









Crowshall Veterinary Services LLP

- The chickenic considered an end unbactor camplobatect:
 Campolobatect forms part of the bacterial population of the microfion
 C. Jejuni is regarded as a commensal of the intestinal flora of chickers, which leads to a predominantly apmytomatic colonisation of the git, particularly the caecom
 Beside the lower intestine being the main reservoir, Campylobaters more being the main reservoir, Campylobaters molecular and the set of the se



Crowshall Veterinary Services LLP Campylobacter has NOT historically been considered a pathogen of chicken with the exception of vibrionic hepatitis ACT Campylobacter





Crowshall Veterinary Services LLP

- Understanding the immune system and the interaction with Campylobacter strain will be key in preventing Campylobacter colonisation. This may allow the implementation of better control strategies for example sustainable vaccines, or feed/water additives that can prevent colonisation through affecting the way that the organism interacts with the host and the immune system.
 Stress and the effect on the immune system and subsequent colonisation





Crowshall Veterinary Services LLP Vaccination or NOT??

- Vaccination is a well established and effective method to combat various microbes in poultry. A commercial vaccine against Campylobacter in chickens has not yet been developed. There are three areas to overcome in developing a Campylobacter vaccine the identification of novel cross protection-inducing antigen. three are many strate and a vaccine will need to protect against the pathogene cores that east now but also those that develop in the them.
- future the induction of a rapid, potent immune response, colonisation occurs very rapid's othe immune response will also need to be very rapid and the right aspect-tricital to Camp/lobater control will need to be stimulated the development of novel adjuvants to further stimulate immunity against Camp/lobater the vaccine will need to stimulate the right location in the chicken body (ici in the gud)











Campylobacter and Farm Biosecurity

Biosecurity measures will reduce the possibility of introducing Campylobacter to the live chickers in poultry houses. Thereby, the risk of contaminating the poultry meat during slaughter and processing will be greatly reduced. Biosecurity measures aim to block all transmission routes.

Model Farms Project

- Sept 2011- Sep 201316 farms
- Geographically dispersed
- 1,749 batches
- Crops at 6 week intervals

ACT Completion for

Model Farm Biosecurity Protocols

- Red Tractor Biosecurity standards (Red Tractor Assured)
- Campylobacter/biosecurity training for all staff
- Only poultry farmer & essential visitors only (Vets, Technical & Area managers)and NO EXTERNAL VISITORS
- Farmers & Catchers Compliance- Auditing

- Shed Biosecurity :

 • Each poultry house was considered as a separate unit.

 • Physical Barriers with shed specific boots
- Shed specific clothing (Coats- boiler suits- robust washable aprons over boiler suits)
- Shed specific equipment (no shared equipment)
- Only outside foot dips & must be lidded •
- Hand washers and sanitizers are easily reachable from both sides of the barrier.

ACT Acting on

Testing

- All raw materials (Chicks- feed- bedding- Water supply) tested for Campylobacter (ALL CLEAR)!
- Caecal testing in factory to monitor on farm results
- Neck skin at exit from chill monitor results against the FSA target Labs Ring Trial – FSA

Data Recording

- Caecal and neck skin campylobacter results at thin and clear.
- Campylobacter enumeration of randomly selected control farms
- Number of visitors per shed per crop
- Number of days sheds are empty
- Days from thin to depopulationCompliance Reports from Farm managers and Catcher leader

ACT Caregoria

Change boots between houses

Actions on Farm

- · Keep the doors locked
- Hygiene barrier at the door of each poultry house
- change of the clothes / overalls
- change of the boots
- hand washing and disinfecting
- Always use hygiene barriers correctly
- · Disinfectant boot dips- only outside and must be lidded
- Keep visitors to a minimum
- · Protective clothes and boots for visitors

ACT Arting on Campyleactor Sogether

Actions on Farm

- Feed, water and litter hygiene
- Regular control for pests and rodents
- No direct or indirect contact
- between poultry and wild birds
- Rules for bringing day old chicks into the house,
- loading and transporting birds
- Cleaning and disinfecting between each flock
- Health and management (litter quality)

ACT Arting on Carey/Adactor Sogether "Realistically at the moment we cannot eradicate campylobacter, however a good farm biosecurity standard will help us as industry to reduce the number of flocks that become positive and within those, reduce the overall levels of infection".

