



For safe food and healthy eating

Food is safe and authentic	Consumers have healthier diets	Responsible food businesses are enabled to thrive	Consumers are empowered to make positive choices about food	FSS is trusted and influential
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[foodstandards.gov.scot](http://foodstandards.gov.scot)



# Strategic Outcomes Report

June-22

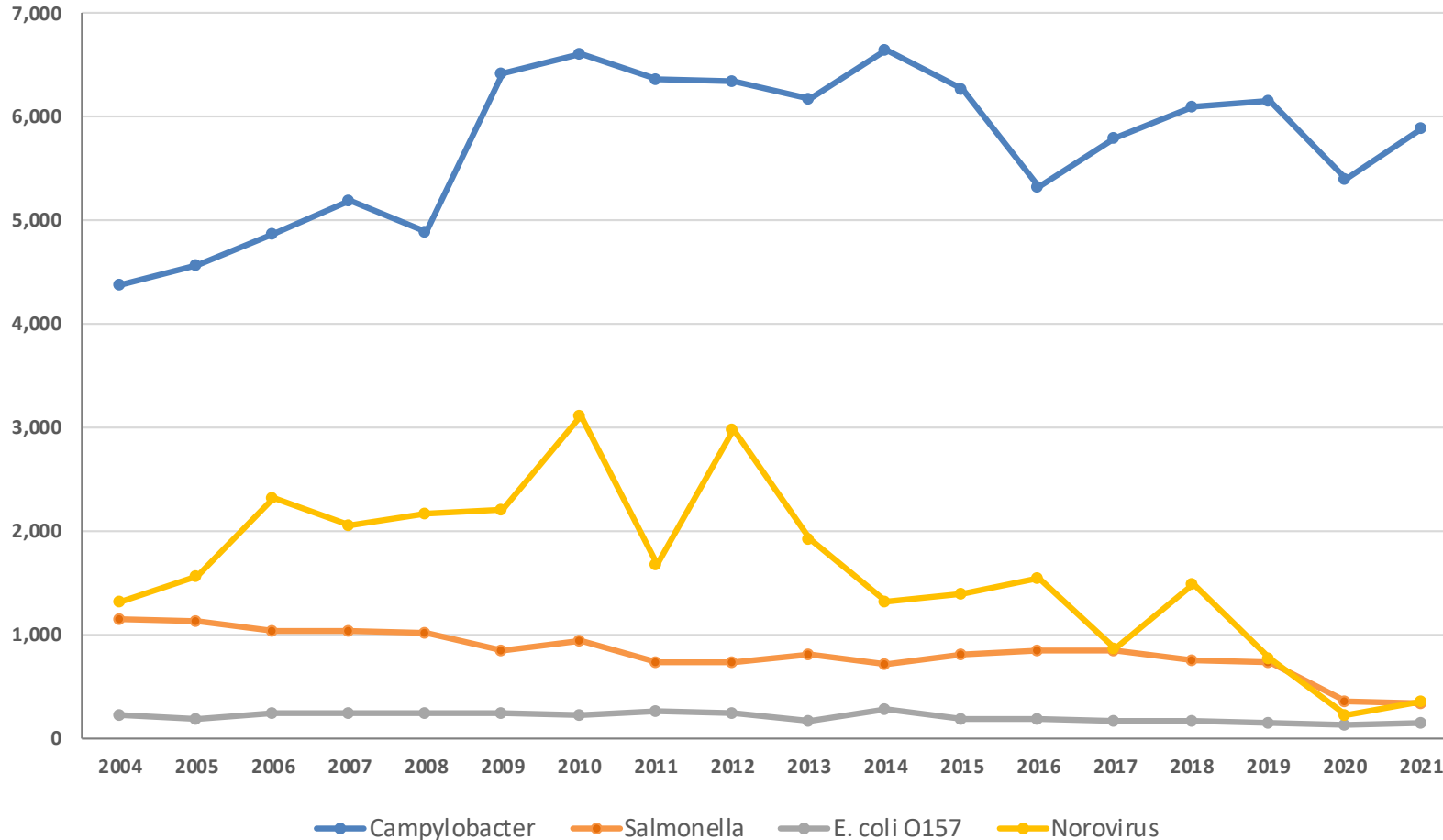
# Measures of Progress Towards Strategic Outcomes 2021/22 Q3 & Q4

## Strategic Priority Indicators (SPI)

Food is safe and authentic (SPI 1-3)	Campylobacter cases * 5,890	LA Food Samples unsatisfactory * 9.8%	Enforcement notices overdue 3.5%
Consumers have healthier diets (SPI 4-6)	Percentage of people who say they eat healthily * 61%	Views of Nutrition Related Web Pages 150,489	Retail calories purchased capita per day 2,452
Responsible food businesses are enabled to thrive (SPI 7-9)	FBO final audit outcomes rated as good or generally satisfactory 100%**	Number of Enforcement Actions 621	Number of trading food businesses 144,851
Consumers are empowered to make positive choices about food (SPI 10-12)	Number of Consumers who have used FHIS 34,262	Number of Education Related page views on FSS website 81,737	Active Menucal Registrations 1,020
FSS is trusted and influential (SPI 13-15)	Consumers trust FSS to do its job 71%	Number of Page views on FSS Website 123,142	Number of Social Media followers 44,010

**SPI-1: Campylobacter Cases and other Infectious Intestinal Disease (IID)**

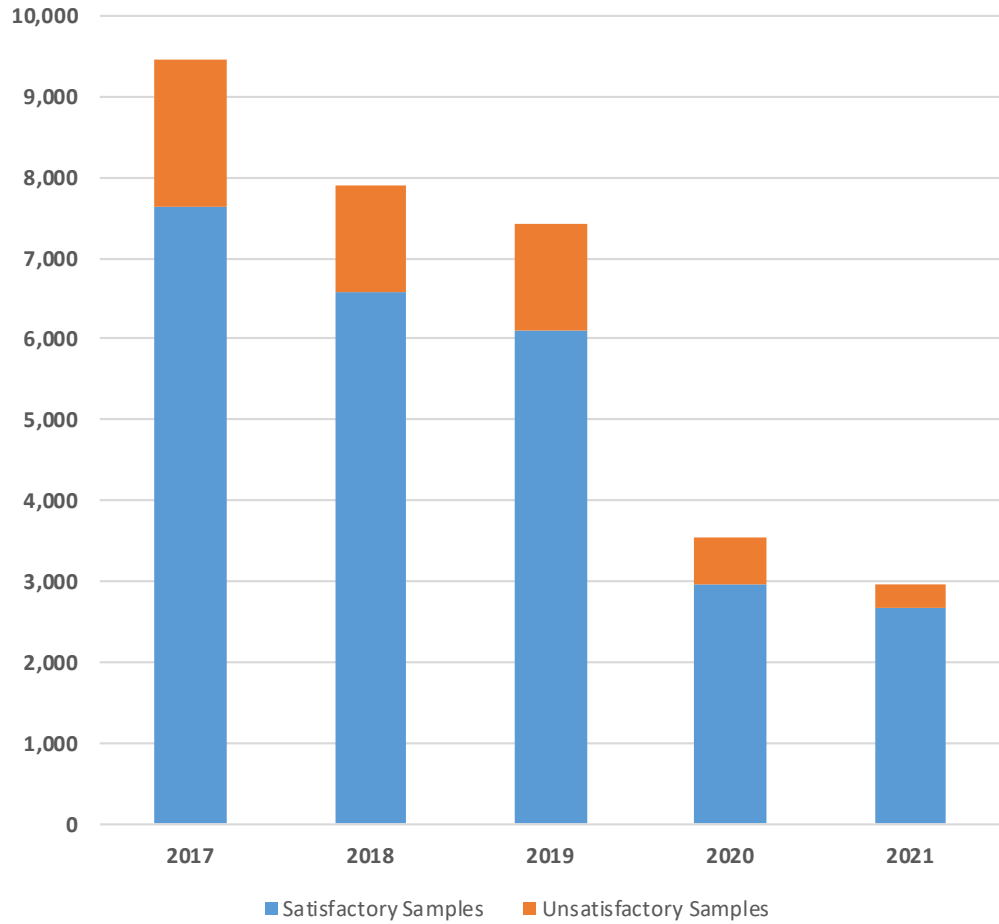
Number of reported cases of IID



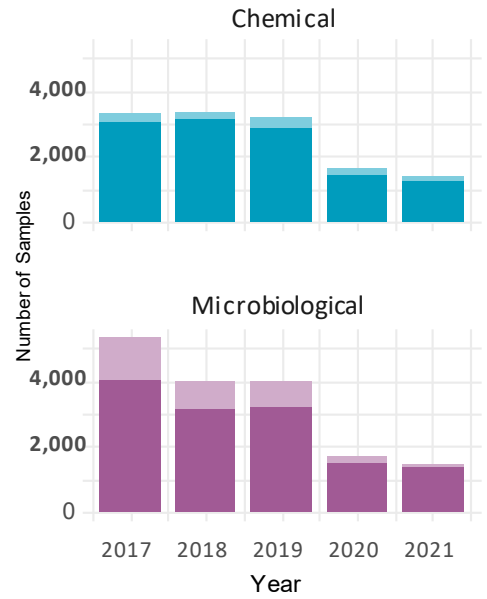
Pathogen	Estimated under-reporting rate
Campylobacter	9.3
Norovirus	288
Salmonella	4.7
<i>E. coli</i> O157	1.0

- All data is courtesy of Public Health Scotland. Data for 2021 is provisional and therefore may be subject to change.
- Campylobacter infection remains the biggest cause of bacterial IID in Scotland.
- Not all cases of IID are due to a foodborne exposure, human illness can also occur through exposure to water or the environment.
- The COVID-19 pandemic had an impact on the number of reported cases which may have been due to a number of factors including reduced access to healthcare services, increased hand hygiene, reduced person to person contact and less travel abroad.

