman to sell sunglasses and pass the savings on to consumers)
- **Reverse/Rearrange** (e.g., a duffle bag that doesn't wrinkle your suits)

You can come up with fresh methods to alter existing ideas or adapt them for a new target audience or problem by thinking about these questions (Shopify Blog 2022).

2. Product Screening

Product validation assures that you are building a product that people will pay for and that you will not waste time, money, or effort on a flop (Shopify Blog 2022).

3. Concept Development & Testing

It's critical to receive input from a large and diverse audience on whether or not they'd buy your product. Before you begin planning, use the information gathered from product validation and market research to assess demand for your product as well as the level of competition (net solutions 2022).

4. Development of Marketing Strategy

Companies are constantly seeking for innovative methods to grow income and recruit new customers. Developing a market development strategy can assist organizations in identifying growth prospects for their new product. (Queensland Government 2022)

5. Business Analysis

A business analysis will help you determine the costs involved and forecast the profits you may make from the product in the future. It will help you eliminate inappropriate ideas and avoid unnecessary costs (Queensland Government 2022).

The steps involved include:

- Estimate your product price
- Identify your products market potential
- Forecast sales volumes
- Identify break-even point
- Determine minimum sale price
- Consider the long term- Forecast the lifespan of your product (Queensland Government 2022)

6. Product Development

The product development process starts with developing a prototype followed by a minimum viable product (MVP)- once the design, development and testing are done the MVP is launched in the market with minimal features. The further iterations depend on the initial response. (Net Solutions 2022).

7. Test Marketing

There are two marketing testing strategies to follow:

1. Alpha Testing- If any issues are found, changes are planned and implemented before the final go ahead
2. Beta Testing- This strategy is about listening to the customer, the target group use the product and give unbiased feedback (Net solutions 2022)

8. Commercialisation

If all strategies above fall into place, the product will now be considered product-market fit, and strategies are put in place to gain product traction (Indeed.ie 2022)

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