ACT Completions

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🗖 🎰 ACT 🕮 - 🖉 NFU 🛞

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<u>Thinn</u>ing

- Y NZ will thin up to 3 times per flock
- Y USA no thinning due the risk of introducing diseases
- * Denmark no thinning but stocking density of 42 kg/m² allowed

Hook 2 Sisters

- * Norway & Sweden no thinning and do not exceed 36kg/m²
- * Norway Farms restricted to 140,000 broilers per year
- r Iceland no thinning, maximum stocking density 39kg/m²

| Conclusion | Hook2Sisters |
|------------------------------------------------------------|------------------------------|
| We have a world-class industr targets we need to change | y but to meet Campylobacter |
| Y A mandatory testing & monitor drive improvement | ing programme in the UK will |
| Thinning should be avoided if | not phased out altogether |
| We need to operate at the high reduce all pathogens | nest level of biosecurity to |

- Thank you.
- For more information about the different countries I have visited please visit my blog at wernerstrydom17.wordpress.com

BIOMEDICAL

Presentation by Dr. Simon Williams ACT on Farm July 2, 2015

11

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Food Standards

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Sample matrix / culture

- Tunika boot swab optimal sampling matrix
- (better than hair nets) (sample range of faeces, caeca, caecal dropping, Cloacal swab, dust, litter or ventral swab as compared with culture ISO-EN 10272-2:2006).
- Culture within 48 hr, essential storage 4°C (logistics ?)
- RTPCR (AFBI test) at least 4 days at 21°C (weeks)

- Lateral flow devices (GLISA Singlepath®), ImmunoCard STAT! CAMPY®, Moredun Scientific)
- Isothermal DNA assay (Eiken Chemical, (Loopamp* Campylobacter)
- EIKEN CHEMICAL CO.LTD. RTPCR DNA assay (QIAGEN (mericon™ Campylobacter spp
- Optimal assay shown to be RTPCR (specificity, sensitivity, cost practicality, ease of use) QIAGEN DX extraction & mericon Campylobacter spp Pathogen detection kit.
- AFBI test validated (specificity, sensitivity, reproducibility, correlation AFBI test validated)
 with culture

- 1x addressed postage paid large letter tear proof envelope 1x pair Tunika boot swabs
- 1x sample bag with a unique code
- 1x instructions

Kit contents:

- Equipment required not in the kit
- Tyvek overshoes (or equivalent) Pen for labelling sample bags with farm, house number and sampling date

- Screening to identify house Campylabacter status for other FSA projects with Campden & Bristol (for a number of slaugherhouse intervention studies) Trialled at NFU Independent Farms with no previous testing history (9 Farmers, 17 farms, 94 houses) Destributions in the Computerbacter culture preficience testing testing and the state of the state of
- Participation in the Campylobacter culture proficiency testing of neck flaps
- . Definition of assay cut-off (n=147)
- . Model farms studies (house status correlates with neck flap culture)
- Industry projects that include microbiological monitoring shared data
- · Results texted directly to farmers and emailed to processors

Benefits of doing the on farm tests?

