

# The real value of food

THE FOOD AND DRINK INDUSTRY IS THE LARGEST MANUFACTURING SECTOR IN THE EU WITH OVER A TRILLION EUROS TURNOVER AND EMPLOYING MORE THAN 5 MILLION PEOPLE. IN THE UK THE PET FOOD INDUSTRY ALONE IS WORTH £3.7BN.



“Financial considerations aside we all have to eat to survive. So, when something affects the food chain, like the recent equine debacle, it's big news and we all like to become experts in the subject. Yet adding our pearls of wisdom does little to mitigate the impact of these potential crisis and very soon we return to the old habit of demanding more food, for less. But there is a finite amount of food we can each have daily and if we simply eat more we become obese, and just shorten our lives. So what is the point of making more food for less? Much of the stuff we make simply goes to waste, while somewhere else in the world a billion people are going without it.

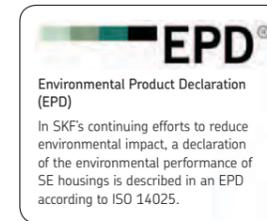
Many of the food producing companies are making monumental efforts to become sustainable. By this we mean making even more of the same, but using less energy, less water, less waste and so on.

Some of the processors are making tremendous strides in this direction, such as the 'zero water' Walker Crisps factory. But we are still making more. It is this obsession with the 'more' that is at the heart of the problem. Doing more for less (remember the 'BOGOFs' we have become accustomed to in our weekly shopping?), is what's at the heart of the problem and what has created the recent headlines about contaminated food.

A report published in early February by the WWF and the Food Ethics Council looking at meat consumption stated quite clearly that if we become accustomed to placing more value in the food we ate, by eating less but of higher quality and with the highest welfare standards, we'd all be better off. This doesn't mean creating some sort of snobbishness about food, such as selling only extensively produced organic food

(an impossibility). Giving it away, making more of it for less, simply devalues food, together with the efforts of those who make it, like the milk farmers, who have to eek out a living because we don't want to pay the real price of milk.

*So what is stopping us from giving the food we eat its right value, its right place in our conscience, as well as in our stomachs? If we gave it its real value we would also in the process ensure that everyone in the world would never have to go without it.*”



# A new generation

of SKF housings designed for maximum reliability and minimal maintenance



SE design housings from SKF offer improvements over SNL housings in three important areas: quality, serviceability and environmental impact.

## SE design bearing housings

SKF sets the new standard for split plummer block housings with the introduction of SE bearing housings. These robust units are manufactured with higher grade materials, improved machining accuracy and a number of new features that enhance their serviceability compared to the previous SNL design.

### Design and manufacturing improvements:

- Stiffer, more robust housing
- Better heat dissipation
- Efficient grease guiding system
- Repositioned grease escape hole for easier access
- Better corrosion protection

### Improvements for more accurate and efficient servicing:

- Improved markings on the housing
- Dimples to locate accessories and improved lubrication facilities
- Simple mounting and dismantling



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