### SPI-2: LA Food Samples Tested as Satisfactory / Unsatisfactory

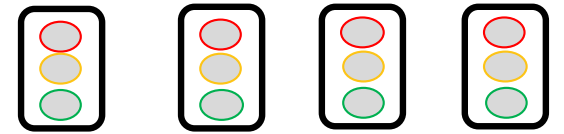
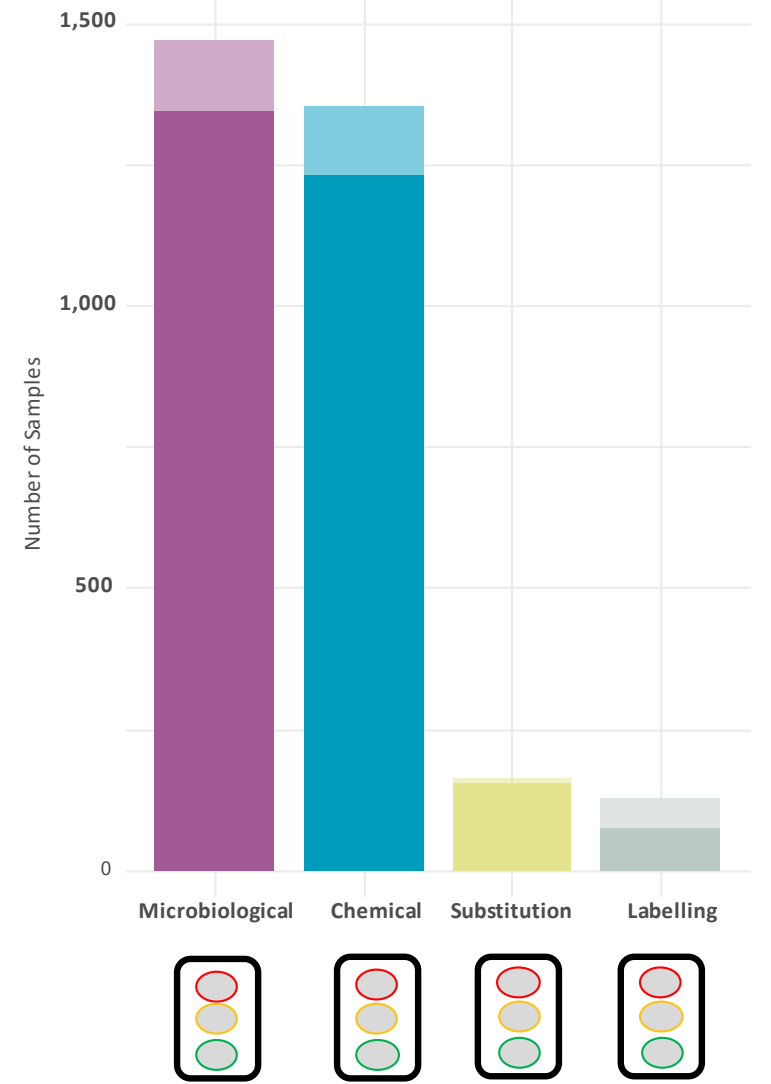


