



Everyday Risks Every Time We Eat - Global Poll Findings of Perceived and Experienced Risks from Unsafe Foods

Moderator: Beth Elliot, Lloyd's Register Foundation, United Kingdom

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Today's Participants



Beth Elliot

Senior Communications & Global Campaigns Manager

Lloyd's Register Foundation

Beth has 20 years' experience developing and leading communications and PR programmes for businesses in a variety of sectors, including food and drink companies.

She recently joined the Lloyd's Register Foundation after working for almost 3 years in Lloyd's Register Group, where she led on creative campaigns and communications for the Group's food assurance team.



Sarah Cumbers

Evidence and Insight Director

Lloyd's Register Foundation

Sarah joined Lloyd's Register Foundation in autumn 2019 as the founding Director of Evidence and Insight. Her team works to use data and evidence to help better understand the complex factors that affect safety. This includes driving improvements in the availability, quality and accessibility of data, synthesis of evidence, and implementation of evidence into practice to improve safety outcomes.

Prior to the Foundation, Sarah spent much of her career at NICE, the National Institute for Health and Care Excellence, working across a number of roles including establishment of NICE Connect – a major digital transformation programme including a data and analytics function.

Sarah has a PhD in immunology and has also worked briefly in medical writing and the health voluntary sector.

Today's Participants



Vincent Doumeizel

Senior Advisor

Ocean, United Nations, Global Compact

Vincent Doumeizel has 20 years' experience in the Food Industry through Corporate positions in leading organisations specialized in Food Safety audits as well testing and inspection all over the world. A couple of years ago, Vincent joined the Lloyd's Register Foundation as director for the Food Programme in order to lead the charitable objectives of the Foundation through the funding of innovative projects to drive safety in the food supply chain. He has notably released the Foresight Review on Food Safety with a strong line up of contributing experts. This year Vincent has also joined the United Nations Global Compact as senior adviser on their strategy for food from the ocean where he advocates to develop the seaweed industry and leads food safety related initiatives. This year Vincent has been requested to join the expert panel to prepare the Food Safety part of the 1st UN Food System Summit.



Chris Elliott

Professor of Food Safety and Founder of the Institute for Global Security

Queen's University Belfast

Chris has published more than 450 peer review articles, many of them relating to the detection and control of agriculture, food and environmental related contaminants. His main research interests are in the development of innovative techniques to provide early warning of toxin threats across complex food supply systems. Protecting the integrity of the food supply chain from fraud is also a key research topic and Chris led the independent review of Britain's food system following the 2013 horsemeat scandal.

Chris has received numerous prizes and awards for his work. In 2017 he was awarded the Royal Society of Chemistry Theophilus Redwood Prize and was also awarded an OBE by Her Majesty Queen Elizabeth II. He was elected a member of the Royal Irish Academy in 2020.

Today's Participants



Dr Steven Jaffee

Lecturer, Independent Advisor, and Researcher.

University of Maryland's Agricultural and Resource Economics Department

Dr. Steven Jaffee is an agricultural economist who focuses on the processes of agricultural transformation and food system modernization in emerging economies. He is currently a Lecturer at the University of Maryland's Agricultural and Resource Economics Department, and, otherwise, an independent advisor and researcher. He recently retired from the World Bank where he worked for twenty-nine years. His research, policy and investment project work has spanned many themes including food security, food safety, agricultural risk management, agricultural policy, value chain development, and trade and standards compliance. He has had extensive field and policy experience in Africa and Southeast Asia. In 2018/2019 he led the multisectoral team which produced *The Safe Food Imperative: Accelerating Progress in Low- and Middle-Income Countries*. He has a BA from the University of Pennsylvania and a DPhil from Oxford University.