Now Application to independent broiler farming sector

- Integrators:
 - extensive campylobacter trials
 commitment to campylobacter reduction
 - · Raising the profile of campylobacter.
- · Independents broiler farmers:
 - excluded prior to this projectNFU/independent producers requested help

 - Compylobacter incidence benchmarking, crop information/ correlation with campylobacter broiler house incidence
 Statistical analysis and identification of trends
- Driving towards industry-run national Campylobacter test results database

Campylobacter testing independent broiler farming sector across UK

- Recruitment of 233 farms (E 78%, S 14%, NI 6%, W 4%)
- Distribution of 5600 sampling kits
- Testing of ~4200 samples
- 1-3 crops
- 24 hr reporting by SMS text
- · Establishment of a web-based farmer interface
- Input of crop guestionnaire
- · Statistical analysis correlating Campylobacter status

ACT-NFU web based farmer interface ACT INFU (the last Wang they are by the first stand from a data can they because the data barry channel of the tractions are and the law pitch barry planet to the traction of the barry planet

General approach:

- FSA-funded original study (M01056) looked at lots of different factors that might influence campylobacters in chicken
- In essence collected information relating to farming (small amount of data) and processing (the majority of the information)
- Statistical analyses to see if there were risk factors that could predict flock status

Data collection questionnaires

• Farm infrastructure

- Postcode, Red tractor number, distance from plant, number of houses
- Flock farming conditions (15 Qs)
- Breed, gender, time house empty, previously thinned • Plant infrastructure (42 Qs)
 - Stun method, plucker banks, chiller water spray, effectiveness indicators
- Flock processing conditions (19 Qs) - Scald tank temp, line speed, line stopped, crispy neck skins
- Processing conditions on day (7 Qs)
 - Days since chillers cleaned, EV/cropping effectiveness

Systems established to collect data:

· Plants have a choice of using paper or web forms

| | Not anywared . | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------|
| What is your plant's target for effective placking? (i.e. what percentage of birds can realistically be input free of hone breaks and sizers damage?) | Not arrowered | ٠ |
| Infrastructure (Existention) | | |
| Is there a rapid mechanism to feedback exisceration effectiveness back to the EV operator adjusting the exisceration equipment? | Not answered * | |
| What is your plant's target for effective e-isometriar? (i.e. what percentage of birds can realistically be kept free of bile and got contents?) | Not arrowered | |
| Process manifoling (PMI) | | |
| For post marters impection, how often view glowe changed ar hands/glowe cleaned? | Not anyward | |
| For savity inspection, here often were gleves shanged ar handic/gloves effectively cleaned? | Not answered | |
| Infontrocture (Washing) | | |
| What are the number of excelen used to see blinds for the entire oraces:? | But appropriate w | |
| What is the volume of water used to spray each kind? | eilling of year | ur per bird |
| | | |
| Is the noter used for carcass seculing heated to at least 80 °C? | fot arevend + | |
| Is the water used for corcus vacility, leaded to at least 80 ^{°C2} | for arrowed * | |
| In the nature used for currences woulding heated to at least 80 °C2 Infoatmentane (Onling) Invarient sprays cannot in the skiller? | But arrowered * | |
| In the water scatter scatter careau working based to at heart BP ² C7 Infectiveness (CMIIInc) For water space, social to be stilled? Due with the With the still (Without With Hammater services with a VI door "withdead as affective") in applicative-ducing | Not accounted * | |
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| be ten also consil to various results feasible of school 30 ⁴ CF biblioschool 20160) (and a school 2016) (and a school 2016) (and a school 2016) (and a school 2016) (and a school 2016) (and a school 2016) (and a school 2016 | Not account + Not account + Not account + Not account + | |
| In the same can be conserved by the last to be a for 12 to the definition of 12 to the definition of 12 and 12 to the definition of the | Not anyound • Not anyound • Not anyound • Not anyound • | |

Data clusters: a dummy example

Clusters are defined by the distribution of data around a response Statistics takes account of interplay between variables, so can have multiple, simultaneous predictors.

