

# **Sources of Information and Communication Channels on Food Safety**

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# Who seeks Food Safety information?

- **Corporate sector ( food industry and food businesses)**
- **Others (Academics, Scientists and decision makers etc)**
- **Consumer**

# Sources of Information

# Source of evidence based information

## ISC/Industrial Technology Institute

- Food Act - Laws & Regulations (local & foreign )
- Quality assurance – SLSI Standards, Codex Alimentarius, ISO Standards, British Standards, ASTM for materials (packaging material)
- Analytical Methods – AOAC, AOCC
- Books – Food safety, Food Additives, processing, packaging, quality assurance etc.
- Journals - J.Food Sci. and Tech., Indian Food Packer etc.

# Sources of information- cont...

- **Databases – Science Direct (Elsevier Pub), Ebscohost (American Centre), Hinari (HELLIS/WHO)**
- **Proceedings of local scientific gatherings**
- **SDI ( Selective Dissemination of Information) services**
- **Inquiry Service – [info@iti.lk](mailto:info@iti.lk)**

# Issues related to capturing information

- **Local information is not readily available and probable sources are less known and scattered**
- **Limitation of funds leads to prioritizing of information**
- **Most local information are in report form and not in peer reviewed journals**
- **Receiving current/timely information from local sources is difficult**

**Awareness?**

# Pilot Project to Implement SA 8000 and ISO 22000:2005 in Local Food & Food Related Industry (UNIDO Project – TE/SRL/06/004-2008)

23

- Open advertisement

19

- Standard questionnaire

19

- Gap Analysis

13

- Selected for ISO 22000 implementation

7

- Committed to proceed

4

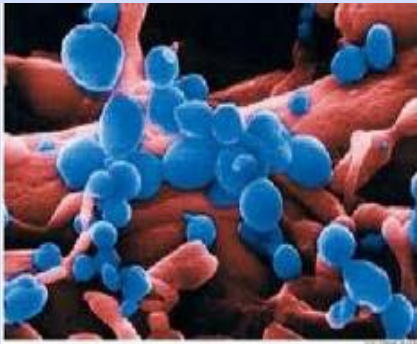
- 4 Awarded (3 not awarded)