IAFP WEBINAR

World Risk Poll

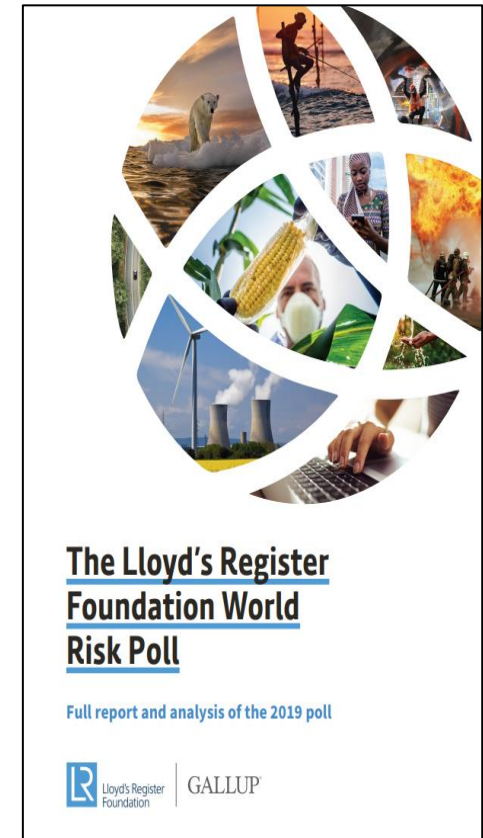
Public perception of risk around unsafe food

25th February 2021



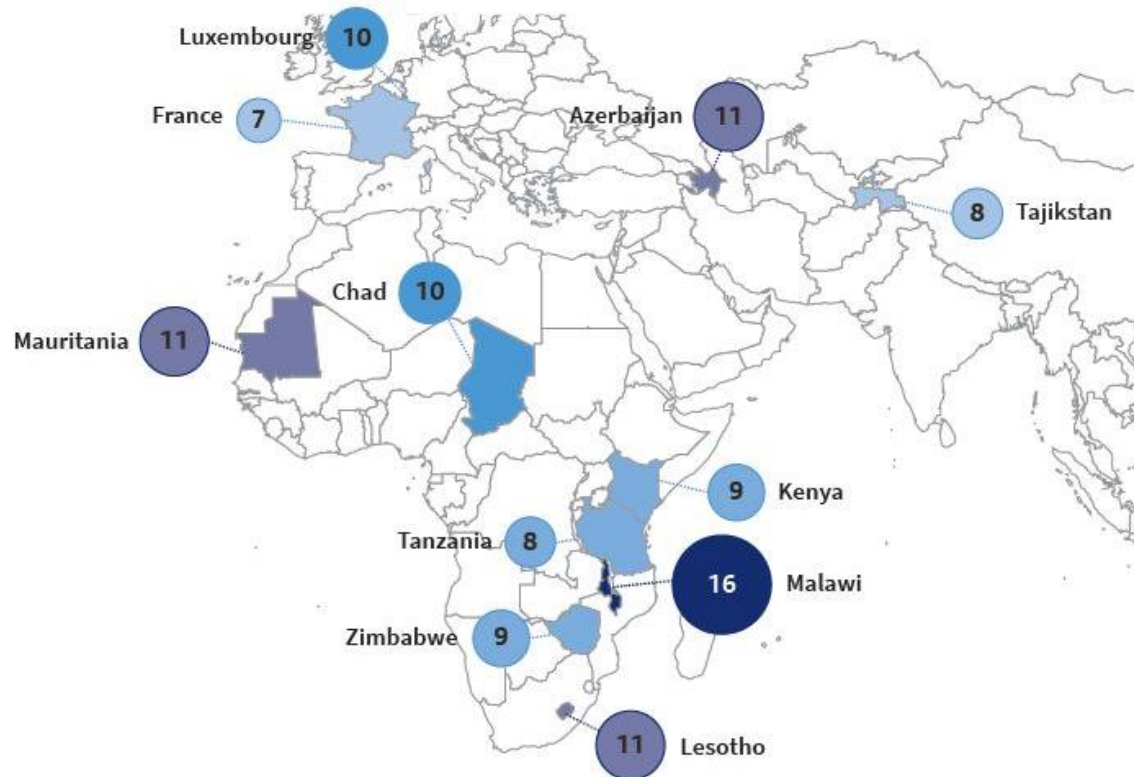
Lloyd's Register Foundation World Risk Poll

- [A global poll](#) of 150,000 people in 142 countries, across different demographic groups, giving a voice for the first time to millions of citizens.
- Research completed by Gallup to identify public understanding and perception of risk and safety.
- Provides a global data set which can be used to inform policy and bring meaningful interventions to make the world safer.
- Explores the gap between perceived dangers and actual threats, and discovers how risk is shaped by personal, social and experiential factors.
- Today we will discuss one of the key takeaways from the poll: the perception of risk around unsafe food.