Current model best fit:

LogCoutt_q ~ N(λ B, Ω) LogCoutt_q = β_{Bq} Const + 0.3954526(0.2794164)IOCon
$$\begin{split} & \log \cos w_{p} = \beta_{p,q} \cos w = 0.533 + 5.00 (2.794 + 0.100 \text{ cm} \text{cm} \text{cm}$$
6)ChillerCleanFreqMet, +-0.18

 $\begin{bmatrix} \mu_0 \end{bmatrix} \sim N(0, \Omega_a) : \Omega_a = \begin{bmatrix} 0.1572533(0.0607311) \end{bmatrix}$

 $\begin{bmatrix} \boldsymbol{e}_{tg} \end{bmatrix} \sim N(0, \ \boldsymbol{\Omega}_{g}) \ : \ \boldsymbol{\Omega}_{g} = \begin{bmatrix} 0.6634510(0.0306290) \end{bmatrix}$ Deviancei = 2361.8461608/956 of 1077 cases in)

- IO washer corrective actions (just about significant)
- Post chill carcass temperature P=0.032
- Pluck effectiveness target met P=0.0082
- Chiller cleaning frequency target met P=0.018
- Season of sample collection cos P=0.018, sin P=0.00052
- Linear trend across whole study P=0.045

Need more data!

- · Have identified solid and robust relationships at S/H level
- · But it's clear most of what's important occurs on farm
- · Original work was done with slaughterhouse operators
- · But to really find out what's happening on farm, need to speak to farmers

The NFU on farm project

- More of the same approach
- On farm questionnaires matched with a litter test
- Larger study have about 3000 results to date
- In depth analyses will happen at the end of the study about 4200 results

- Traditionally thought to be biosecurity broken - Birds with wetter litter are more likely to be colonised

In summary

- What's happening on farm is 3% times more important than what happens in the S/H
- Enthusiastic response from NFU members
- Feed withdrawal
- Litter wetness

OptiSense

Campylobacter Testing Outside the Lab

ACT On Farm Conference Michael Andreou, 2nd July 2015, National Motorcycle Museum, Coventry

OptiSense

Company Overview

- Established in 1998, contract R&D and small-scale production
- · Design / manufacture analytical instruments & sensor systems
- Working towards ISO 9001:2008 and ISO 13485:2012
- Several developments of real-time PCR instruments
- JV OptiGene formed in 2008 with GeneSys Biotech
 - Advanced molecular detection (DNA/RNA)
 - Exploit advantages of isothermal amplification
 - De-skill sample preparation and instrument use
 - Enable testing at point of application

OptiSense

Isothermal Amplification of DNA & RNA

- · Detection of bacteria and viruses at a genetic level
- Several methods available but LAMP preferred
- Single temperature reaction
- Low power consumption - Compact and portable equipment
- Extremely specific

 - Simple sample preparation - Robust assays
- Rapid operation
 - 20 minutes or less amplification for 'clean' samples

OptiSense

- Instrumentation
- Genie[®] II

- Reagents
- World's fastest isothermal enzyme

OptiGene Technology

Genie[®] HotBlock

- Lyophilisation (freeze-drying)
- Full test kits
- Supporting products

Reaction tubes (strips)

- Assay design software

OptiSense

Fields of Application

Clinical diagnostics

- Detection of antibiotic resistance & MRSA (Germany, Amplex Diagnostics) - Detection of Ebola virus (Japan, Toshiba Healthcare)
- Plant health
 - Detection of Chalara, Ash Dieback (Forestry Commission)
 - Port of entry inspection (Heathrow Airport)
- Food safety and authentication
- Environmental monitoring
- . Veterinary medicine
- Biosecurity

Development of Campylobacter Test

- Innovate UK (TSB) "Nutrition for Life"
 - On-farm detection of Campylobacter from boot swab
 - Bernard Matthews, Cranberry Foods, Fera, OptiSense
- Step 1: Sample extraction
 - Simple collection of bacteria from boot swab - Concentration by antibody beads
- Step 2: Sample processing
- Antibody wash
- Lysis: release of DNA from cells
- Step 3: DNA amplification
- LAMP assay

