



Food
Standards
Agency
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Food Standards Agency in Wales
Strategic Plan 2015-20

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Stakeholders in Wales have provided a very valuable contribution in developing the Strategic Plan for 2015-20. Events held in Cardiff in February and September 2014 provided the opportunity for a range of stakeholders to inform the direction of the overall strategy. This annex outlines the opportunities we have, specifically in Wales, to undertake activities which will build on and enhance the strategic outcomes as set out in the strategy.

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KEY
ACTIVITIES
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Key Activities for the FSA in the Strategic Plan period

The activities which follow set out plans to be undertaken in Wales to ensure progress towards our strategic outcomes and to protect consumer interests in relation to food.

Between 2015 and 2020 we will take as many opportunities as we can to move in the direction outlined in our strategy. There are many specific actions we intend to take – some individually very small, some large and complex. Strategic coherence and maximum progress will be achieved by constantly focusing on the impact of everything we do, rather than by identifying a handful of large “initiatives” to focus on and imagining that the rest of our activities can carry on unaffected or be “deprioritised” and stopped – our work on allergies, chemicals, and incident management remains as important as ever, for example.

There will be some particularly significant programmes of work, however, which we believe will be critical in underpinning the successful implementation of the strategy. They overlap and have multiple impacts – for example the work on surveillance and horizon scanning identified under science and evidence is important to safe food and to our efforts to ensure that food is what it says it is. Major projects and programmes will sit within the FSA’s portfolio and provide monthly progress reports to the Portfolio Board. The Portfolio Board will ensure that the inter-dependencies within the portfolio are effectively managed.

The following represent the significant priority pieces of work in which we currently anticipate investing time, effort and resources over the next two to three years to move forward the delivery of the strategy. The food system is complex, with many different actors operating in it. No one can predict the future, and we cannot know with confidence what actions we will need to prioritise in the future. It is inevitable that over time the list will need to change. Therefore, as part of our business planning cycle, the Executive Team will review our work programme every quarter and the Board will review the priorities annually to make sure that our activities remain the most appropriate to deliver the greatest possible benefits for consumers and progress towards our strategic outcomes. Given this, the plan is more developed for the first two years, and later years will be fleshed out in future planning cycles.



Consumers have the right to be protected from unacceptable levels of risk.

Year 1 – 2015/16

- Work with key stakeholders in Wales, to ensure that all new policies and strategies deliver a consistent message to provide for the availability of safe and affordable food to consumers in Wales.
- Work collaboratively to deliver a new feed delivery model for Wales.
- Develop a feed sampling policy and programme for Wales.
- Engage with food businesses to raise awareness of the new food allergen rules for the food service sector.
- Complete programme of local authority full audits in Wales.

Year 2 – 2016/17

- Continue to explore with the scientific community in Wales our use of science, evidence and information in protecting consumers' interests in relation to food.
- Utilise the opportunities which Wales presents, to pilot work particularly around surveillance and emerging risks.

Year 3 and beyond

- Develop a new strategy for audit arrangements in Wales ensuring increased transparency and accessibility to the reporting of findings.



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**FOOD IS
WHAT IT
SAYS IT IS**
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Consumers have the right to make informed decisions about their food and this is only possible when it is correctly and accurately identified, and appropriately labelled.

The work we did in developing our strategy reinforced our awareness of the risks to consumers associated with authenticity and with food fraud and crime, in which consumers are deliberately misled. We will continue to work with local authority, industry and other colleagues to identify areas of risk and agree actions to reduce them on behalf of consumers.

Year 1 – 2015/16

- Work to improve co-ordination of food fraud intelligence across all local authorities in Wales resulting in better consumer protection.
- Give clear direction and management to the Welsh Food Fraud Coordination Unit ensuring effective and consistent control of food crime in Wales.
- Work with representatives of food fraud governance groups to raise awareness of food fraud in Wales.

Year 2 – 2016/17

- Full integration with the Agency's Food Crime Unit by March 16.

Year 3 and beyond

- Embed informed horizon scanning decisions and prompt identification of emerging risks.
- Continued work with representatives of food fraud governance groups to raise awareness of food fraud in Wales.





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**EMPOWERING
CONSUMERS**
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The FSA strategy identifies that consumers have rights and responsibilities with regard to the food that they eat.

We want to support them to ensure that their rights are respected and that they are able to take up their responsibilities and make informed decisions about the food that they eat, thus influencing the food system as well as their own well-being and that of their families and communities.

We are committed to both being open and engaging ourselves and also to encouraging industry to be transparent about the issues of importance to consumers, so that consumers can have power and influence based on a knowledge of what is happening in the food system.

Year 1 – 2015/16

- Develop an engagement plan, representative of the diverse Welsh landscape, which will provide for the effective engagement with Welsh consumers and stakeholders.
- We will seek to have a presence at key events in Wales to build a dialogue with a diverse group of consumers.
- Explore new options to engage with consumers in Wales including the use of citizen forums.
- Continue to provide a programme of workshops targeted at primary schools in Wales.

Year 2 – 2016/17

- Identify opportunities to work with other networks in Wales to build collaborations with schools, catering colleges and other educational settings to develop the skills and confidence of young consumers in Wales.



We will continue to ensure that delivery of the FSA's strategic objectives in Wales takes into account specific needs and issues locally whilst still ensuring a consistent, UK-wide approach to food safety.

We will continue to protect the interests of consumers in Wales and strengthen our insight and understanding of their views on food, its safety and sustainability. We will work closely with our stakeholders, in the delivery of key action plans.



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Published by the Food Standards Agency June 2015



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