

Food cross-contamination and allergies: How a Pharmaceutical approach can give you a competitive edge.

- “One third of the UK population will develop an allergy at some time in their lives”
- “Nut allergy levels have risen from 1 in 200 to 1 in 70”

Quoted from the National Allergy Strategy Group (NASG)

In a recent survey:

- 56% of products had nut traces warnings
- When shopping for a nut allergy person, 18% of items could not be bought. It took 39% longer for that person to shop, and they paid 11% more.
- On a labelling check 10% of packaged products were mis-sorted

And in the U.S:

- 2.5% of the US population has a food allergy.
- 1.1% or 3 Million Americans have a severe Peanut or Tree Nut Allergy.

The Pharmaceutical Regulatory requirements are similar to HACCP methods and BRC Food standards, but it has a different mind-set to the Food industry:

- After complaints of nut pieces being found in a milk chocolate bar, Cadbury explained that a nut product is made on the same line and that they flushed through a tonne of chocolate to ensure no cross-contamination.
- A Pharmaceutical tablet producer using such an argument would be **out of business.**

A different way of working can make the difference to the product Quality in your food business.

That difference can be reflected in loyal, satisfied customers, a strong shelf space argument and maybe price differentiation.

A Food Business supported by Pharmaceutical Quality thinking could give your company that edge.

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