OptiSense

OptiGene Pre-Production Campylobacter Test Kit

- Practical sample extraction
 - No concentration
 - Simpler sample pot
- Efficient cell lysis – "Lyse & LAMP" method
- Multiple tests per run
- 6 samples (boot swabs) plus controls
- OptiGene Campylobacter LAMP assay

 Faster
 - Faster
 - Detect C. jejuni, C. coli and C. lari
 Freeze dried in reaction tubes

OptiSense

OptiGene Pre-Production Test Kit - Results

- Sensitivity
 - Performance using DNA comparable to qPCR
 Some inhibition from contaminants
- Specificity
- Extremely robust no false positives
- Speed — Single swab tested within 45 minutes
- 6 swabs tested in 1 hour
- Usability – Compact / portable
- Easy to perform

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OptiSense

OptiGene Production *Campylobacter* Test Kit

- Custom sample collection pot
 Reduce manufacturing cost
- Homogenize AND dispenseSimplified operating protocol
- RALF: no resuspension
- Most fiddly step removedAutomated result calling
 - Not dependent on operator
 - Semi-quantitative (Hi, Med, Lo, Neg)
- Method validation

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OptiSense

OptiGene Campylobacter Test - FAQs

- How much expertise / training is required?
 - No knowledge or experience of molecular diagnostics needed
 - <½ day basic training with hands-on instruction</p>
- What will a test kit consist of?
 - All consumables and reagents to process up to 6 boot swabs
- How much will a test kit cost?
 No more than £60 with quantity discounts
- How much does the equipment cost?
 - Genie[®] II list price £8,500
 - Genie® III list price £6,500
 - Genie® HotBlock / Mini HotBlock list price £500
 - Potential of reagent-rental model with sufficient volume of tests

Delegate Question

Where would you expect an 'on-farm' rapid test for *Campylobacter* to be performed?

- 1. Poultry farm
- 2. Processing plant
- 3. Veterinary practice / local laboratory
- 4. Central laboratory

Question

Is live bird transport always clean of visible faecal material on arrival at the farm?

Transport = crates, modules trailers and curtains

Spray wash

Sanitizer

- Inspection
 Re-wash
 Re-sanitize
 Storage
 Micro testing
- Loading

Spray wash cabinet Structure, nozzles, water pressure, sanitizer Inspection –

Can you inspect the lower rails that come into contact with litter? How do you assess cleanliness

Storage – Not in puddles; away from spray

Trailers and Curtains

- Remove gross debris
- Power hose positioning and structure temperature and kit
- Drain put vehicle on slope
- Sanitize after water had drained
 Inspect to agreed standard
- hispeer = to agreed sidilu
- Load clean with dirty ?
- Standing away from recontamination

Campylobacter testing?

- If the birds are negative for Campylobacter the crates will be negative.
- Test for TVCs when sanitizer has had maximum time to work. Best at farm before loading.

Clean live bird transport reduces risk of recycling any disease.

Use Results of testing

Example

CP

Where is the faecal material on the crate?

Is it in a similar place on dirty crates?

May identify which nozzles are not working

Do not use dirty transport for thinning

- Use the risk assessment to establish where you should look to improve.
- Thanks to all the suppliers and retailers who co-operated with this work stream

Background for choosing the facility in Thorne

- There are very few purpose-built processing factories in the World
 Thorne was an opportunity to get it right
- We have been able to design a completely new facility incorporating the latest technology and thinking
- In Thorne we get a plant that can process 12,000 large birds per hour
 With BAADER UNCO as our strategic processing partner, we establish a "show plant" intended to be a development site with ground-breaking innovations for years to come

MAADER LINCO

| | MIBAADERY LINCO |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Preventing the level from rising | |
| Objective Not allowing the farm level of surface contamination to increase Throughout the process, work practices will be designed to reduce this level, to what is acceptable to our customers and the FSA | |
| How to do Campylobacter reduction thought process applied to the design and layout Danish experts in planning team Denmark is a center of accellence for campylobacter reduction! Preventing cross contamination is one step to help eliminate foodborne illness | |