Food or water related risks named in top two threats to safety

7% 16%



World's population experiencing serious harm from food



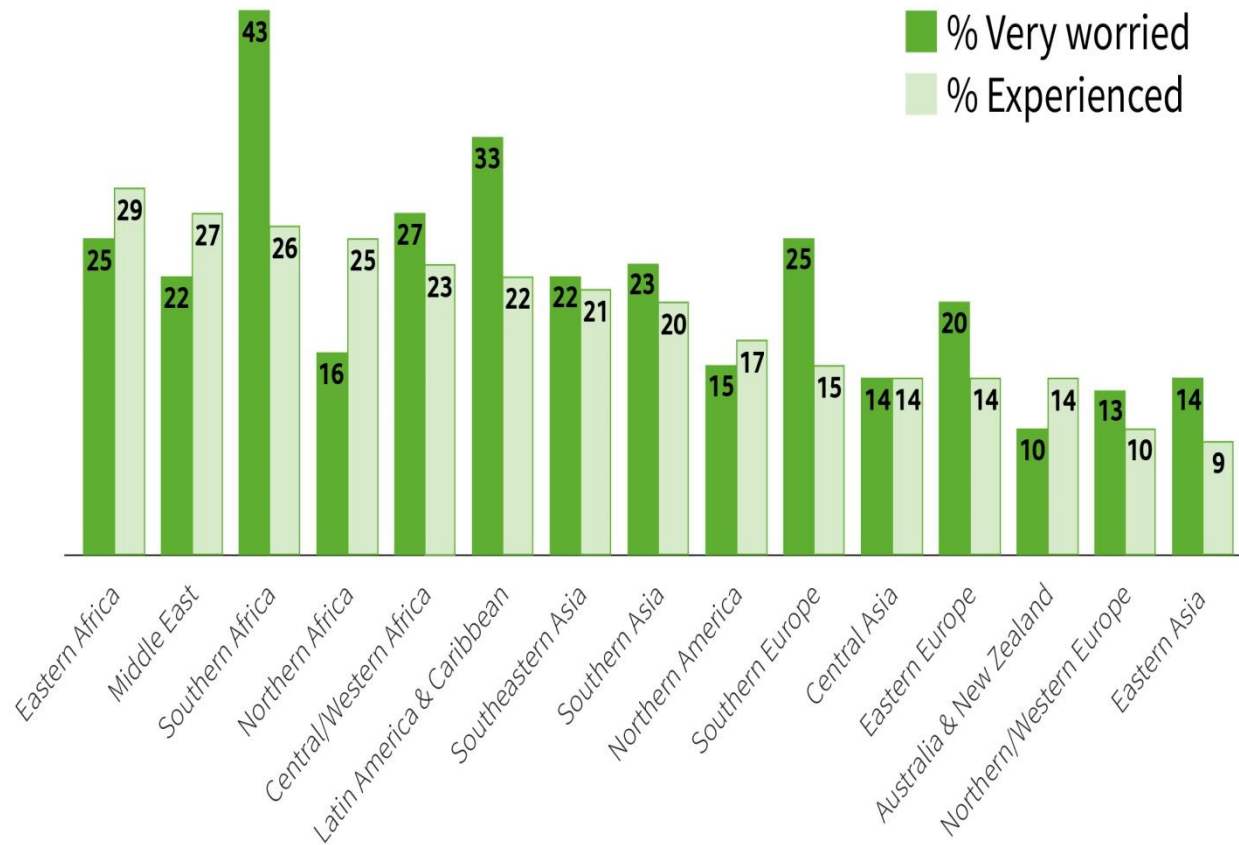
One billion people, or **17%** of the world's population, say that they or someone they know had **experienced serious harm from eating food** in the two years prior to polling.

