

FDF BUSINESS PLAN 2008

FDF

Vision

For FDF to be seen by stakeholders, including government and consumers, as the key authoritative representative body for the UK food and drink manufacturing industry

We will deliver on our vision by:

- Engaging effectively with our stakeholders, including government and consumers;
- Keeping the policy and regulatory landscape under review in order to identify threats and opportunities for the UK food and drink manufacturing industry;
- Developing and disseminating FDF policy positions as appropriate;
- Acting as champions of FDF policy with our stakeholders and champions of best practice with our members;
- Facilitating the exchange of non-competitive information beneficial to the economic and wider sustainability of the UK food and drink manufacturing industry.

PRIORITIES

- Food Safety
- Health and Wellbeing
- Sustainability and Competitiveness
- Communications
- Delivering for all our members

FOOD SAFETY

VISION

For stakeholders, including government and consumers, to have trust in the UK food and drink manufacturing industry and confidence in the safety of its products.

KEY OBJECTIVES FOR 2008

- To promote and foster the proportionate handling of food safety incidents at national and EU level, and to coordinate an effective industry response to any such incidents.
- To seek proportionate and evidence-based legislation, coupled with effective and pragmatic enforcement (eg food improvement agents, novel foods and food contact materials).
- To influence UK Government and EU policy (eg on nanotechnology, GM and process contaminants).

HEALTH AND WELLBEING

VISION

For consumers, government and key stakeholders to trust and have confidence in our products from a health and wellbeing perspective; to see them as socially responsible and to know that all products can fit into a balanced lifestyle.

KEY OBJECTIVES FOR 2008

- To promote and deliver effective food labelling at national and EU level and to raise consumer understanding and usage of GDAs, including on front of pack.
- To enhance the industry's reputation through promoting its contribution to enabling consumers to eat healthily and balance their diets.
- To promote and deliver healthier workplaces.

SUSTAINABILITY AND COMPETITIVENESS

VISION

For stakeholders, including government and consumers, to see the UK food and drink manufacturing industry as one which is working to improve its sustainability - economically, environmentally and socially.

For stakeholders, including government and consumers, to understand and value the economic contribution of the UK food and drink manufacturing industry and for this to be fully taken into account in government policy-making.

KEY OBJECTIVES FOR 2008

- To promote our vision for a sustainable food and drink manufacturing industry and to implement FDF's Sustainability Manifesto.
- To influence government and other stakeholders to develop appropriate sustainability policies taking account of the UK food and drink manufacturing industry's interests.
- To influence government and other stakeholders to ensure continued access to adequate supplies of agricultural raw materials at competitive market prices.
- To help IMPROVE achieve its vision - to work in partnership with employers, skills providers and government to ensure access to world class, demand driven skills for the UK food and drink manufacturing industries.

COMMUNICATIONS

VISION

For FDF to be seen as the voice of the UK food and drink manufacturing industry by the government, media and other key stakeholders, ensuring that they understand our sector's importance to the economy and our members' positive contribution to the food safety; health & wellbeing; and sustainability & competitiveness agendas.

KEY OBJECTIVES 2008

- To ensure that our voice continues to be heard – delivering strong messages that are understood by our key stakeholders.
- To support the work of our three Strategic Steering Groups and our SME Forum with a proactive and creative communications programme.
- To ensure that FDF remains highly visible with Parliamentarians, the media and other stakeholders.
- To complement our positive messages and campaigns with a prompt and robust rebuttal of inaccurate and hostile coverage.

DELIVERING FOR ALL OUR MEMBERS

VISION

For FDF to meet the needs of its broad-based membership in an efficient, effective and timely way and to offer highly skilled staff a rewarding career.

KEY OBJECTIVES 2008

- To deliver and improve the FDF Account Manager programme.
- To deliver better services for FDF's small and medium sized member companies through the SME Forum and to provide a full programme of events to meet their needs.
- To review the services provided to different groups of FDF members, including those primarily engaged in supplying retail own label products.
- To keep under review FDF's membership recruitment strategy.