Preventing the level from rising

- The Live Bird Handling System is designed to prevent cross contamination between farms
- Unique module design
 Unique drawer design
- Effective washing and disinfection system

MILLING LINCO

Preventing the level from rising

- Straight slaughterline from point of shackling through stunner and killer
- Breast comforter in place to prevent live birds from flapping Pre-washing in Typhoon scalder prior to traditional scalding by immersion

MANDER LINCO

Preventing the level from rising

- Picking benefits of air extraction preventing room contamination with atomised feather follicles
 Controud varm deam water used within the pickers
 Effective picking without squeezing birds

Preventing the level from rising

- 3 separate scald tanks
- Special tank design
 No foam to cross contaminate on exit

MILLINCO

MAADER LINCO

Preventing the level from rising

Evisceration machine with easy release, interchangeable spoons to prevent intestines splitting and contaminating multiple carcasses
 Machanical damages will lead to increased activity of micro organisms and entrymes

Preventing the level from rising

- New effective horizontal in- and outside bird washer
 With just 1 liter of water in I/O washer you can; Reduce TVC from 100.000
 to 10.000/g
- Provision for more washing if the results from washing are not acceptable

MAADER LINCO

Preventing the level from rising

Clean air chiller, uniform and effective chilling to all birds

- Least dur Chanley, divince in due breckerte channey to dur bress Baith-in dir filters to capture backeria Chilis the bird from the inside out Protects the skin, whogo and durumstick from freezing as freezing will cause cell will to burst and infibite backeriological growth Creates to blance in heart transfer between the in- and outside of the the skin-ping the skin cold and dry Singh Sare as followers and bland shind fragments and each other.
- Single tier air chiller preventing birds dripping onto each other

Clean air chamber -1º to -5º C Ambivient a 0° to -1° C

MANDER LINCO

Preventing the level from rising

- Fully automated processes, reducing the risk of cross contamination
- Layout is designed with sufficient space to allow additions of new technology as the are developed.
- Work surfaces designed for easy and effective cleaning

MANDER LINCO

MAADER LINCO

Thank you

Campylobacter and the Supply Chain

Faccenda Foods Campylobacter Reduction Action Plan has focused improvements through the whole Supply Chain:

- Agriculture Bio Security
- Catching Operations Hygiene
- ✓ Slaughterhouse Process Hygiene
- Novel Processing Interventions
- Packaging (consumer protection)
- Labelling (and consumer education)
- Testing Programme Farms and Products

Faccenda Foods Campylobacter Action Plan

Multi Hurdle approach will be essential if we are to achieve the 2015 Reduction Target

BUT

Without a new, Novel Intervention the Modelling work indicates we are unlikely to achieve this

Faccenda Foods Campylobacter Action Plan

- Faccenda Foods Campylobacter Action Plan has focused improvements through the whole Supply Chain:
- Agriculture Bio Security
- Catching Operations Hygiene
- ✓ Slaughterhouse Process Hygiene
- ✓ Novel Processing Interventions
- Packaging (consumer protection)
- Labelling (and consumer education)
- Testing Programme Farms and Products

Optimisation of Slaughterhouse Hygiene

Innovation with Novel Process Interventions

Protection through Packaging

Faccenda Foods Campylobacter Action Plan

Optimisation of Slaughterhouse Hygiene

Live bird Crates and Modules

Multi Stage Carcase Washing

Neck Skin Trimming

Live bird Crates and Modules

Live bird crate and module cleaning and disinfection

- Optimize to ensure Campylobacter are not transferred back to our farms on this equipment.
- Investment in new equipment and a more efficient layout.
- Trials with new technology for final decontamination of Crates SonoSteam

