

**Data-driven oversight
to support risk-based
regulatory approaches.**

Dr Mark Flanagan FCIEH CEnvH FIFST
Chief Executive Officer, Safe to Trade



voluntary Third-Party Assurance programmes (vTPA) in the supply chain

Programmes may operate across multiple stages (not exhaustive)

PRIMARY PRODUCTION



PROCESSING / MANUFACTURING



PACKAGING



TRANSPORT / LOGISTICS



RETAIL



HOSPITALITY / CATERING



Trusted data → Trusted intelligence → Safer food systems



STRUCTURED

Standardised
datasets

GOVERNED

Rigorous
quality controls

EXPERT-LED

Competent
auditors

COMPARABLE

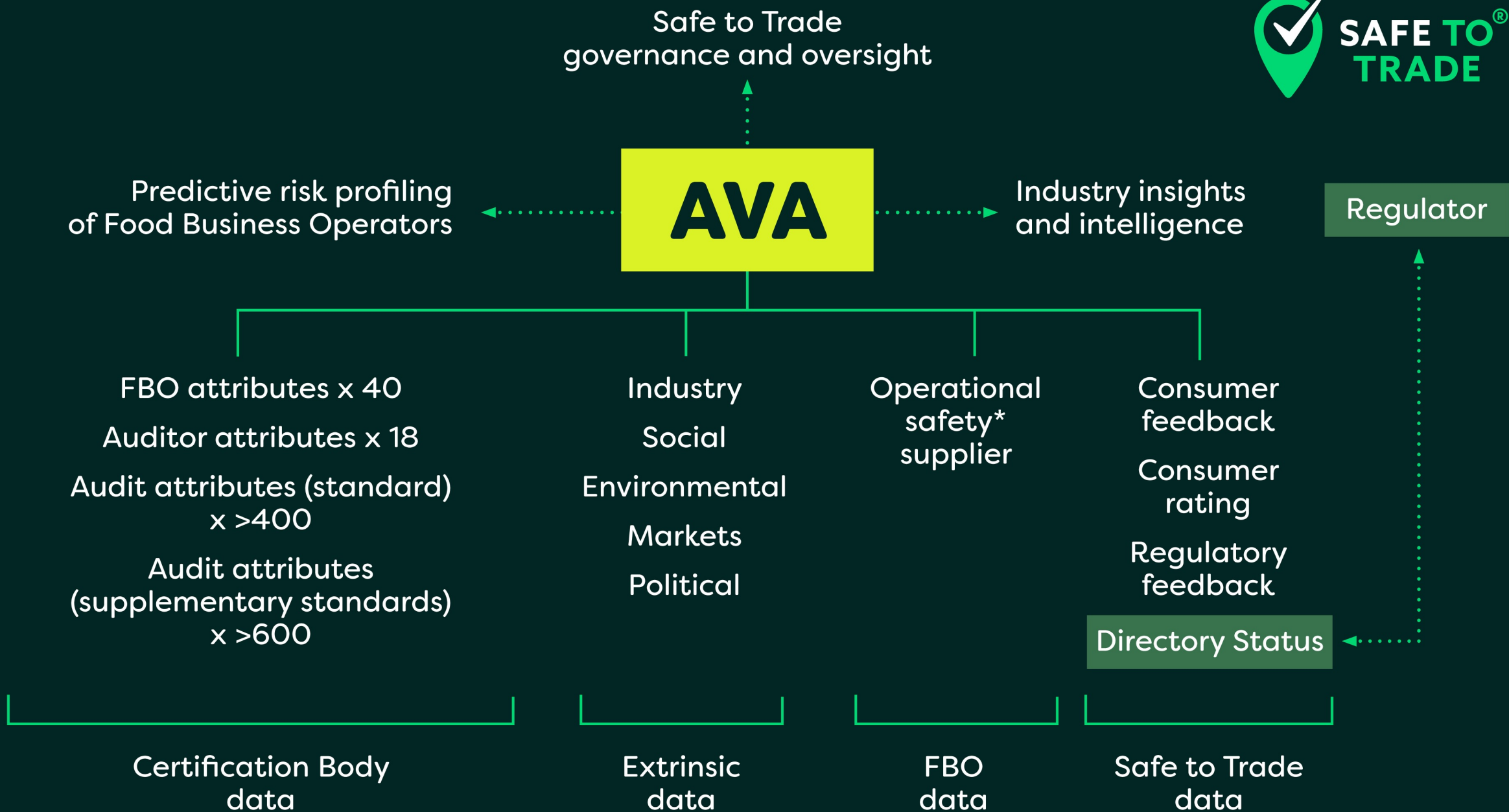
Consistent
over time

Beyond static reporting: 'Ava' continually surfaces relationships, anomalies, trends and performance patterns across the programme.

Ava

An advanced AI agent that turns high-quality assurance data into governance insight, sector intelligence and predictive risk signals.





REGULATORY VALUE

See risk earlier. Act with greater precision.

'Ava' is designed to augment regulatory judgement with timely, explainable intelligence drawn from trusted assurance evidence.

-  **Target interventions** Focus attention where indicators suggest elevated or changing risk.
-  **Allocate resources** Direct inspection, engagement and support more effectively.
-  **Track system performance** Compare patterns across operators, auditors and time.
-  **Strengthen prevention** Identify warning signals before they become incidents.

PURPOSE: Reduce risk, improve food safety outcomes and help prevent food poisoning before it occurs.

