



# SOFHT Breakfast Club



The Society of  
Food Hygiene  
and Technology

## Certified Claims 31st October 2017

The modern consumer is looking for quality and value for money but often makes purchasing decisions based on other criteria – sustainability, animal welfare, production method, ethical trading and religion being a few examples. All these considerations lead to further information and claims jostling for position on pack, whether that is Red Tractor, Kosher, Halal, Organic, Gluten Free, Lion Eggs, Quality Meat Scotland, Marine Stewardship Council or any other claim that may require certification.

Unfair trading practices affect those who trade fairly. How is the truth of these claims governed for the benefit of the consumer and for the producer?

Our first session will explore the use of private law to control such claims and the rise of certified claims and their status.

Our second session will explore what this means in practice for those who wish to make use of the certified claims, the nature of the certification and the burdens and benefits it brings in practice.

**Places are limited to 25 delegates to ensure that this remains an intimate and informative 1/2 day programme for all.**

Cost: £35 + VAT (Members), £70 + VAT (Non-members), £15 +VAT (Students) per delegate

Time: 9.00am—12.30pm

Venue: SOFHT Training Room, The Granary, Middleton House Farm, Tamworth Road, Middleton, Staffs, B78 2BD

Continental Breakfast Buffet and certificate of attendance are included in the price.

## SPEAKER

**Peter Martin**  
Regulatory Affairs Director  
Ashbury Labelling Ltd

**Amanda Seddon**  
Food Technical Manager  
Ashbury Labelling Ltd

## PROGRAMME

**09.00 - 9.30**  
Arrival & Registration  
(including Continental  
Breakfast Buffet)

**09.30 - 9.45**  
Introduction to SOFHT

**09.45 - 10.30**  
**Peter Martin**

**10.30 - 10.45**  
Q & A

**10.45 - 11.15**  
Coffee Break

**11.15 - 12.00**  
**Amanda Seddon**

**12.00 - 12.20**  
Q & A

**12.30**  
Close

### The Society of Food Hygiene and Technology

The Granary, Middleton House Farm, Tamworth Road, Middleton, Staffs B78 2BD  
Tel: 01827 872500 Fax: 01827 875800 Email: [admin@sofht.co.uk](mailto:admin@sofht.co.uk) [www.sofht.co.uk](http://www.sofht.co.uk)





# SOFHT Breakfast Club Booking Form

Course Title:		Course Date:	
Name: <i>(please give title, first name and surname)</i>		Position:	
How did you hear about this event?			
Email <input type="checkbox"/>	Website <input type="checkbox"/>	Mailer <input type="checkbox"/>	Advert <input type="checkbox"/>
Other <input type="checkbox"/>			
Company:			
Address:			
Postcode:		Tel:	
Email:		Fax:	
PO Number: <i>(please include if required on invoice)</i>			
Signed:			

**Fees: Member of SOFHT £35 +VAT Non member\* £70 + VAT Student £15 + VAT**

Cheques should accompany reservations and be made payable to The Society of Food Hygiene and Technology

Alternatively charge the following credit card for £ \_\_\_\_\_

Name	Signed	Date
Position	<small>ADMINISTRATION DETAILS</small> <ul style="list-style-type: none"> <li>All bookings will be acknowledged and confirmation will be sent on receipt of payment.</li> <li>Cheques to be made payable to The Society of Food Hygiene and Technology or charge credit card.</li> </ul>	
Company	<small>Cancellations/Substitutions:</small> Cancellations must be received by letter, fax or email by no less than 4 weeks prior to the event and will be subject to an administration charge of £30.00 + VAT. Thereafter no refunds will be given. Substitutions may be made and the correct delegate rate will be applied.	
Address	MasterCard <input type="checkbox"/> or Visa <input type="checkbox"/>	
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	Cardholder's name	Total amount £
Postcode	Expiry date <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Card Security No <input type="text"/> <input type="text"/> <input type="text"/>
Telephone	Cardholder's Statement address (if different from left)	
Email	Postcode	

\* **Non Members** should consider joining the Society. Join today and enjoy reduced price registration at this event. A range of categories of membership are available and many additional benefits; please contact the Society's office for more details.

Reservations and directions—An acknowledgement of booking will be sent together with directions to the venue on receipt of the registration form. A receipted VAT invoice will be issued for all monies received. Payment of fees is required by the date of the meeting.

Continuing Professional Development: **Certificates of attendance will be available after the session.**