

David Lloyd – Director, Food Industry Centre, Cardiff Metropolitan University

David gained his degree from University College Cardiff and begun his career in the food industry in the laboratories of a major bakery based in the capital Cardiff. David then worked in various parts of the UK for a variety of major food companies as Technical Director. David has also undertaken over 100 BRC food safety audits across several continents and therefore has experience of the difficulties of applying food safety systems within different cultures.

In his current role as Director of the Food Industry Centre at Cardiff Metropolitan University, David works closely with both the private sector and Welsh Government often advising on issues affecting the sector and influencing Welsh Government's Food Policy.

The Food Industry Centre focuses on linking food academics with the food processing sector to advise on a range of food related subjects ranging from food safety, 3rd party accreditation, bacterial contamination, legislation, new product development, nutrition and efficient food factory design.

The Food Industry Centre provides staff to lecture at Hong Kong University on a franchised MSc in Food Safety and Quality and has links to university and food safety institutes across the globe, e.g. University of Cairo, IAFP, University of Michigan. At the university key areas for food safety research are in product decontamination and food safety culture change (looking at behavioural practices relating to food safety).

During his tenure as Director of the Food Industry Centre the unit has delivered over 100 knowledge transfer programmes using food graduates in industry, resulting in an increased turnover of £64,000,000 for local companies, creating over 400 jobs and launching over 250 new products to the major UK retailers.