### Microbiological & chemical analysis

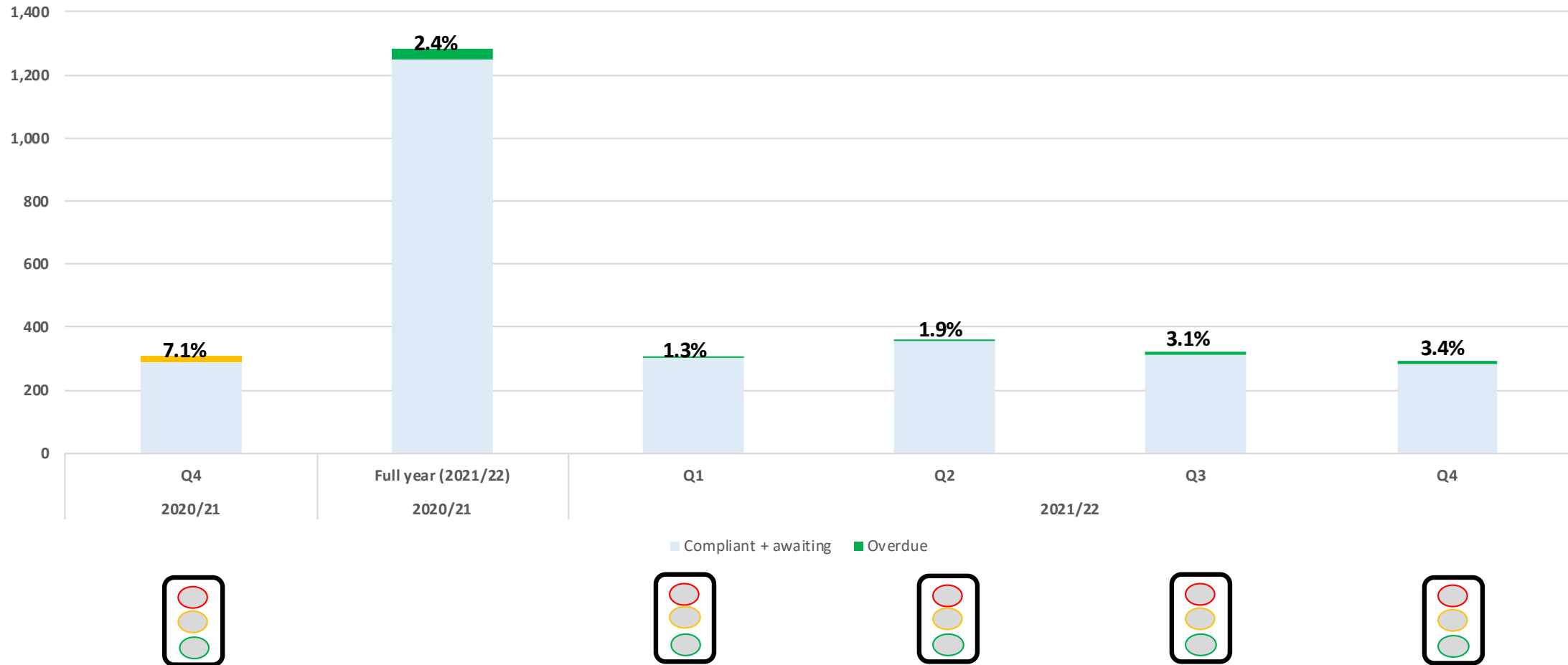


Lighter shade represents unsatisfactory samples

### Breakdown of type of sample analysis in 2021



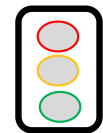
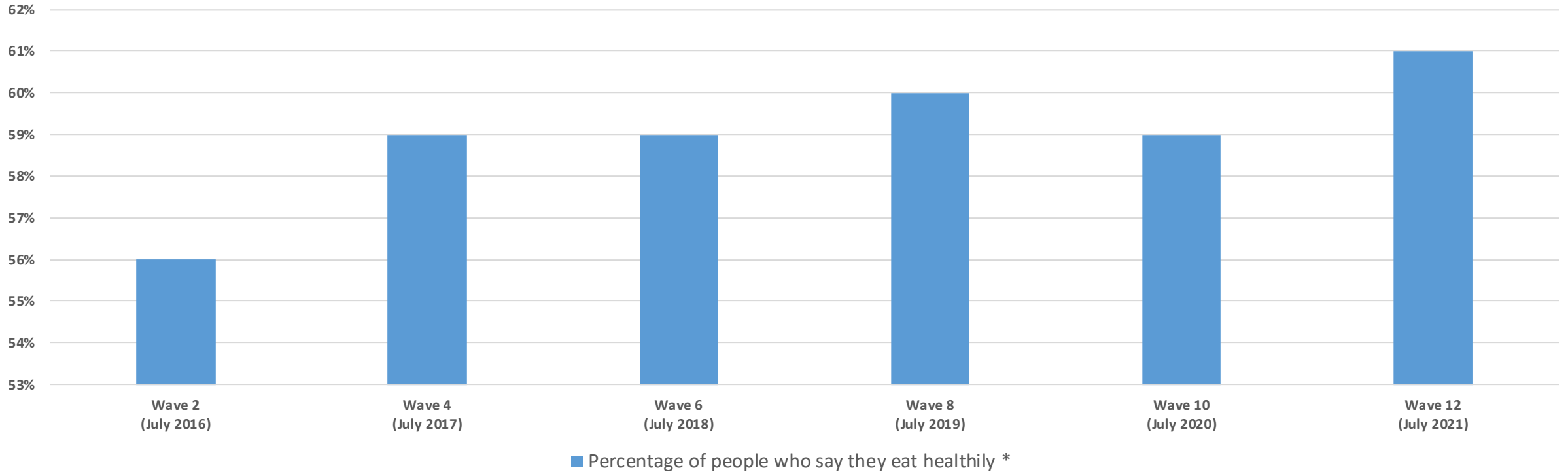
SPI-3: Total enforcement actions and percentage overdue\*



\*Overdue means 'not closed' or 'escalated' in a timely manner by FSS staff.

# Consumers have healthier diets

## SPI-4: Percentage of people who say they eat healthily



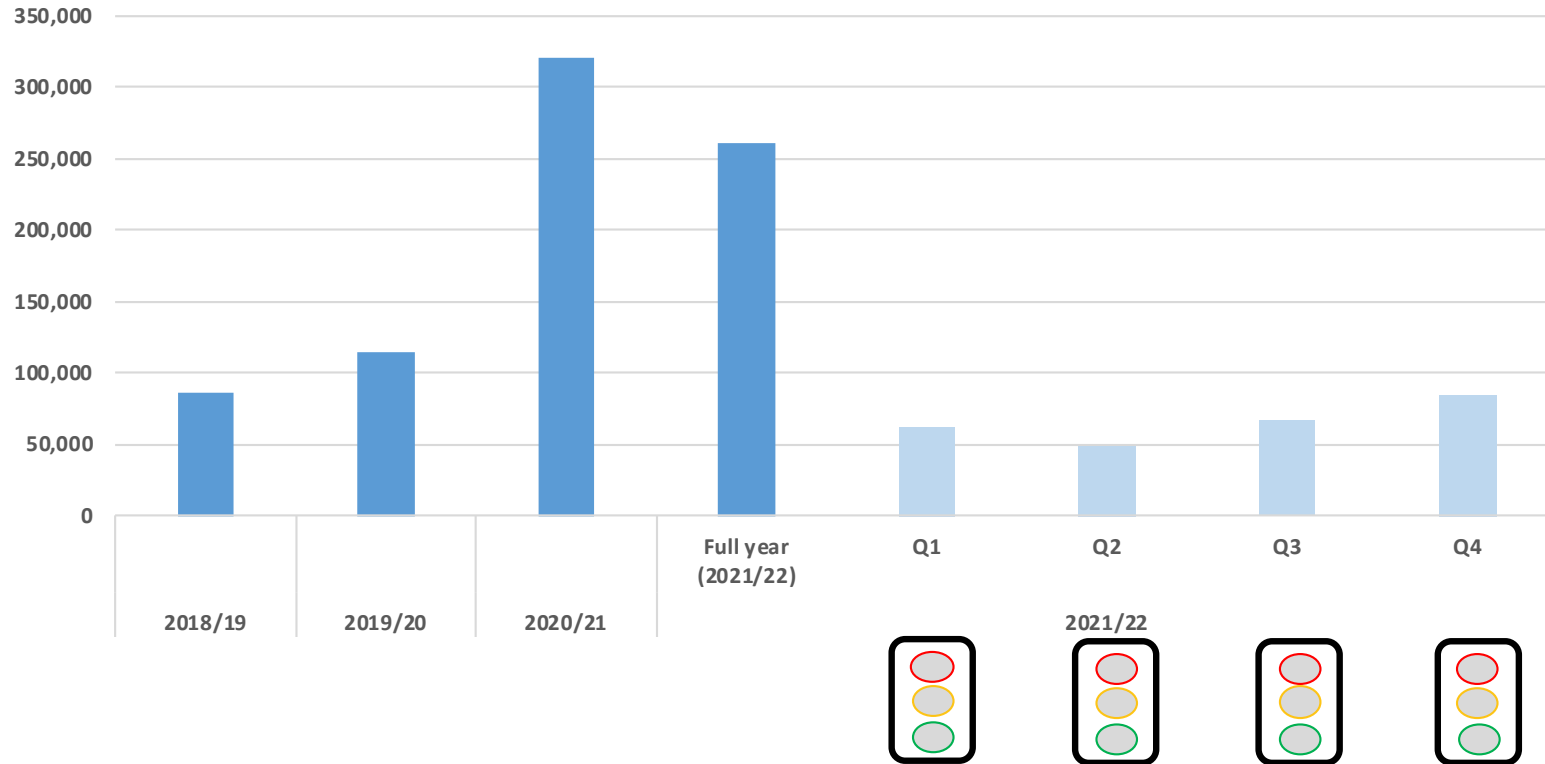
Data taken from Food in Scotland Consumer Tracking Survey:

Wave 12 representative sample of 1,009 Scottish adults; Wave 10: 1,015 adults; Wave 8: 1,069 adults; Wave 6: 1,002 adults; Wave 5: 1,000 adults; Wave 4: 1,000 adults; Wave 3: 1,000 adults; Wave 2: 1,000 adults; Wave 1: 1,003 adults

\* Question asked – “Thinking about the kind of foods you eat and drink at the moment (both for meals and snacks), how healthy do you feel these are?”

# Consumers have healthier diets

## SPI-5: Views of Nutrition Related Web Pages



The 'Five Food Groups' page continues to be the most viewed Nutrition web page, with the majority of traffic coming from organic search.

Average time on this page is 7 minutes 3 seconds (site average is 1 minute 34 seconds).

## Top 5 web pages viewed (2021/22 Q3 & Q4 compared to Q1 & Q2)

Resources accessed	Nutrition web page views	Trend
Five Food Groups	65,487	↑
Vitamin D	13,147	↑
Eatwell	11,188	↑
Vitamins and minerals	10,702	↓
Healthy Eating tutorial	5,163	↑

