

Evira Strategy 2014–2020

Building tomorrow's food safety and sustainable welfare today!

Operating Environment and Coming Changes

Impact of Global Trade, Population Growth and Climate Change

Globalisation and climate change are generating new risks and increasing the likelihood of certain existing risks within Evira's operating sector. As free international trade increases, the greatest risks related to animals, new plant species, foodstuffs, products, goods and raw materials in their country of origin are also being realised in Finland. This is compounded by the fact that there can be several countries of origin. Due to the global nature of the procurement of foods and their raw materials, extensive food poisoning epidemics or chemical contamination of foodstuffs can arise and spread across several nations, requiring advanced international coordination and epidemiological expertise to be investigated. Globalisation also generates important challenges in relation to crime prevention within the food supply chain. Global warming is increasing the risk of animal diseases, plant pests and animal-to-human disease transmission. It is predicted that occurrences of vector-borne diseases and pests will increase in northern Europe. Changes in land use and wild animal populations may also promote the spread of animal diseases and plant pests.

The Finnish population is ageing and this will change the spectrum of foodborne illnesses. Globalisation is changing the population's eating habits and bringing in new forms of animal husbandry. Tourism and transporting are increasing, which is itself increasing the risk that new animal diseases and plant pests will enter Finland.

Food production consumes natural resources. The world's growing population will need increasing amounts of food. It is estimated that the global population will grow by two billion by 2050. An ever greater proportion of the population will be lifted out of poverty into the middle classes, which will increase global consumption of high-quality proteins. Use of food-based raw materials as energy sources will reduce their supply. At the same time, significant amounts of food waste are generated by households, retail and the food industry. Waste reduction would save natural resources and restrain climate change.

Structure of the Food Production Chain and Consumer Attitudes

Food can be made from ingredients produced locally, but a significant proportion of current food production chains reaches across several countries. Managing the risks related to food safety and nutrition is more complex in the case of longer food supply chains than shorter and simpler ones. Traceability is therefore particularly important. Consumption of locally produced and organic food is growing. Finnish organic farming is increasing, and organic foods are also being imported.

Consumers value food safety as well as reliability and transparency in the food supply chain. For the consumer, it is important to obtain truthful and straightforward information on the food consumed. Food safety arises from clean raw materials, good hygiene, management of chemical and microbiological risks and high levels of expertise in each of these areas. Consumer confidence can be increased through trustworthy, impartial and open supervision. Some consumers wish to consume products that are aligned with their personal values. In response, the food industry is developing its own social compliance systems based on the needs of different consumer groups.

Many consumers are interested in foods, their production, origins and supervision, as well as in animal welfare and plant health. The need for reliable information is growing as the public debate intensifies. Consumers expect extensive information, as well as swift communications if anything unusual occurs. The new social media are challenging traditional communication methods and encouraging the authorities to engage in new forms of communication and interaction. Stakeholder collaboration and communication are growing in significance.

Agricultural Policy and Structural Changes in Farming

In the new programme period of the EU's joint agricultural policy, from 2015 market forces will increasingly determine what kinds of agricultural produce and foods are produced. Agricultural policy strives to ensure that factors related to food safety and the environmental and ethical impact of production are in line with the expectations of society and its citizens. Food safety legislation will be more closely linked to the implementation of shared agricultural policy. Market price fluctuations related to agricultural produce and production activities may quickly transform the profitability of production processes. Some livestock farms are suffering from a decline in profitability. The number of farms will decrease while their average size will grow, with some very large individual farms being established. Farms will increasingly specialise in specific aspects of production and regional concentration will occur, which may challenge animal disease management and animal welfare.

Evira's Operating Environment

A long period of slow economic growth is forecast for the Finnish economy. In terms of state finances, this means that there will be no increases in the available resources. Evira's financial circumstances are expected to remain relatively stable. The Finnish government has launched an Effectiveness and Productivity Programme aimed at increasing productivity of public sector based on the available resources.

Although the government is reforming the organisation and funding of its sector research institutions, Evira is expected to remain an independent organisation focused on scientific research and risk assessment related to the food chain, its supervision and the related analyses.

Municipal reform and new arrangements in local government are expected to simplify official supervision structures. Third-party supervision and inspection activities will grow in significance.

Securing food safety will be impossible without close international cooperation. Evira will continue to be part of European Union networks and global cooperation bodies within the sector.

Mission

Evira promotes safety, quality and reliability within the food supply chain, all the way from nature to table.

Evira's responsibilities:

- To work for the Finnish Government reporting to the Ministry of Agriculture and Forestry
- To be a national opinion leader, consulted expert and partner within the sector
- To act as a European and international organ
- *To assume responsibility for predicting, preventing and managing quality and safety risks related to food, drink and agricultural production*
- *To promote animal health and welfare, as well as plant health*

In doing so, Evira will create prerequisites to:

- Protect human and animal health and the environment
- Protect consumers' rights
- Enhance the competitiveness of agriculture and food production

Vision

People, animals and plants are healthy and well.

The safety, quality and traceability of foods and agricultural inputs in Finland, as well as animal health and welfare and plant health, are at the forefront internationally. The Finnish food supply chain is customer- and consumer-oriented and internationally competitive, and in compliance with sustainable development principles.

