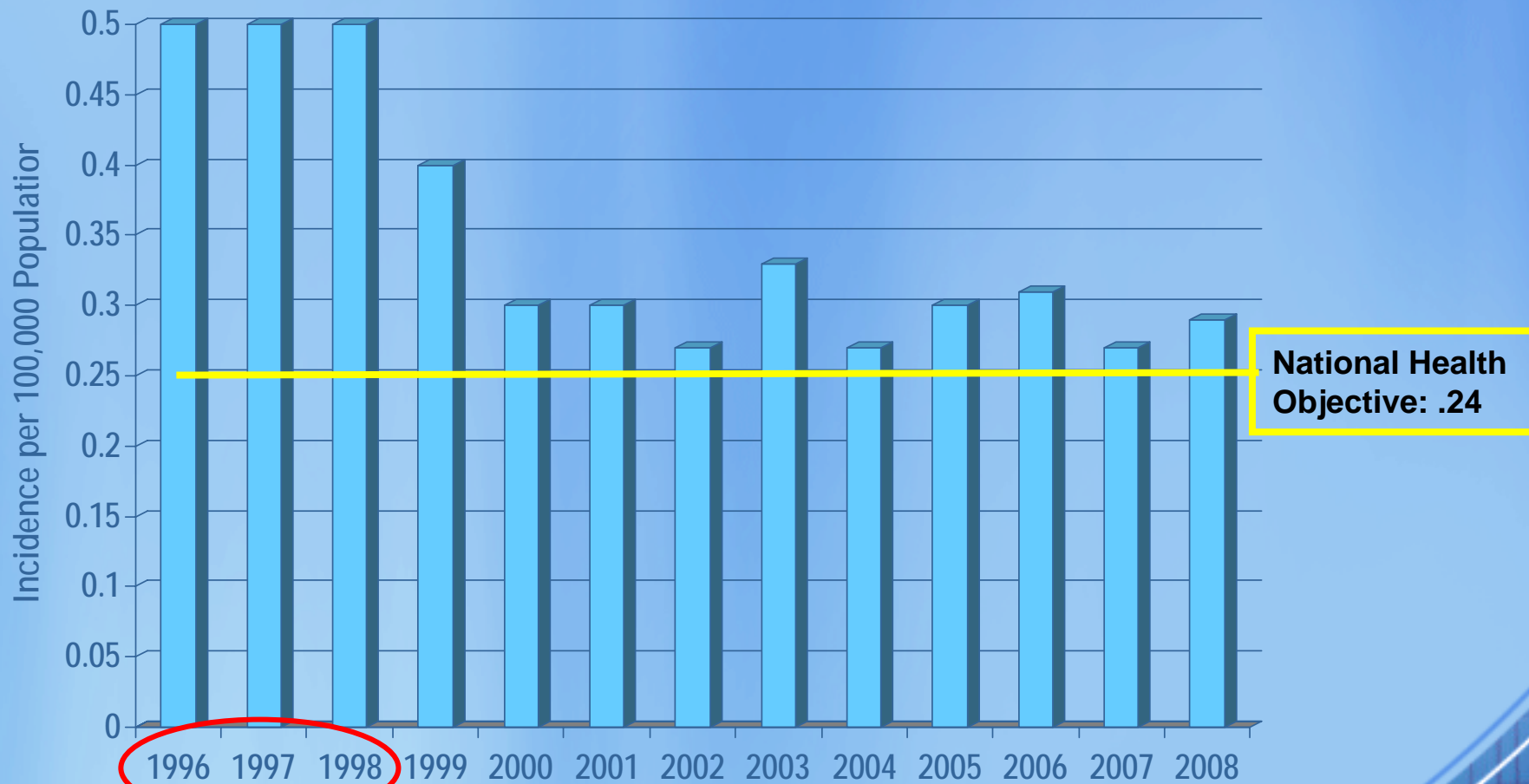




**Retail Perspective:
Collaboration
+
Food Safety
=
Solutions**

Presenter: Larry Kohl
Food Marketing Institute
April 28, 2009

Incidence of Foodborne Illness 1996-2008: Listeria* CDC data



*Preliminary FoodNet Data on the Incidence of Infection with Pathogens Transmitted Commonly Through Food – 10 states, 2008

Lm...

Industry Challenges.

- Widely distributed in nature, food processing (beyond meat & poultry) and retail environments
- Niches include environment, facility, equipment
- Persistent
- Linked to construction, remodeling and maintenance
- Validation methods: Product testing vs. environment
- Testing: Lm vs. species
- Product formulations: Processing ingredients vs. natural or organic
- Merchandising: Pre-packaged foods vs. retail handled
- 'Cold Chain' management
- Consumer demand

Lm...

The Retail Challenge.

- Specific high risk foods
- Several modes of entry into the retail store environment
- Cross contamination
- Consumer handling

FMI Retail Action Plan...

History

Retailers formed an *Lm* subcommittee

Purpose: Design & Implement an action plan for minimizing the risk of *Lm* in retail food stores.