Eat Well Your Way	Web pages viewed Q3 & Q4	Trend
All pages	41,759	n/a

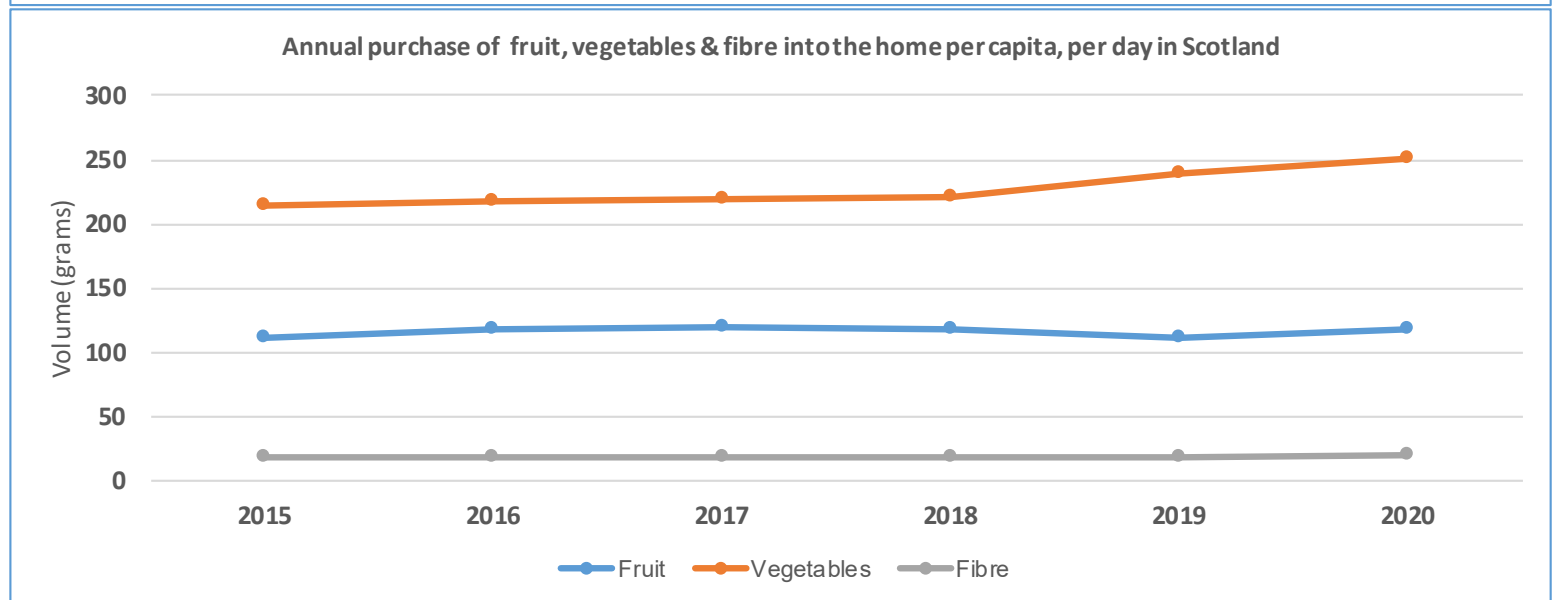
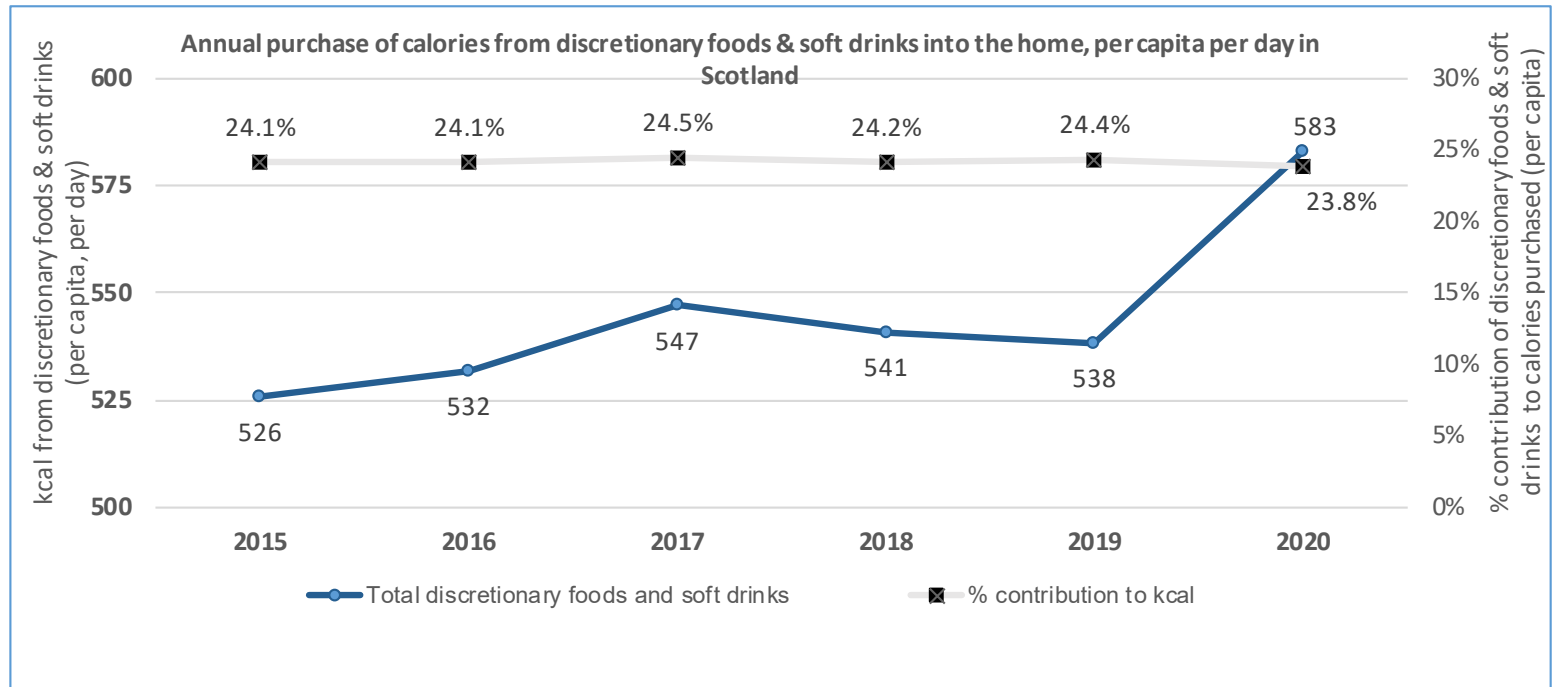
# Consumers have healthier diets

## SPI-6: Retail calories purchased capita per day

	2018	2019	2020
<b>Retail calories purchased capita per day</b>	2,237	2,211	2,452

An increase of 10.9% (241 kcal) in purchase of calories from retail was observed between 2019 and 2020, resulting in an overall increase of 11.0% since 2014.

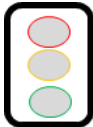
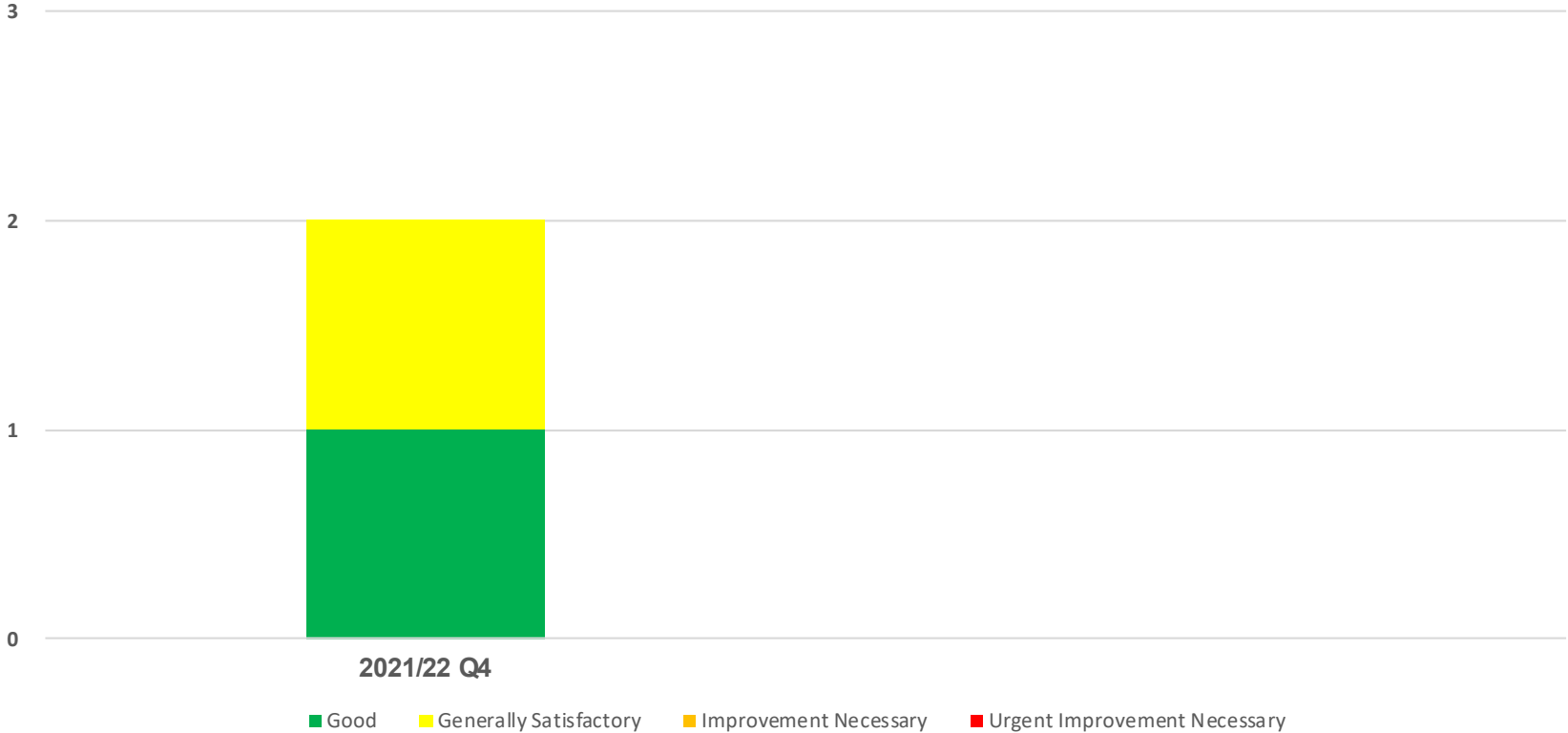
Note: A key driving factor of any changes in retail purchase of nutrients observed in 2020 compared to previous years is the widespread restrictions on the Out of Home (OOH) market during this time, leading to a shift in food and drink occasions into the home. Therefore, any change in calories purchased from retail between 2019 and 2020 does not necessarily equate to a change in purchase overall. As such, findings should be used with care.