Audience poll

Q. What do you think people are most concerned about when it comes to food safety?

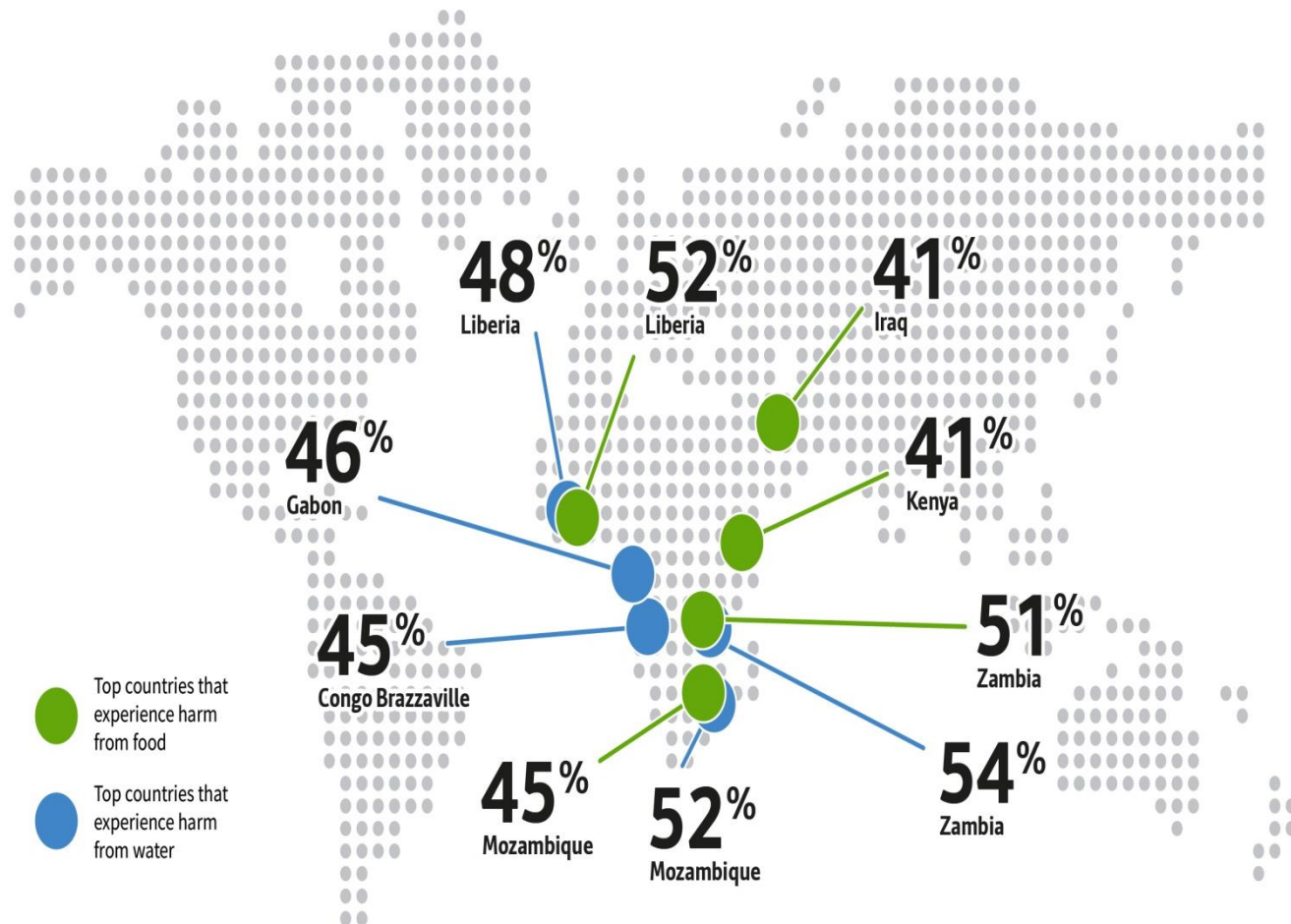
- A. Contamination such as bacteria and viruses
- B. Allergen management
- C. Foreign objects
- D. Nutrition
- E. Chemicals

