

Spinach – Ten Years Later

An industry perspective on the evolution of food safety

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What we are taught shapes our views

- Who cares about food safety?
- We are products of our environment
- We must look for ways to make each segment connect better
- The 5 second rule



Spinach 2006

- Groundbreaking event
- FBI raid
- Do we have enough resources to go around?
- Attorney's stance
- What motivates these positions?

Emerging to ridicule

- Altruistic view
- Enhanced food safety program
- Ridicule, criticism and anger
- Not a one size fits all program
- Cost versus risk
- Criticism is not what we need



Industry Response

- Trade association event to identify research for food safety
- Breakout group on transportation
- Desire to work on what's sexy
- No central collaborator

Most reported outbreaks in history

- Yearning to get the story right
- Stories feed off each other
- The news cycle acceleration
- Motivator?

NGO's

- “One bad actor”
- Motivators?
- Earnest beginnings
- Anger and frustration

Its Clear.....

- There is mistrust of industry from government
- That industry believes government is out to get them
- That academia does not always take into consideration the applicability of their research
- That NGO's are pushing their agendas in ways that may lead to less collaboration
- That the media is out to sell ads and that accuracy is less important with the speed of todays news cycle



Reasons to envision a new way

- <http://www.stopfoodborneillness.org/stories/>



Industry and Management Commitment

- Stop thinking that pathogens are a risk to only foods reported in the news
- Stop thinking government is out to shut us down
- Stop thinking its okay to save money at the expense of food safety
- Stop attacking new ideas
- Report suspicious behaviors!



Government regulators...

- First impressions
- Paradigm shift of an inspection
- Its all in a name
- Communication up the chain of command
- Old guard
- Change is happening



Academia...

- Same challenge as industry; all vying for the same piece of the pie
- Need to find a way to centralize information
- Big world, lots of smart people



NGO's

- Change in posture
- Voice of the people or industry
- Participate

Money...

- Hard to ignore its force
- Better ways to spend or earn money
 - Research dollars
 - Recognize companies that go above and beyond
- Model good behavior
 - Reinforcement vs. enforcement

Trust, Transparency, Collaboration

- Cant we all get along?

- Transparency= Trust

Trust=Collaboration

- Relationships

- Communication



Change is happening!

- Center for Produce Safety
- Center for Food Safety
- Institute of Food Safety and Health
- Joint Institute of Food Safety and Applied Nutrition
- Pew Charitable Trusts and Robert Wood Johnson Foundation's Collaborative Food Safety Forum
- International Association of Food Protection
- CDC
- FDA
- USDA



Thank you!

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