



E. Coli outbreak – industry discussion

*State of play and background
food borne outbreaks in the EU*

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About Freshfel Europe

- What?: European trade association representing fresh produce industry, based in Brussels
- About our structure:
 - *Associations*
 - *Companies*
 - *Members across the supply chain and around the world*
- About our Mission: Stimulate consumption of fresh fruit & vegetables
 - *Improve the efficiency and competitiveness of the sector*
 - *Facilitate international fresh produce trade*
 - *Assist the sector to comply with the highest safety rules*
 - *Provide a favourable environment to promote the benefits of fresh produce*



State of play – public health

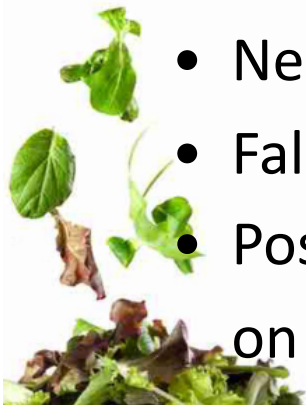
EU Member States reporting cases	Number of HUS cases (deaths)	Number of non-HUS STEC cases (deaths)
Austria	1 (0)	3 (0)
Czech Republic	0 (0)	1 (0)
Denmark	8 (0)	12 (0)
France	0 (0)	2 (0)
Germany	782 (22)	2 453 (13)
Greece	0 (0)	1 (0)
Luxembourg	0 (0)	2 (0)
The Netherlands	4 (0)	4 (0)
Norway	0 (0)	1 (0)
Poland	2 (0)	1 (0)
Spain	1 (0)	1 (0)
Sweden	17 (1)	30 (0)
The United Kingdom	3 (0)	3 (0)
Total	818 (23)	2 514 (13)

Source ECDC - situation on 14 June



State of play – contamination source

- German crisis response – weakness federal organisation
- Role epidemiological studies:
 - Early advice not to consume salads, tomatoes, cucumbers
 - Regional issue confined to Northern Germany
 - Late indications to bean sprouts
 - Basis for lifting negative consumption advice on Friday 10 June
- Role increased monitoring for STEC across EU:
 - Long throughput time (3-5 days)
 - Needle in a haystack – 7.500 samples tested negative
 - False alarm cucumbers
 - Positive results on German beansprouts on Saturday 11 June



State of play – sales impact

- German authorities' advice => collapse vegetables sales
- False alarm on cucumbers => EU-wide media coverage
 - Sales affected in other EU Member States
 - Lost outlets in third countries
 - Spanish produce suffers across the board (incl. fruit, potatoes)
- Sales impact:
 - EU weekly turnover on vegetables approximately € 1 billion
 - Latest indications suggest + € 600 million damage
 - Sales starting to recover, yet confidence shaken
- Added costs: lab tests, transport costs, overcapacity infrastructure and personnel, ...



State of play – trade barriers

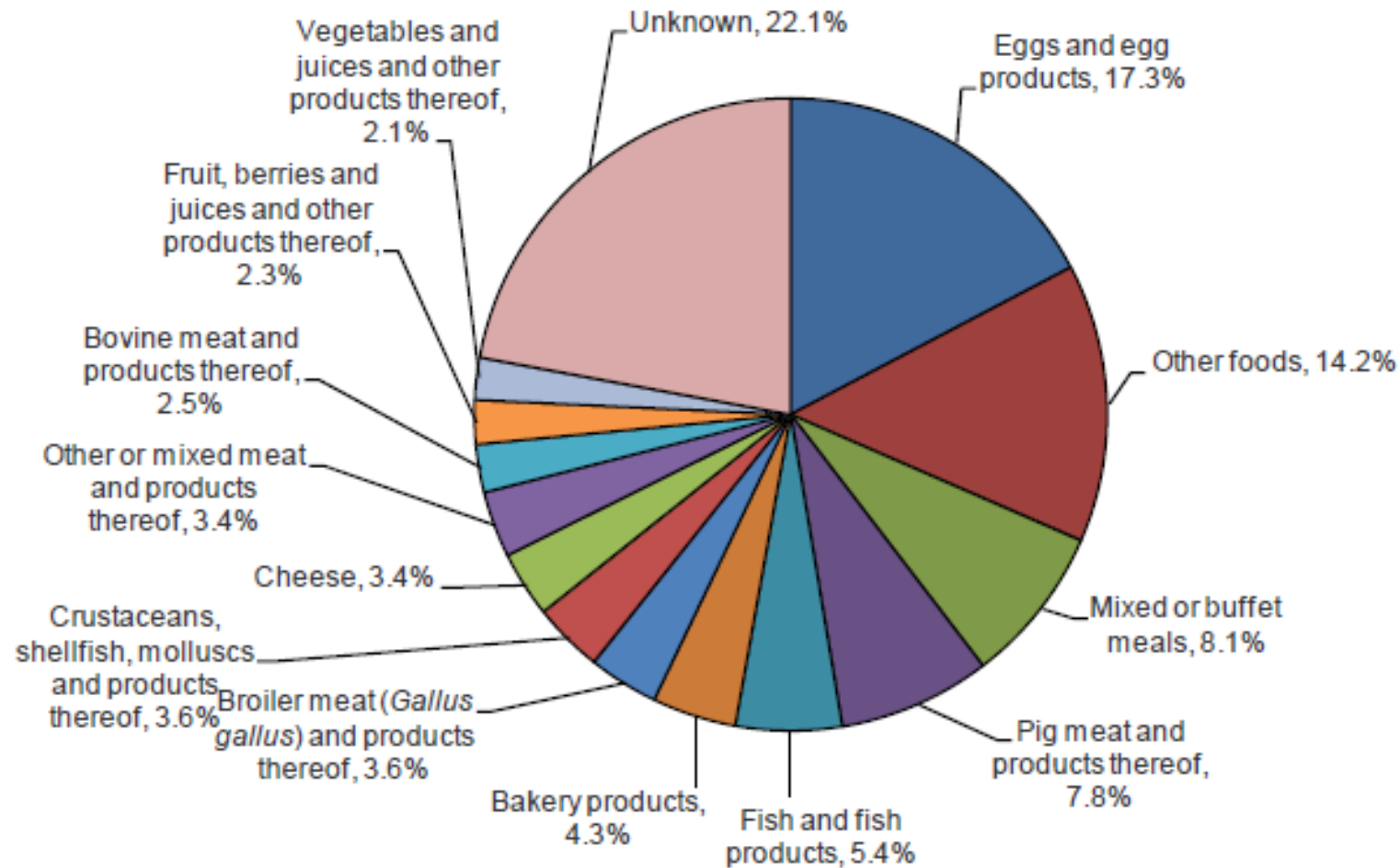
- No internal EU barriers, yet some unfortunate communications
- Third countries:
 - Russia: import ban on EU vegetables
 - Import bans: Kuwait, Lebanon, Qatar, UAE
 - Increased monitoring: Canada, Kazakhstan, Kuwait, South Korea, Taiwan, UAE, USA
 - Other measures: Ukraine, ...
- Progressive withdrawal/reduction of measures following confirmation of source