Worry about and experience of being harmed by food



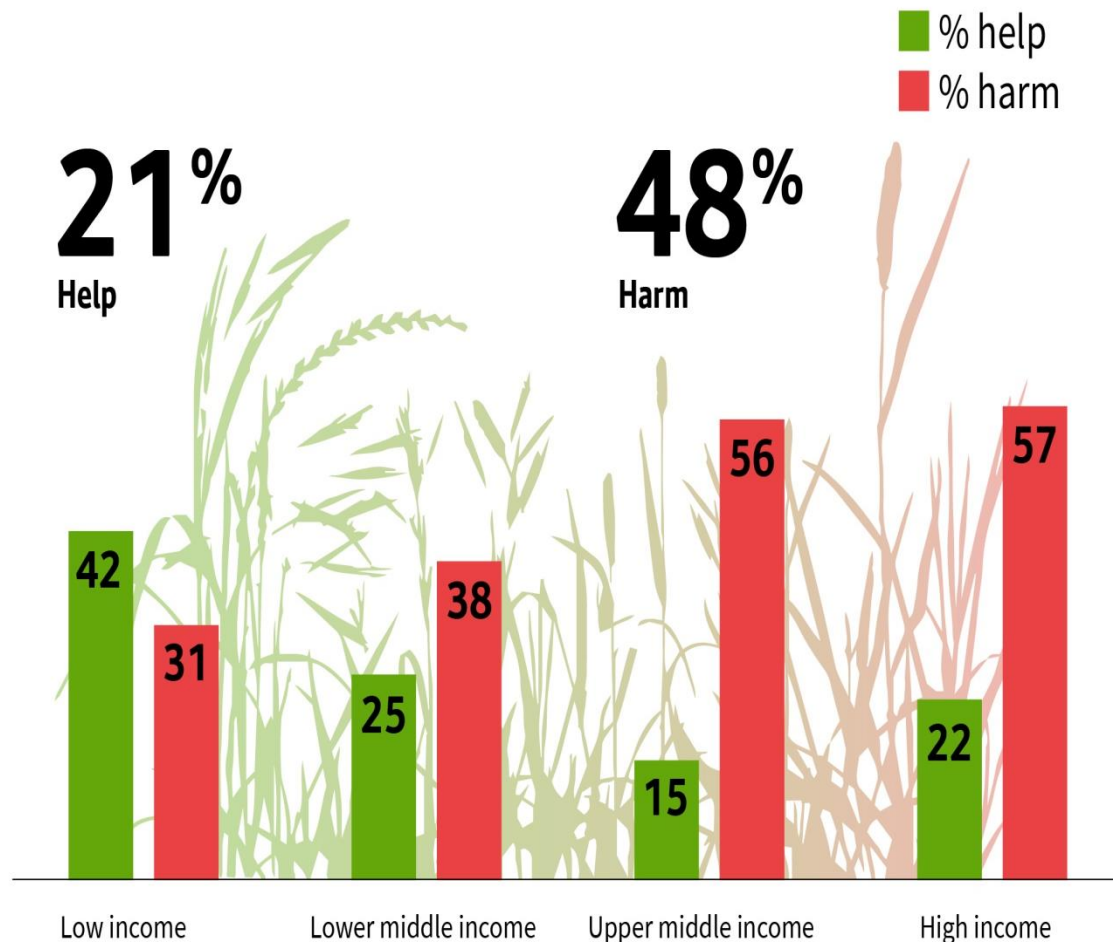
Survey question: 1. In general, how worried are you that each of the following things could cause you serious harm? Are you very worried, somewhat worried, or not worried? The food you eat [green bar] 2. Have you or someone you personally know, experienced serious harm from any of the following things in the past two years? [light green bar]

Countries experiencing serious harm from food & water



People across the world who answered YES to the question of whether they'd experienced serious harm from food and water in the two years prior to polling.
(% of each country population)