Intake and Crate Washing

Innovation with Novel Process Interventions

Application of Cold - Rapid Surface Chilling & Surface Blast Chilling

SonoSteam

SONOSTEAM

Process Chamber

SonoSteam Technology

SonoSteam®

The nozzle is driven by steam and releases steam and ultrasound simultaneously

Steam - Kills microorganisms

 Catalyses and optimises the process. Ultra Sound

Very short process time (1.5 secs) so no unacceptable denaturation of the skin

SonoSteam

- Our aim is to achieve a minimum 1 log (90%) reduction in Campylobacter count on the Breast, Back and Neck skins.
- SonoSteam process must not adversely affect the raw appearance (consumer acceptance) and physical properties of the Skin (risk of increased rejections in Trussing or Cut Up operations), nor the cooked (organoleptic) performance.
- SonoSteam applied as part of our integrated evisceration and washing process
- Full scale In Line equipment and last operation before the birds are transferred into the In Line Air Chilling process.

SonoSteam

- Weekly Trials January to June.
- Focus on optimizing the set up of the redesigned Process Chamber – new "inside treatment" for best Neck Skin results.
- Successful use of On Farm PCR testing to select sheds with highest levels of Campylobacter colonization – this works!
- Testing at Day 0 and Day 5

SonoSteam Trial Programme

- The SonoSteam process typically achieved a Campylobacter reduction on BREAST SKIN of 0.85 to 0.95 log over 2 sequences of trials (Control Day 0 vs SonoSteam Day 5).
- The SonoSteam process was more difficult to optimise to achieve a consistent Campylobacter reduction on NECK SKIN.
- Latest trial sequence averaged a 0.80 log reduction for Neck Skin (Control Day 0 vs SonoSteam Day 5).

SonoSteam Trial Programme

- Completed our own Consumer Acceptance tests based on blind coded samples. Over 40 individual assessments.
- Raw appearance, cooked appearance, cooked performance - no statistically significant differences between the results for Control and SonoSteam birds.
- Campden BRI consumer acceptance testing in mid July.

SonoSteam

Key Questions

- Is SonoSteam easy to install and operate? YES
- ✓ Is it the "Silver Bullet" by itself? NO
- ✓ Does it deliver all the Success Criteria? NOT YET
- Does it have an important part to play as one of a series of interventions throughout the supply chain?
- ✓ What are the next steps with SonoSteam? CONTINUOUS RUNNING "SONOSTEAM PLUS"

SonoSteam - Next Steps

Continuous Running - now implemented

"SonoSteam Plus"

- to combine the current SonoSteam process with another intervention:
- 2 stage thermal process, 1st stage focussed on Neck Skin and 2nd Stage the current SonoSteam application Both stages can be Sonosteam
- SonoSteam process and high Oxygen MAP storage

Innovation with Novel Process Interventions

Application of Heat - Secondary Scalding

Faccenda Foods Campylobacter Action Plan

Innovation with Novel Process Interventions

Application of Cold - Rapid Surface Chilling

Innovation - BOC & Rapid Surface Chilling

Innovation – BOC & Rapid Surface Chilling

Innovation – BOC & Rapid Surface Chilling

Innovation - BOC & Rapid Surface Chilling

- Off line trials conducted on line speeds up to 6,000 birds per hour
- Compliant with the Poultry Meat Marketing Regulations
- Initial trial results validated by the FSA showed an average 1 log (90%) reduction in Campylobacter counts
- Read more about Rapid Surface Chilling trials and progress online: www.boconline.co.uk/campylobacter

Watch the video

Innovation with Novel Process Interventions

Application of Cold - Surface Blast Chilling

Faccenda Foods Campylobacter Action Plan

Protection through Packaging Leak proof packaging – we don't want Campylobacter on the outside of our packs

Faccenda Foods Campylobacter Action Plan

Protection through Packaging

Use of High Oxygen MAP – does this enhance the die off of Campylobacter during shelf life?

Trials to link birds from the SonoSteam process with High Oxygen MAP storage.

