

FEA: the authoritative voice of the foodservice equipment industry
CESA becomes FEA

Following membership research and a long period of consultation, the foodservice equipment industry's leading trade association is changing its name. CESA (the Catering Equipment Suppliers Association) officially becomes FEA, the Foodservice Equipment Association, on March 1 2020.

"The research highlighted the need for change," says John Whitehouse, chair of FEA. "The market has moved on hugely in recent years and we needed to acknowledge that change. Members told us we needed a name that encompasses the breadth of products and services that they offer.

"Foodservice is a broader term than catering and the new name more accurately reflects this. In fact, our membership has broadened so that now we represent not only equipment manufacturers but also importers, distributors and service providers. This breadth of membership is also represented in our new structure, with product group forums covering eleven specific product areas, such as refrigeration, service, warewashing and so on."

Whitehouse adds that the restructured organisation can help both members and foodservice operators. "As the leading source of information on foodservice equipment we can give advice to help them operate and plan their business. The information is independent and authoritative and may cover technical issues, topical advice, product sourcing, insight into policy and legislation."

FEA will continue the Association's work with government and legislators, representing members' interests in areas as diverse as Brexit and climate change. "There's also a strongly strategic side to our activities," says Whitehouse. "We're tasked with looking at the bigger picture - hence our work on the circular economy, connectivity and so on. This work is often at an international level - for example, the FEA chairs the international working party that is establishing a common, global standard for connectivity."

A longer version of this article, including FAQs, is available from the news section at fea.org.uk.

The Foodservice Equipment Association (FEA) is the authoritative voice of the foodservice equipment industry, representing 200 companies who supply, service and maintain all types of commercial catering equipment - from utensils to full kitchen schemes. For more information on FEA visit www.fea.org.uk

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