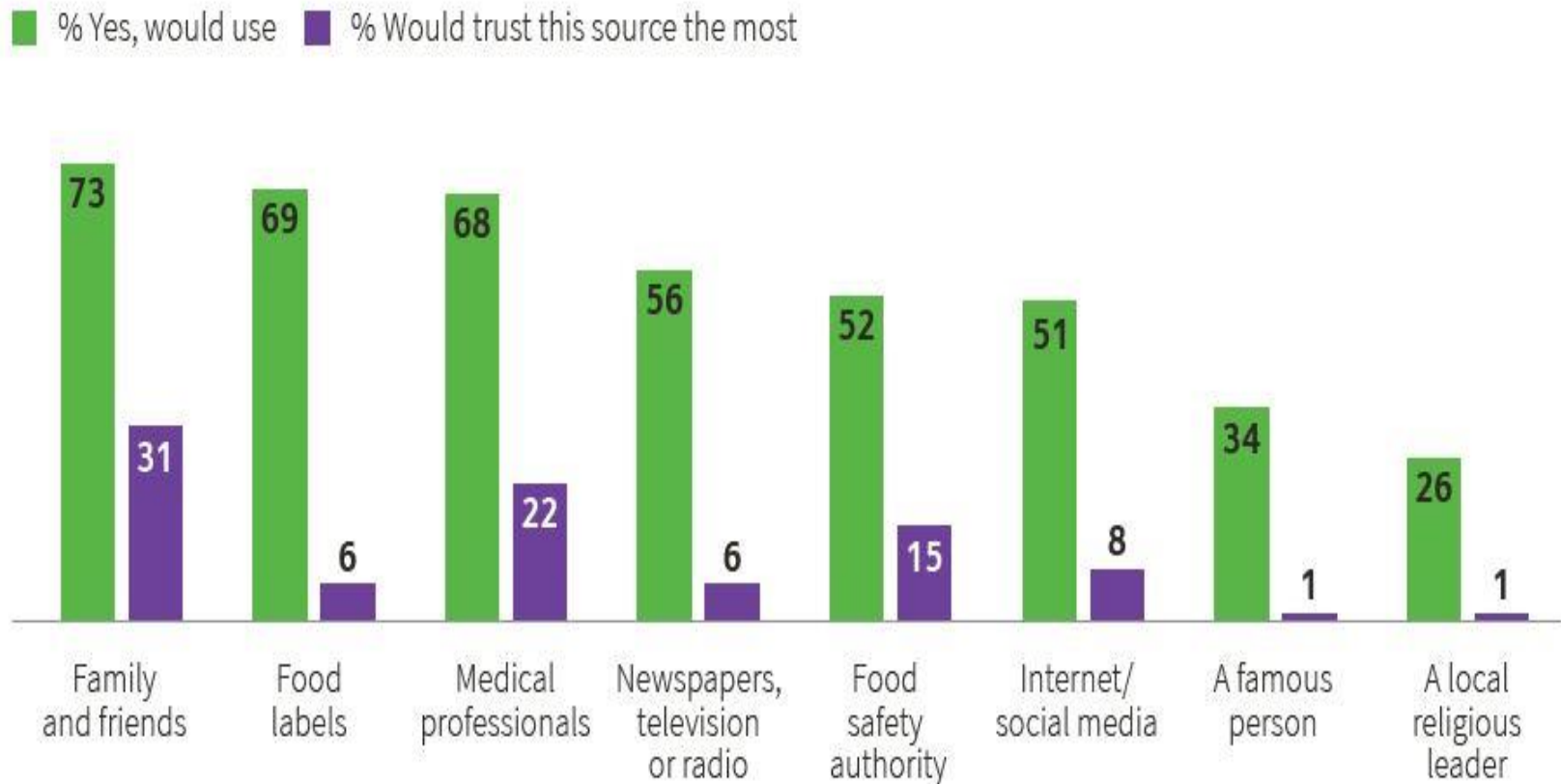
Will GM food help or harm people over the next 20 years?



Survey question: *Please tell me whether you think genetically-modified food will most HELP or mostly HARM people in this country in the next 20 years. If you don't have an opinion about this, please just say so. (by World Bank Income groups)*

Trust in particular sources of food safety information

Results among adults who answered 'yes' they would use a source of information



Audience poll

Q. Which stakeholder group can make the most significant contribution to food safety interventions?

- A. Policy makers
- B. Industry/companies
- C. Governments
- D. Not-for profit food associations
- E. Academics/other food safety authorities

Insight into action

Policy-makers

Invite to organisations to use the freely available data to inform policy.

Available at
<https://wrp.lrfoundation.org.uk/>

Food industry

Challenge to industry to use this information to build effective strategies to keep people safe.

Food safety authorities

Call to authorities to develop tailored information; working with groups people trust to ensure people get the safety information they need.

Audience poll

Q. Looking at policy-makers, which of the following would be the most important action they could take?

- A. Build/maintain adequate food systems and infrastructures
- B. Foster collaboration for joint action
- C. Better integrate food safety into food policies
- D. Think globally & act locally to ensure safe food exports



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