Some background

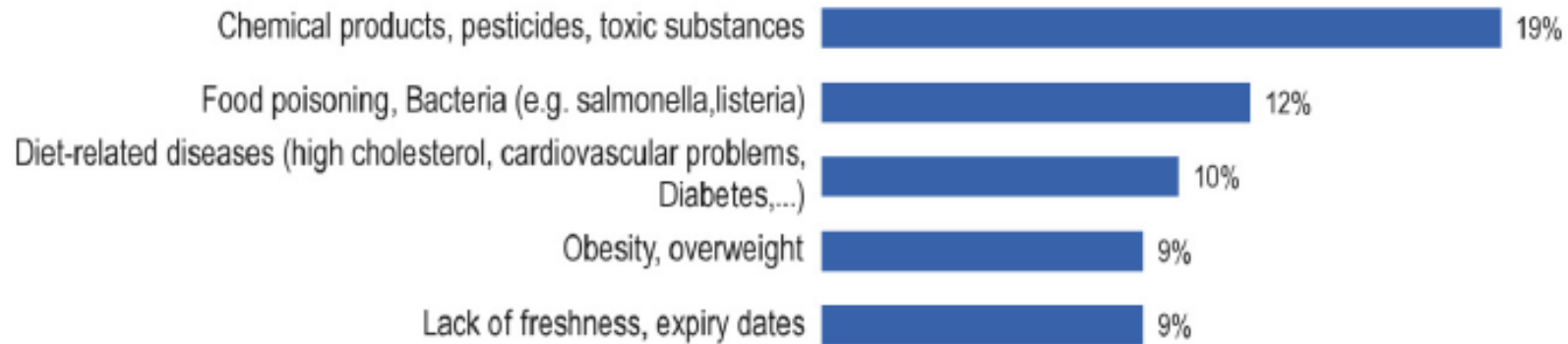
Distribution of verified outbreaks by food vehicle in EU

N=977

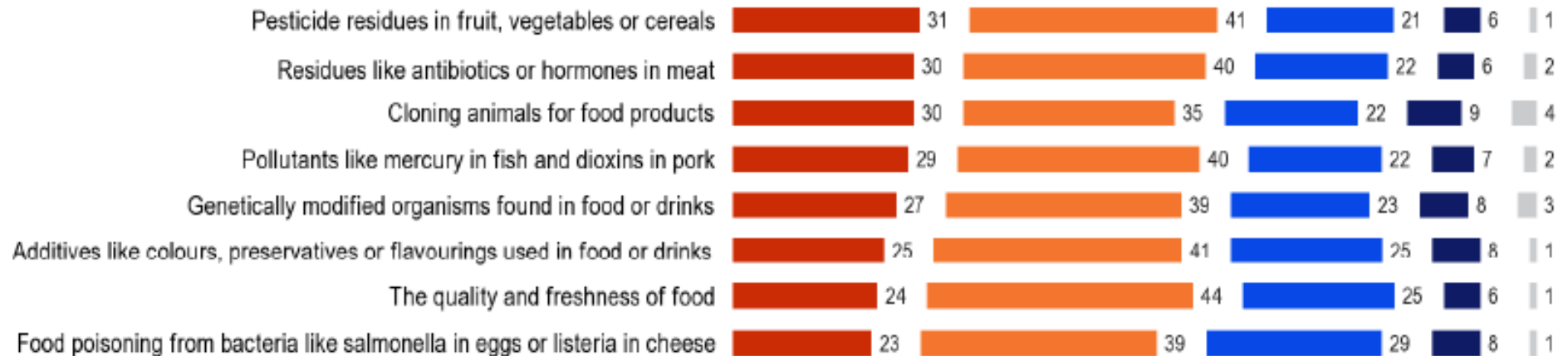


Source: EFSA report on zoonoses and food borne outbreaks 2009

Spontaneous responses to problems and risks associated with food



Prompted responses to problems and risks associated with food



First conclusions

- Unprecedented crisis both for public health authorities and sector
- Crisis management and communication authorities
 - Cause of serious collateral damage, partially avoidable
 - Review systems in place
- No structural shortcomings fruit & vegetables sector
 - Confirmed by mitigation options in EFSA opinion
 - Acknowledgement increased risk convenience trend
- Need for consumer education and awareness
 - Context food poisoning
 - Zero risk does not exist,
just like zero residue does not





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