- Data includes all whole or pre-prepared fruit & vegetables as purchased (does not include any fruit or vegetables from composite products).
- As the data refers to purchase, it therefore does not account for any wastage, e.g. peel, core or any fruit or veg which is thrown away. 8
- Data is presented in calendar year

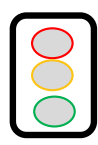
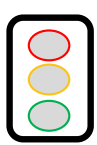
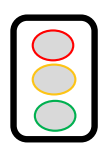
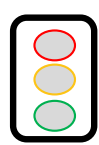
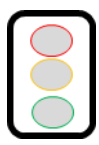
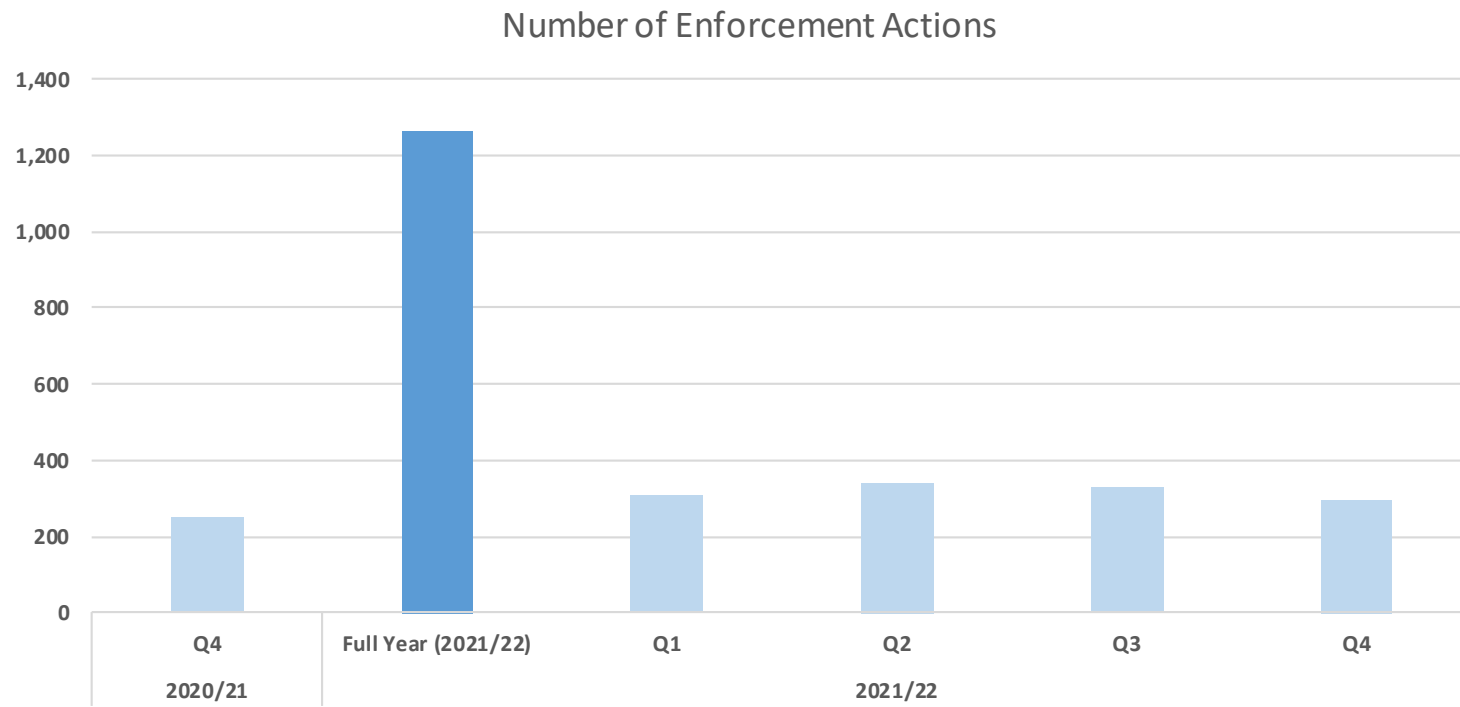


**SPI-7: FBO final audit outcomes rated as good or generally satisfactory**



Responsible food businesses are enabled to thrive

**SPI-8: FSS Approved Establishments – Enforcement Actions**

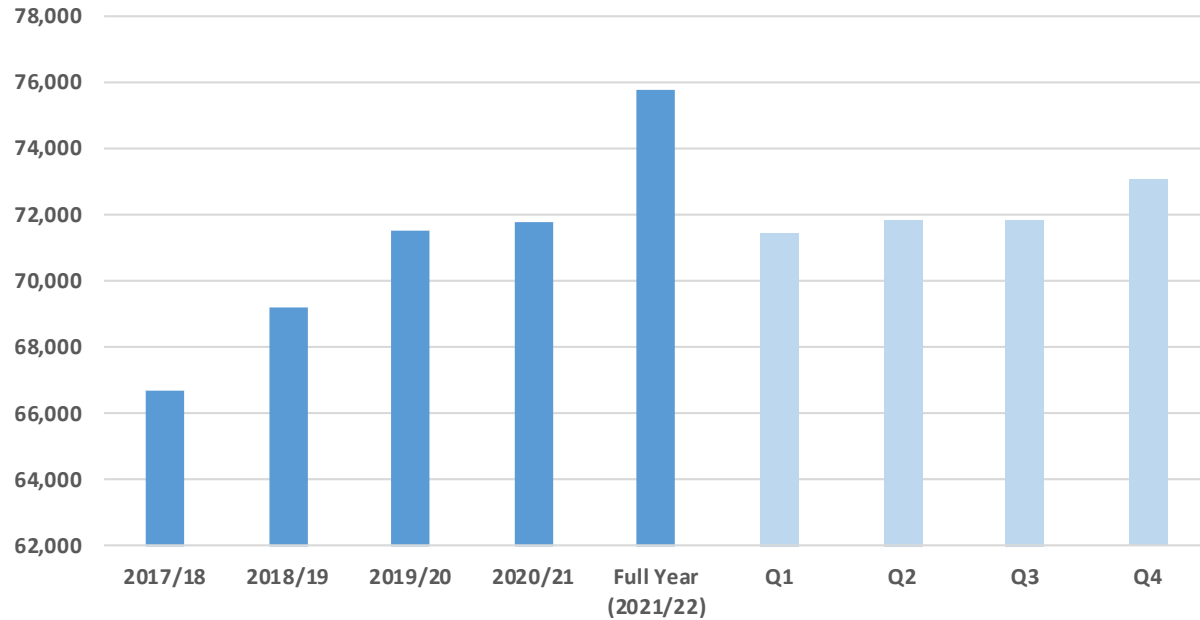


**Top 5 Systems Enforced (2021/22 Q3 & Q4 FY)**

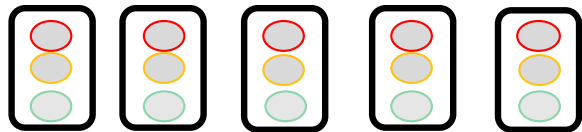
Category	Number of Total Failings
HACCP	153
Cross - Contamination	145
Staff Training	107
Cleaning	79
Waste Management	70