Faccenda Foods Campylobacter Action Plan

Protection through Packaging

Roast in the Bag packaging systems -

- Fantastic convenience
- Consistent cooked product quality
- Recognised Food Safety benefits

Summary –

Our Campylobacter Reduction Action Plans must deliver improvements through the whole Supply Chain.

In Primary Processing the key focus is on

Optimisation of Slaughterhouse Hygiene

Innovation with Novel Process Interventions

Protection through Packaging

Faccenda Foods Campylobacter Action Plan

Summary-

We have seen unprecedented collaborative Industry working across a wide range of projects and interventions.

Significant resource and financial investments have been made as we deliver improvements and validate key new interventions.

We continue to strive to achieve the 2015 Reduction Target.

The headlines

Our total estimated campaign reach across TV, radio, press, partnerships and social media was 33 million people.

33% of UK adults recalled Food Safety Week activity. (Following the Q4 retail survey release, this recall rose to 37%.)

It's working. Awareness of Campylobacter rose to 42% among those who recall Food Safety Week activity, compared to 31% among those who did not.

Source - campaign tracking survey, 2000+ participants, Jan 2015

0 2015 Food Standards Agency

Food Standards Agency

The retail survey made the Campylobacter issue visible to consumers for the first time. We are about to publish the first full year's figures. We anticipate further media interest. RATES OF CONTACTION Contact and the construction of the constru

| Which? Make Chicker | ı Safe | Cam | paign | Which? |
|---------------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|--------|
| NOP TO | IE SUPERMARKETS | COMPARE | | |
| | The Safe | Chicke | n Checklist | |
| | bastod positive | N Instact positive for the highest invels | Action plan from Tarm to fock?* | |
| Ast | 78.9 | 314 | PUBLISHED | |
| Mor | tions 76.2 | 22.9 | | |
| Caro | o 75.6 | 16.4 | PUBLISHED | |
| Mes | 72.2 | 207 | PLICING | |
| Wat | rosa 717 | 15.6 | PUBLISHED | |
| Sate | duny's 69.6 | 16.3 | | |
| Tesc | 68.2 | 12.3 | PUBLISHED | |
| Alth | ** | | PUBLISHED | |
| 115 | | | PUBLISHED | |
| lests | rid** | | PUBLISHED | |
| | *A CEU enderson Anter Interventions doorg 10 This should be public ¹⁴ These agains "Others" cate | protect programming in family chains to fair fault on their workst markets were entrop pary with other lea | of Serverskale and Jakeron I Bio Carepolation Servers is and Vedade Desembles And by Pricketter provident Analites | |

| Campylobacter - awareness & | t co | oncern | | Which? |
|------------------------------------------------------------------------------------------------------------------|------|------------------------|-----|--------|
| | | Salmonella | 94% | |
| Only a third (33%) said they had heard of Campylobacter, compared to 94% being aware | | E coli | 92% | |
| of Salmonella and a similar percentage (92%) of E coli. | | Listeria | 72% | |
| | | Staphylococcus | 55% | |
| | | Campylobacter | 33% | |
| | | Clostridium perfingens | 15% | |
| | | | | |

| Where | are we now? | Which? |
|-------|---------------------------------------------------------------------------------------------------------------------------|--------|
| | | |
| | Campylobacter and chicken safety is getting greater attention | |
| | Levels are still far too high | |
| | Need to see real improvements | |
| | Evidence for interventions from farm to fork is now clearer - but a mixed response | |
| | Consumers need to be aware of the risk - but shouldn't have to take so much of the responsibility | |
| | Consumer acceptability is also important (eg. blast surface chilling vs chlorine treatments) | |
| | Companies need to be transparent about the steps they are taking - and about levels | |
| | FSA must continue with its survey - but also be clearer about what action is needed | |
| | If a voluntary approach still fails to achieve real change, EU legislation is needed. | |
| | | |