Values

1. Evidence-based expertise

Our operations are built on the best available research data and the systematic development of every employee's professional skills and competencies. Our independence and reliability are based on careful scientific risk assessments, open consideration of various alternatives, and active dialogue.

Our competencies are based on an evolving, innovative network of experts. We understand the context to which our work relates.

2. Partnership based on positive thinking

We work with stakeholders in examining the challenges of the food supply chain and the problems faced by our customers. We see the opportunities that lie before us and seize them using a dialogue-based approach.

Our customer service is swift and our communication is proactive. We prepare our guidelines and instructions openly.

3. Courage and responsibility

We are courageous in seeking new solutions and adopting new operating models.

We speak up on topical issues and stand behind our words. Our decisions are based on equal treatment of all parties.

4. Passion from doing things together

Our passion for what we do is evident every day. We achieve results by thinking things through together. The whole adds up to more than the sum of its parts.

Strategic objectives and how they are measured

1.

High levels of food safety, animal health and plant health are maintained.

- People:
 - Number of human foodborne cases
 - Trend of OIVA supervision outcomes
- Animals:
 - Number of cases of infectious and dangerous animal diseases
 - Coverage of health care programmes (Naseva and Sikava %)
- Plants:
 - Number of new, permanent dangerous plant pests

2.

Animal welfare is improved.

- Animal welfare supervision sites fulfilling requirements (%)
- Antimicrobial use

3.

The conditions for high-quality food production are secured and the productivity of agriculture and the food industry is growing.

- Agricultural control sites fulfill the requirements (%)
- Pesticide usage
- Domestic content of food products on sale

4.

The farming, forestry and food industries adapt sustainably to climate change.

- Success in management of new hazards (prevention, quick reaction) => qualitative assessment
- Mould content in domestic foods and feeds

5.

The food supply chain responsibility for its operations is verifiable.

- Number of food industry social compliance systems in Finland (as defined by EU law)
- Coverage of best practices handbooks

6.

Welfare is promoted by safe nutrition.

- Proportion of inspected package labeling fulfilling requirements
- Intake of heavy metals and pesticides (humans)

Critical success factors and main long-term measures

Critical success factor	Long-term measures
<p>1. Consumers trust in the Finnish food supply chain and recognise messages from Evira.</p>	<ul style="list-style-type: none"> ■ Evira is increasing the transparency of official actions and the visibility of research.
<p>2. Evira is a proactive and reliable producer of new knowledge and a solid partner in national and international networks.</p>	<ul style="list-style-type: none"> ■ Evira participates actively in international networks. ■ Evira carries out a scientific research programme which sets targets for international research projects and national needs. ■ Evira collects and systematically analyses data gathered from supervision and laboratory activities. Evira invests in the use of epidemiological expertise. ■ Evira ensures the reliability of research methods and the functionality of its reference laboratory operations, promoting the availability of analytic and diagnostic services.
<p>3. Risk forecasting and analysis are effective throughout the food supply chain.</p>	<ul style="list-style-type: none"> ■ Evira follows the food safety situation nationally and internationally, systematically assessing the related risks and planning measures for risk management. ■ Evira monitors the animal disease and antimicrobial resistance situation nationally and internationally, systematically assessing animal health risks and planning measures for risk management. ■ Evira monitors the plant pest situation and risks related to agricultural production nationally and internationally, systematically assessing the related risks and planning measures for risk management.
<p>4. Citizens and operators in the food supply chain fulfil their responsibilities with respect to food safety and quality.</p>	<ul style="list-style-type: none"> ■ Evira encourages operators to formulate quality and social compliance systems, as well as best practices handbooks. ■ Evira directs the enforcement of legislation in a clear, swift manner. ■ Together with other official bodies, Evira works to prevent crime in the food supply chain.

Critical success factor	Long-term measures
<p>5. Actions taken by authorities in the food supply chain are based on open dialogue and generate added value for consumers and operators within the chain.</p>	<ul style="list-style-type: none"> ■ Evira formulates customer relationship management policies and acts accordingly. ■ The authorities develop and make effective use of databases, information systems and e-services.
<p>6. Official supervision is effective and risk-based.</p>	<ul style="list-style-type: none"> ■ Evira follows expences due to official supervision and works towards improved cost-efficiency . ■ Evira develops control and followup programmes that take account of hazards and epidemiological requirements, and ensures their implementation. ■ The authorities evaluate and improve the efficiency (incl. cost-efficiency) and impact of supervisory operations.
<p>7. Crisis preparedness is high.</p>	<ul style="list-style-type: none"> ■ Evira ensures that it has comprehensive preparedness plans and regularly updates them.
<p>8. Nutrition issues are handled as part of food safety.</p>	<ul style="list-style-type: none"> ■ The authorities take nutrition issues into account in drawing up supervision and risk assessment plans.
<p>9. Evira's personnel have a high level of expertise, enthusiasm and productivity.</p>	<ul style="list-style-type: none"> ■ Evira systematically develops the expertise of its personnel. ■ Evira draws up human resource policies and acts accordingly.