# Responsible food businesses are enabled to thrive

## SPI-9: Number of Trading Food Businesses



2021/22



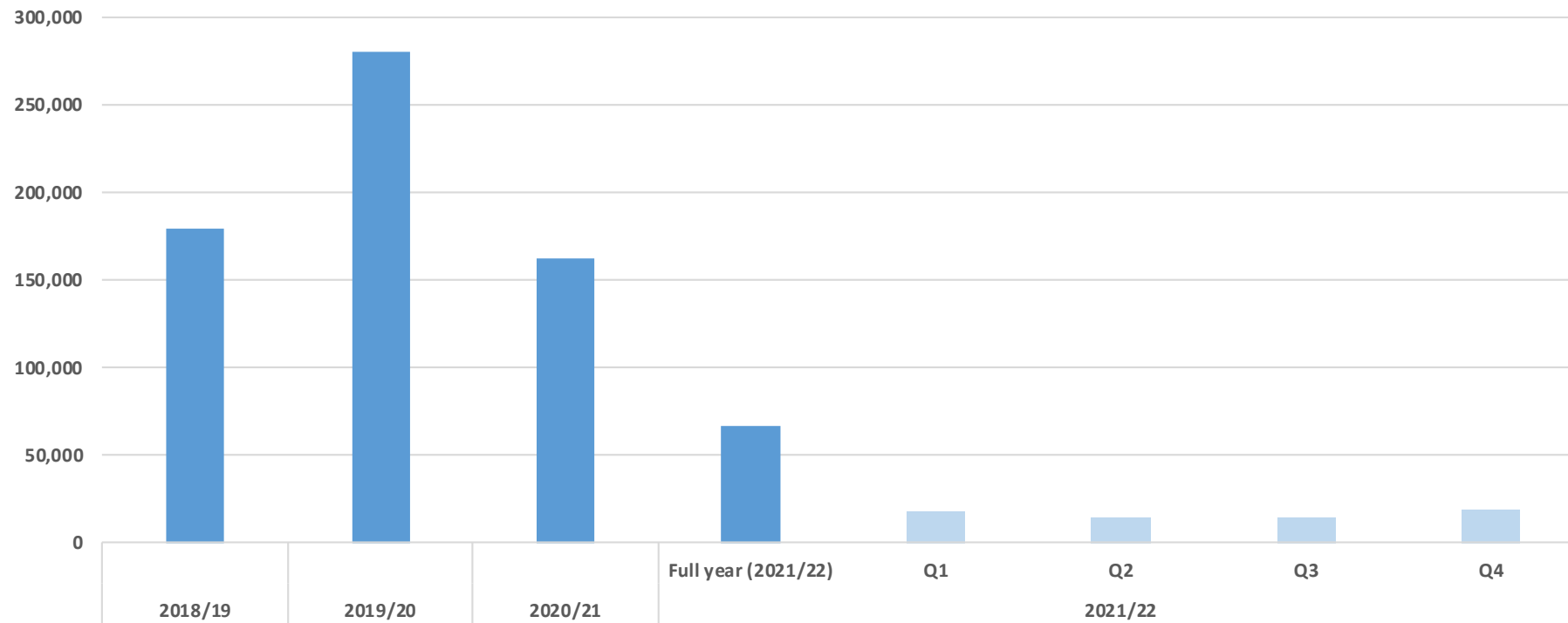
## Top 5 New Businesses Categories

Business Type	Number of new businesses in Q3 & Q4
Restaurants / Cafes	1,099
Retailers	545
Takeaways	433
Hotel / Guest House	177
School / College	177

School / College data higher than normal. Potentially down to a couple of LA's improving their data recording.

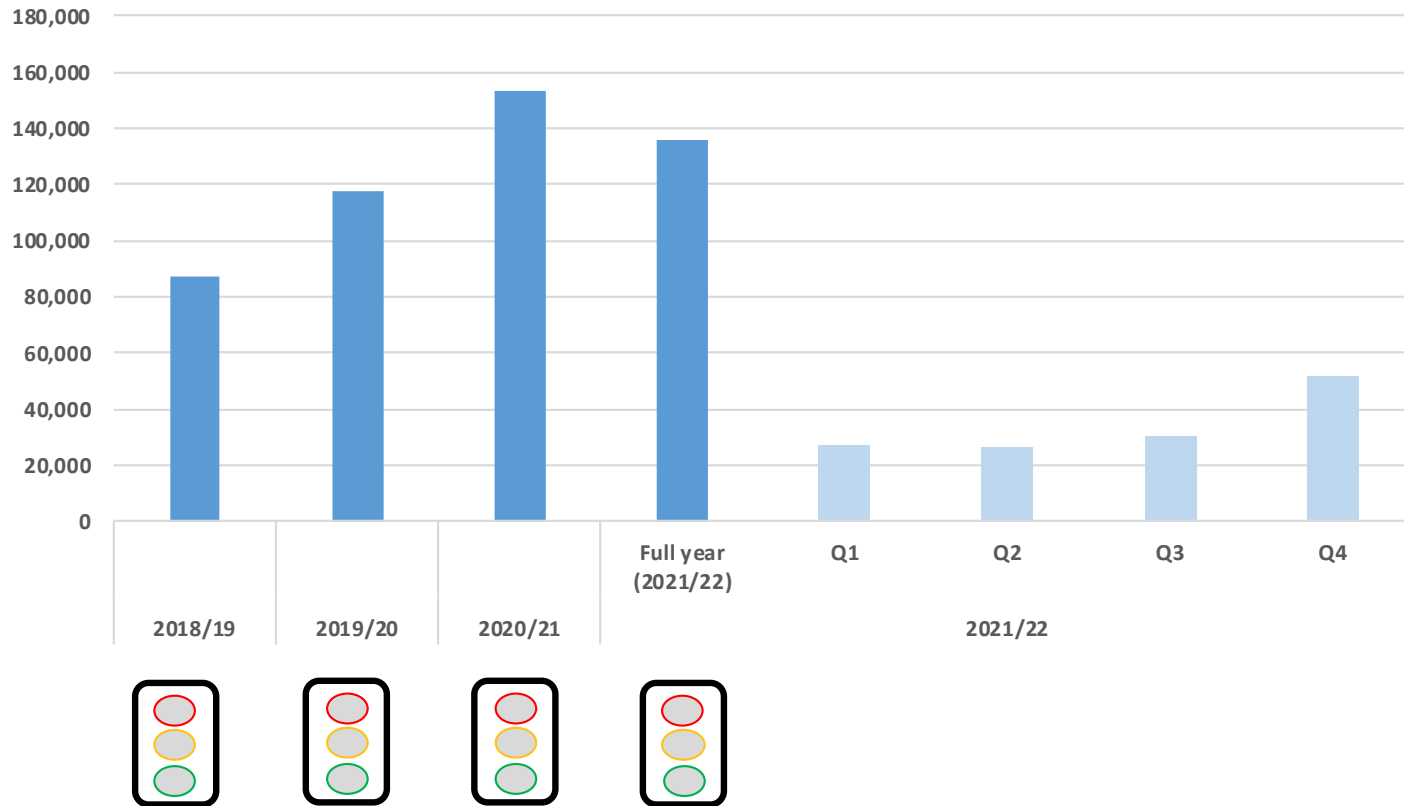
Consumers are empowered to make positive choices about food

### SPI-10: Number of searches on FHIS web page



Consumers are empowered to make positive choices about food

**SPI-11: Number of education related page views on FSS website**



**Top 5 Education web pages (2021/22 Q3 & Q4 compared to Q1 & Q2)**

Materials Accessed	Number	Trend
Interactive-eatwell-guide	8,219	↑
Crazy-kitchen	3,685	↑
Cookin-castle	3,676	↑
P12#in-the-classroom	3,302	↑
Hazards-in-the-kitchen	3,128	↑