Global update

# Bangladesh bans sale of fresh palm sap after an unusually lethal outbreak of Nipah virus! (February 11, 2011)

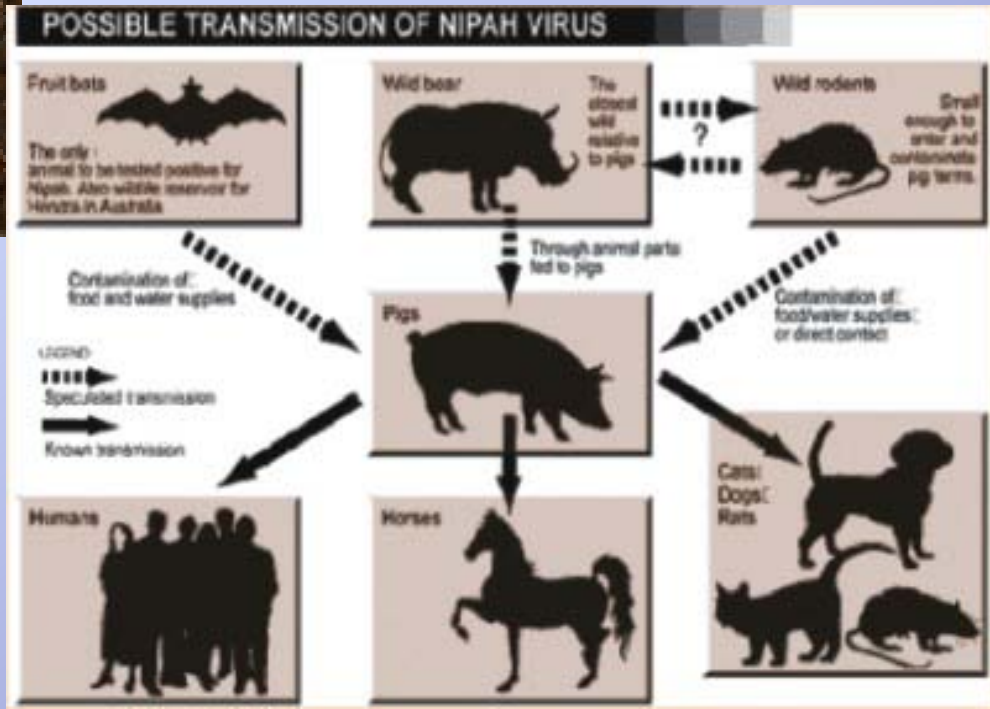
Nipah virus



Date palm



Indian Flying fox



# Awareness among consumers?

- Receptive and active
- Age
- Level of education
- Presence of children at home

# Communication

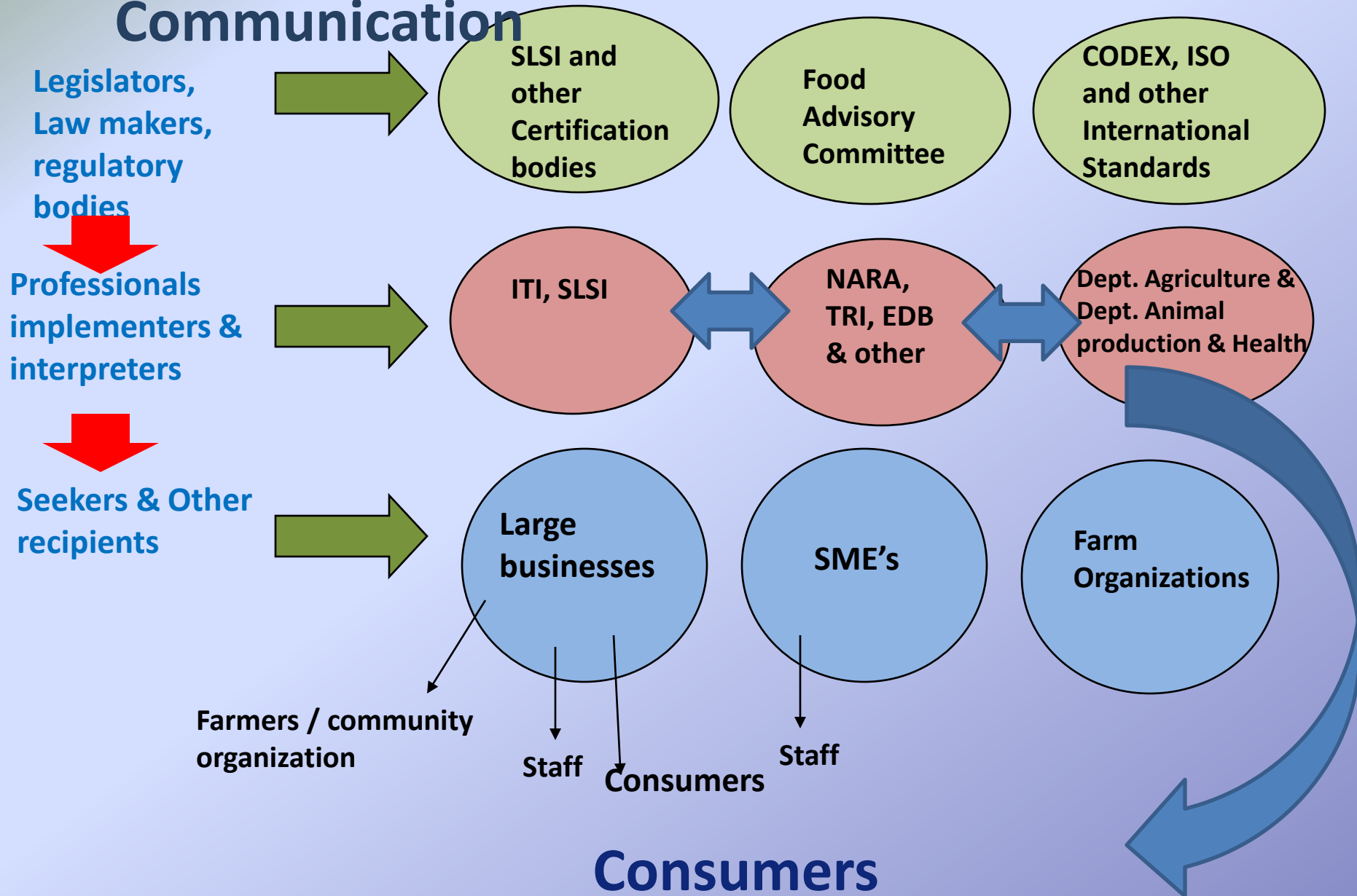
# Issues related to Communication

- **Gap between science, industry and consumer**
- **collaboration with national food safety authorities.**
- **understanding public perception and anticipated reactions**
- **potential public health impact**
- **Media monitoring and evaluation**
- **Lack of feedback mechanisms**

# Desired outputs through Communication

- To provide a national-wide reference service for information on food and feed safety
- disseminate accessible and relevant messages on food safety issues
- provide timely and accurate public announcements on key issues –Alert system
- achieve consistent and culturally sensitive outputs through close co-ordination with regulatory bodies

# Flow of information and Mechanisms of Communication



***Thank you.***