Food chain Information & Collection (FCI) and Communication of Inspection Results (CCIR)

User Personas	Role & Responsibility	Context & Technology	Primary Goals	Pain Points
Ivan — **Official Veterinarian (OV)** "Food safety, welfare, disease - it all stops with me."	• Receiving and checking FCI from Farmer (via FBO) • Conducting & recording Ante Mortem (AM) inspections in the lairage. • Official release of animals for slaughter • Record AM and PM inspection results into the IRIS system (end of shift).	• 80% of time in the lairage, visit the MHI line 2-3 times a shift. Time poor for office work. • Usually have a mobile on me, regularly called away. • Way of working heavily paper driven (FCI printed, AM forms, clipboards, pen cards) • Don't use hellenic or similar FBO systems.	• Identify and enforce animal welfare issues at both producer site and FBO premises. • Ensure animals for slaughter are traceable and safe to enter the food chain. • Flag possible disease before slaughter for further post-mortem inspection.	• Communicating with the MHIs on the line (must first change overalls and get clean). • IRIS data entry - painfully slow by producer batch, precious little time for for data entry. • FBO hostility at times, objecting to my decisions and I have to be authoritative.
Clare — **Meat Hygiene Inspector (MHI)** "My job is physical and fast paced. I have to be focussed."	• Conduct post mortem inspections. • Record tallies of disease or rejection reasons per producer batch or shift. • Report condition / rejection volumes to the OV & FBO. • Maintain ID of an animal along the line to point of grading & weighing.	• Work in MHI pair shifts of 30-45minutes on a production line before rotating/ break. • Often noisy, damp and confined spaces. • Hands occupied, gloved with chainmail, ear protection, hard hats, wellies, knife holster • Recording variably on metal clicker banks, tally boards or sheets or digital terminals.	• Spot diseased or contaminated meat and remove it from the foodchain (food safety). • As much as possible, work quickly to avoid holding up the line with inspection tasks. • Keep tabs on which carcasses and offal / other trims go together (traceability).	• Speed & mental load to remember to record every rejection reason accurately • Variable inspection point ergonomics make it harder to record accurately, consistently. • Having to convert FBO PM data reports to align with IRIS input fields. • Suspect tampering/errors in FBO PM data.
Neil — **Abattoir Manager (FBO)** "We're here to run our business, not the FSA's business."	• Maintain efficient slaughter operations (line speed, staffing, hygiene, admin, etc.) • Verify receipt of FCI & identity docs and provide FCI and kill plans to the OV • Health & welfare of live animals at plant • Maintain animal, carcass and meat traceability (1 step forwards and back).	• Large office admin overheads, lots of paperwork, email, fax from & to producers. • Proliferation of systems recording different operational data (atmospheric, grade etc.) • Slowly upgrading and integrating more technology and data as we can afford it. • Same day price and grade data for farmers.	• Balance legal responsibilities with commercial drivers. • Max 'up-time' of the kill line (throughput speed vs. product damage+staff costs). • Optimise or pivot kill plans to manage supply (farmers) and demand (retailer).	• Having to wait anything from a day to a week to get the FSA IRIS report back. • Data in FSA report isn't attributable to a producer (recorded by day totals) so I can't use it to charge the right farmer for rejections. • Paying for expensive FSA staff to do manual data entry.
Jeff — **Farmer (Sheep & Cattle)** "Farming is not a desk job. I need more feedback, not red tape."	• Responsible for welfare and health of animal at farm and in transit. • Complete & supply accurate / timely FCI Adhere to movement and food chain laws: • Provide animal identity documentation • Observe drug treatment withdrawal limits. • Declare disease or movement restrictions.	• Physical outdoor job, away from office PC, no printer, smartphone increasingly used. • Familiar with DEFRA movement forms (but never seen a MOC / MIG) • Self professed luddite but growing interest in apps and online tools to manage farm admin and reduce paperwork.	• Turn a profit (carcass weight & grade) amid a competitive market. • Fulfil my legal obligations when selling for slaughter (avoid fines or detained carcasses). • Monitor my herds' health (assess my rearing practices on productivity).	• Non-standard forms - The financial consequences of me missing / ticking the wrong FCI box can be huge. • It's a rare bonus if I get a 'health report' back. Even rarer for it to be useful. I get nothing from markets at all. • Distrustful of FBOs trying to pass on bogus charges and costs that are not my doing.
Saskia — **Ops Manager Producer- Processor (Poultry)** "I need better quality data, quicker and more of it."	• Centrally gather data from agri-managers at rearing sheds daily (inc. health & FCI) • Devise optimal weekly kill plans (managing bird age, condition, drug withdrawal periods). • Monitor slaughter data in near real time, feedback to producer and react quickly to pivot production plan.	• Highly data driven, office based, expert spreadsheet literacy. • Access to own full lifecycle of data, (from hatchery to slaughter). • Produce large printed FCI and kill plan packs for FSA (mismatched maturity) • Provide and maintain hellenic digital terminals for MHI's to enter PM data.	• Maintain tight traceability - reduce potential scale and cost of product recalls. • Monitoring large data sets for the smallest of productivity gains (rearing and health). • Meet/exceed quality and welfare agreements for assurance schemes and retail clients.	• FSA's digital immaturity, holding us back from fully digitising our methods and tools. • Slow turnaround of data, we have to collect our own in parallel to remain reactive to supply quality or welfare issues. • Condition ID and/or recording inconsistencies between FSA teams - training issue.