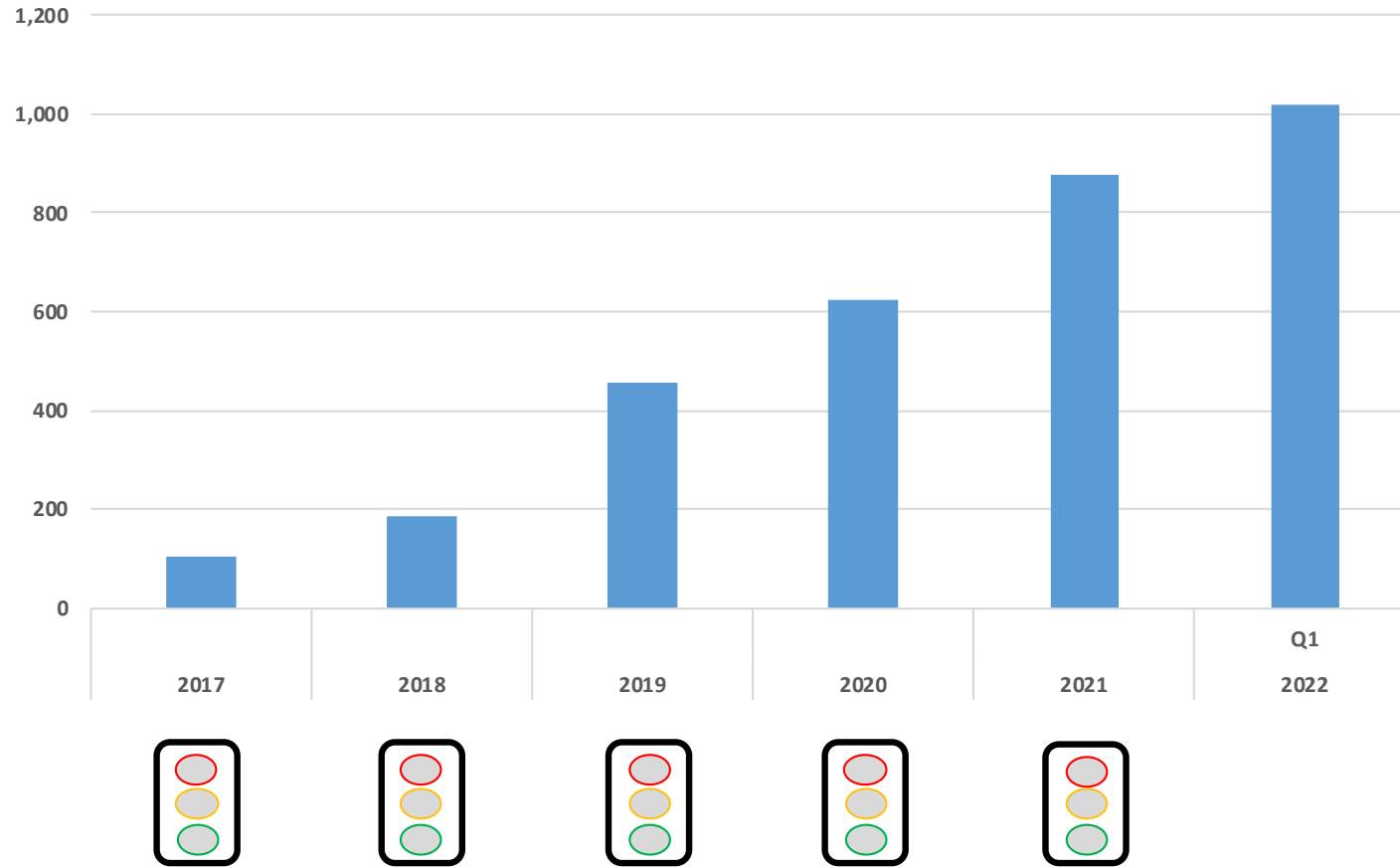
Please note the following campaigns have been undertaken to promote education resources on the FSS website:

- there were two bursts of digital advertising to promote the resources to teachers in Scotland.

Consumers are empowered to make positive choices about food

\*MenuCal is free to use tool provided by FSS which is a calorie and allergen management tool for food businesses enabling them to label menus with calorie and allergen information, so this can enable consumers to make informed / positive choices about food.

### SPI-12: Active MenuCal\* Users



### Top 5 Reportables (2021/22 Q3 & Q4)

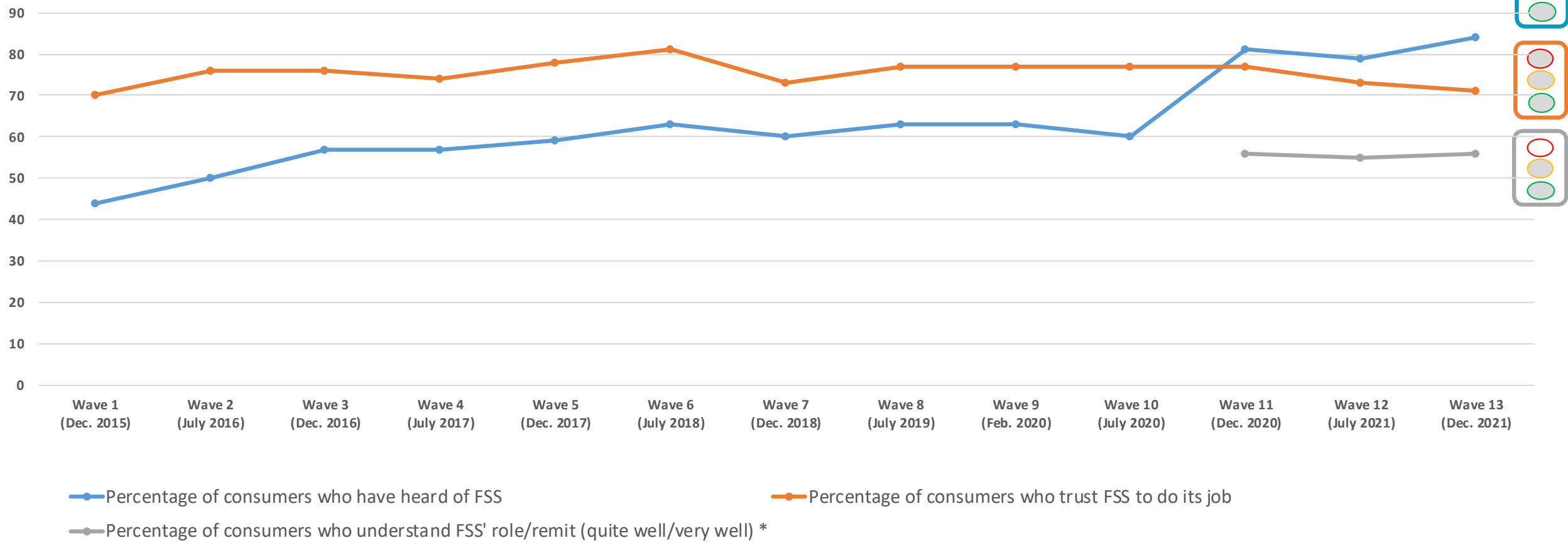
Areas accessed	Q3 & Q4
New MenuCal registrations	210
Total recipes	8,689
• Allergens only	819
• Calories & Allergens	1,290
New recipes	2,079

**The following campaigns have been undertaken to promote MenuCal:**

- During February and March 2022, the MenuCal tool was promoted to highlight the additional allergens functionality.

# FSS is trusted and influential

## SPI-13: Consumers trust FSS to do its job



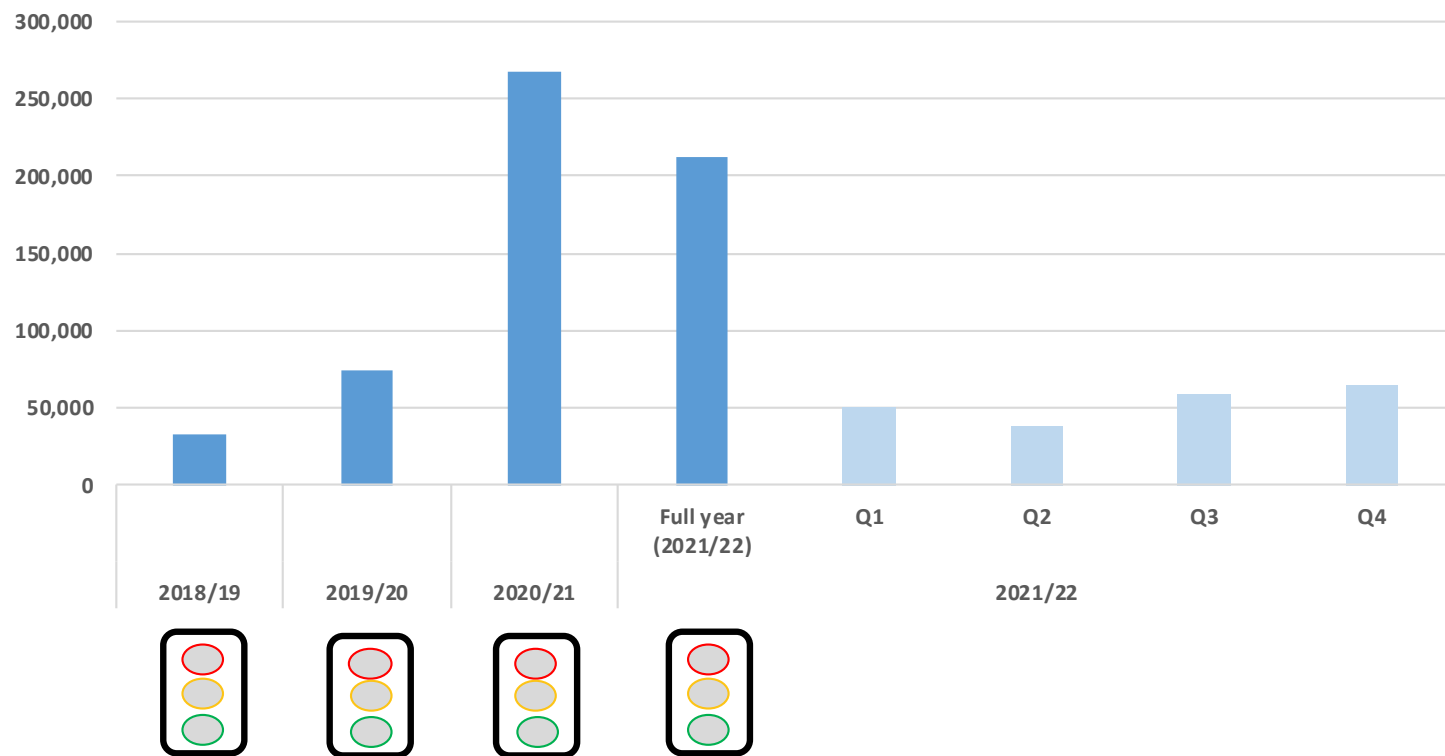
### Data taken from Food in Scotland Consumer Tracking Survey:

