

To: District Council Chief EHO's  
Group Chief EHO's  
NIFLG Members

18<sup>th</sup> February 2008

Reference: **ENF/NI/08/010**

Dear Colleague,

### **Safer food, better business DVD**

I am pleased to advise that the Safer food, better business (SFBB) DVD will be launched on 21 February. The purpose of this letter is to provide you with details about the DVD and its online version and how you will be able to obtain copies.

The Agency has developed the interactive DVD to complement the SFBB catering and retail packs. The main aims of the DVD are:

- to provide guidance for managers of small catering and retail businesses, on using SFBB as their food safety management system and
- as a resource to help train staff on SFBB.

The DVD can be used by businesses themselves or could be used as a resource by coaches, trainers and local authorities. It is hoped that the DVD will help businesses implement SFBB more easily and help train for staff on

key SFBB concepts. The DVD has a voiceover in 16 languages, with English subtitles. We hope that as a result, the DVD will help local authorities by enabling resources to be directed at those businesses that need more help in implementing an effective food management system.

### **Initial distribution of the DVD**

Please expect 20 initial copies of the DVD package from our distributors EC Group on or around 22<sup>nd</sup> February. If you do not receive the copies by Tuesday 26<sup>th</sup>, please contact EC Group on 0845 6060667 or by email at [foodstandards@ecgroup.co.uk](mailto:foodstandards@ecgroup.co.uk)

### **Obtaining further copies**

From 25<sup>th</sup> February, all catering and retail SFBB packs distributed from EC Group will contain a copy of the DVD package at the front of the pack.

Extra copies of the SFBB DVD can be ordered free of charge from EC Group.

The DVD content will also be on-line by following the link at [food.gov.uk/sfbb](http://food.gov.uk/sfbb) where it can either be watched on-line or downloaded to a computer.

### **Further support**

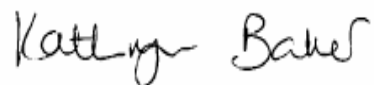
The Agency is planning to arrange focus groups to highlight areas of the SFBB toolkit that will need to be updated to reflect the DVD (e.g the standard workshop presentations), and we will alert you to any changes when they are finalised. In the meantime, we suggest you place a copy of the DVD wallet in the front of the toolkit as a reference copy.

We will also be updating the training course on SFBB coaching for enforcement officers to include reference to the DVD, in conjunction with [highfield.co.uk](http://highfield.co.uk).

In addition we will review queries into our new mailbox [sfbbteam@foodstandards.gsi.gov.uk](mailto:sfbbteam@foodstandards.gsi.gov.uk) from users of the DVD over the first two months after launch, and plan to provide a Q&A page of frequently asked questions on the Agency's website [food.gov.uk/sfbb](http://food.gov.uk/sfbb) in April.

I hope that you find the SFBB DVD valuable in helping you support small catering and retail businesses to operate effective food safety management procedures and further build on the success of SFBB.

Yours sincerely

A handwritten signature in black ink that reads "Kathryn Baker". The signature is written in a cursive style with a large initial 'K' and a long, sweeping underline.

Kathryn Baker  
General Food Hygiene and Incidents