

International Conference on

Food Safety and Regulatory Measures

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Improving end-to-end transparency

- Establishing and enforcing “farm to fork” ownership and responsibilities
- Ensuring visibility across the supply chain to increase consumer trust
- Connecting and collaborating within a community, sharing values and goals

Traceability is an integral part of food law designed to protect the consumer from food safety risk, fraud and quality issues. It is enabled by systems and processes. Transparency goes beyond traceability in that it can only be achieved if everybody works together in an open and honest way. More recently, transparency is driven from the need to satisfy the customer rather than the traditional need to understand a product's individual supply chain. It also helps to manage incidents more quickly and effectively, thereby sustaining brand integrity.

Biography

Paul Isherwood is Head of Technical & Quality for The SHS Group Drinks Division, accountable for the WKD, Merrydown, Shloer & Bottlegreen brands. Previously he enjoyed various roles of increasing responsibility in R&D, Innovation and Operations with GSK (Lucozade & Ribena), Virgin Drinks, Cott Beverages and Coca-Cola & Schweppes Beverages. He is an active member of the British Soft Drinks Association and lectures on their Manufacturing Soft Drinks course. He is also a regular presenter at external events, including the ENG Global Food Safety summit in Madrid in 2014 and the BRC Food Safety Europe conference in London in 2014.

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