Wave 13 representative sample of 864 Scottish adults; Wave 12 796 adults; Wave 11 1,016 adults; Wave 10 1,015 adults; Wave 9 1,079 adults; Wave 8 1,069 adults; Wave 7 1,046 adults; Wave 6 1,002 adults; Wave 5 1,000 adults; Wave 4 1,000 adults; Wave 3 1,000 adults; Wave 2 1,000 adults; Wave 1 1,003 adults

\* Wording changed at Wave 11 to "Have you heard of FSS?". Previously this was "FSS has replaced FSA as the organisation responsible for making sure people eat healthily and safely. Have you heard of FSS before today?" 15

# FSS is trusted and influential

**SPI-14: Number of page views on FSS website**



**Top 5 web pages visited (2021/22 Q3 – Q4 compared to Q1 & Q2)**

Resources accessed	Nutrition web page views	Trend
Five Food Groups	65,487	↑
Education Resources	24,832	↑
New and Alerts	20,844	↑
Cooksafe	16,452	↑
Prepacked for Direct Sale	13,269	↓

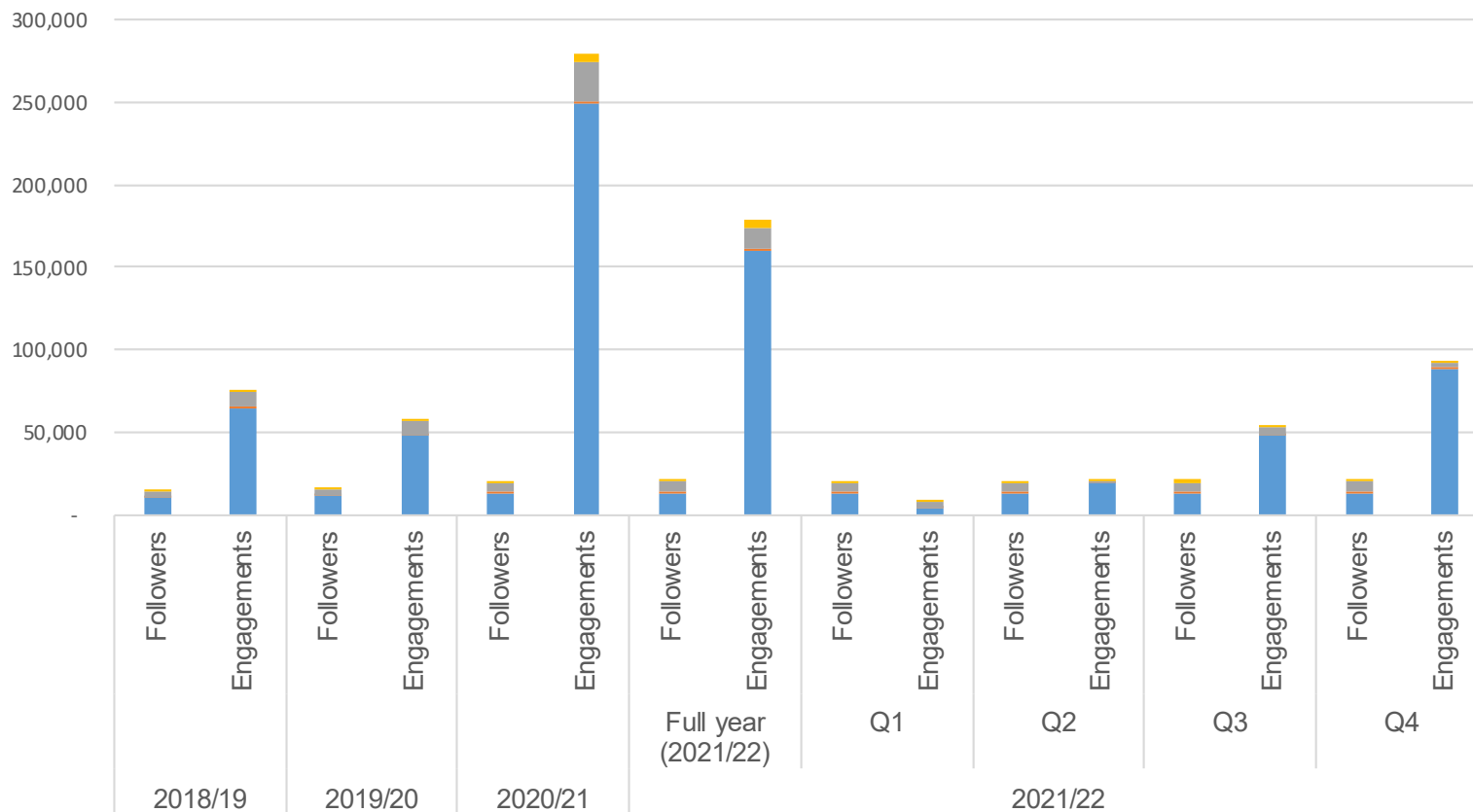
Average time spent on a web page in Q3 and Q4 2021 is 1 minute 34 seconds. This is an increase compared to 2021 Q1 and Q2, which was 1 minute 33 seconds.

The 'bounce rate' in Q3 and Q4 2021 was 33.14% of all traffic. This is an increase of 13.30%, up from 29.25% in Q1 and Q2 2021.

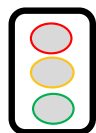
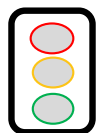
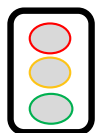
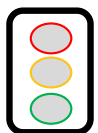


# FSS is trusted and influential

## SPI-15: Social media followers and engagement



Facebook Instagram Twitter LinkedIn



### Social media followers (2021/22 Q3 & Q4 compared to Q1 & Q2)

Platform	% Increase / Decrease	Trend
Facebook	3.2%	↑
Instagram	12.6%	↑
Twitter	5.6%	↑
LinkedIn	18.5%	↑

Key Campaigns

Vitamin D

Christmas food poisoning

Healthy eating (Eat Well, Your Way)

# DEFINITIONS

Phrase	Definition
<b>Campylobacter and other Intestinal Cases</b>	Number of cases of infections intestinal disease (IID) reported to PHS.
<b>LA Food Samples tested as unsatisfactory</b>	Samples are defined as unsatisfactory if they breach legislative standards or guideline values. Unsatisfactory results relate to samples which have failed for a wide range of criteria including those which could present a potential food safety risk, as well as those which are indicative of a failure in the food production process.
<b>Enforcement Notices</b>	Formal enforcement action by the Competent Authority (e.g. FSS, LAs) against a non-compliant business.
<b>Audits rated as good</b>	No majors or critical non-compliances (completed or active).
<b>Audits rated as generally satisfactory - intermediate or final reports</b>	No more than 2 completed major non-compliances, no active majors and no critical (active or completed).
<b>Food business is compliant</b>	Food business is operating in accordance with its food safety management systems and meets the requirements of the relevant regulations.
<b>Trading Food businesses</b>	Food businesses that are registered with Local Authorities. Food businesses may have traded throughout, and / or started or ceased trading, at some point within the year / quarter.

# GLOSSARY OF TERMS

Term	Definition
<b>Menucal</b>	Menucal is free to use tool provided by FSS which is a calorie and allergen management tool for food businesses enabling them to label menus with calorie and allergen information, so this can enable consumers to make informed / positive choices about food.
<b>Bounce rate</b>	The percentage / number of visitors to a particular website who navigate away from the site after viewing only one page and have no interaction with the page.
<b>Avg time on page</b>	The average amount of time users spent viewing a specific page or set of web pages.
<b>Pageviews</b>	Total number of pages viewed on a website. Repeated views of a single page are included in this figure.
<b>Followers</b>	A user account who follows a FSS social media account on one of our social channels
<b>Engagement</b>	The number of times that users engaged with a social media post during its lifetime. This can include likes, replies, saves, comments, shares, clicks and reactions.
<b>HACCP</b>	Hazard Analysis and Critical Control Point
<b>FHIS</b>	Food Hygiene Information Scheme
<b>OOH</b>	Out of Home