Embraced by FMI's Executive Board which deemed Food Safety a non-competitive Issue

1. Retail Store Guidance...

- Collaborative efforts with CFP Lm committee (2006), FDA, FSIS & AFDO
- Food Code contains 79 interventions that serve as *Lm* controls



Retail Store Guidance

- Target audience:
 - All retail stores
- Focus:
 - Sanitation
 - Temperature control
 - Cross contamination
 - Remodeling and maintenance
 - Employee health & hygiene



Available for free through FMI's website at: www.fmi.org

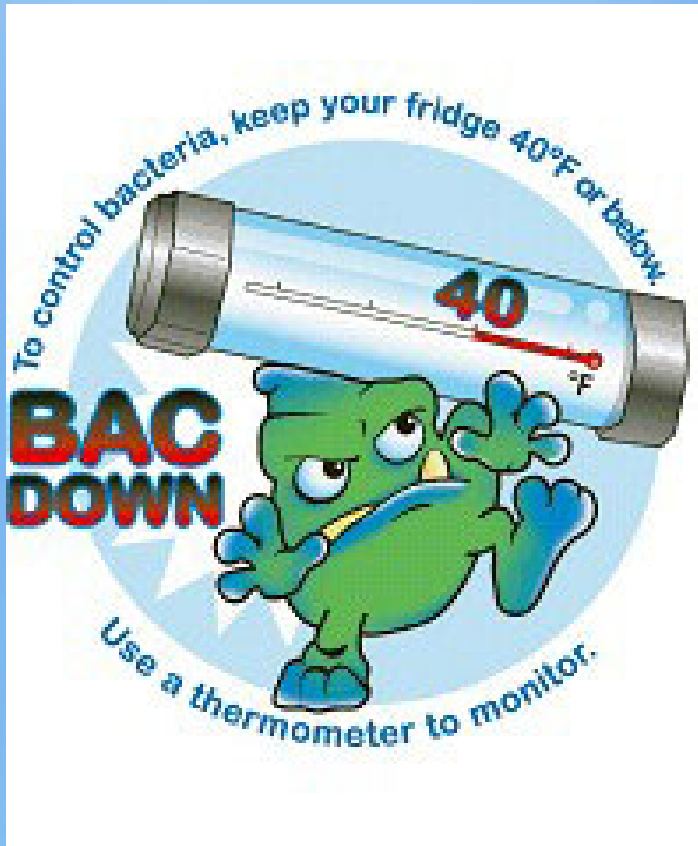
Retail Training & Certification



www.supersafemark.com

- Developed specifically for retail
- Training for all levels of employees
- Print and On-line versions
- CFP/ANSI SuperSafeMark accredited exam offered by National Registry of Food Safety Professionals

2. FMI Retail Listeria Action Plan... *Consumer Education*



- FDA-USDA Lm Risk Assessment
"What if" scenario
- Potential 98% reduction in illness
if home refrigerators at or below
41°F

FMI Retail Listeria Action Plan...

Consumer Education

2008



2009

3. FMI Listeria Action Plan...

Collaboration & Research

New York Dept. of Ag Collaborative *Lm* Project with Cornell University
(Final Report September 7, 2006)

	Enviornmental Tests				Establishments Tested		
	Total Samples	Total Positive	Percent Positive		Total	Number Positive	Percent Positive
Smaller Stores	661	85	13%		60	32	53%
Larger Stores	1158	151	13%		121	73	60%
Grand Total	1819	236	13%		181	105	58%

Source: New York Dept. of Ag, 2006

Project Conclusions:

- Lm is commonly found in environment
- Lm can be controlled
- Surveillance might best be applied in establishments where sanitation is poor

FMI Listeria Action Plan...

Collaboration & Research

- Collaboration projects:
 - Penn State University. Control of *Listeria monocytogenes* in Retail Establishments (training video sponsored by AFDO, USDA-FSIS)
 - Hill-Phoenix – Proper cleaning techniques for refrigerated cases (training video)
 - Ecolab - engineering out deli slicer *Lm* niches (new slicers on market).



Continued Research & Education... *for Retail*

- Existing research and data has provided limited application to 'in-store' solutions
- 'Should or What' things can we do differently or better to lower risk of human listeriosis
- Potential focal areas:
 - Niches
 - Equipment design
 - Cleaning & sanitizing techniques and/or frequencies
 - Construction & remodeling techniques or materials
- '09-'10 FDA/USDA Risk Assessment on cross contamination at retail

Conclusion...

- Continuous improvement upon Listeria Action Plans
- Consumer education
- Research
- Adaptability to industry – all sectors, including retail


Conclusion...

Product Recall Enhancement


FMI - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Address https://www.recall-products.com/welcome_center.aspx Go Links



PRODUCT RECALL COLLABORATION ZONE





WELCOME TO THE PRODUCT RECALL COLLABORATION ZONE

A powerful new online Product Recall solution, enabling industry partners to initiate, target, deliver, and receive comprehensive recalls immediately through a single portal

Using the Product Recall Collaboration Zone

- Completing the Recall Notification Form
- Best Recall Practices
- FDA
- USDA
- FAQ
- Glossary

Enhanced Online Recall Form

The online Recall Form developed from best industry practices and recommended FDA guidelines. Details include complete contact information and handling instructions. Improved outcomes for all partners.

Attach Product Images & Documentation

Product images can be easily embedded in the recall form. Supporting documentation can be attached and accessed directly from the recall form.

Target Recall Delivery

Recall issuers can target recipients in any way they choose by creating custom rules. Users can also schedule recall delivery at a date and time of their choosing.

Advanced Traceability

The solution provides the most advanced recall traceability available. Recall issuers know who received a recall message and when. More importantly, the solution records when recall messages are read.

Subscribe to the Product Recall Collaboration Zone

The Product Recall Collaboration Zone is an FMI initiative that is available to any FMI member. Non-members who wish to initiate a recall can subscribe to the Food Recall Collaboration Zone by contacting FMI for more details. For more information, click Go **GO**

About FMI

Food Marketing Institute (FMI) conducts programs in research, education, industry relations and public affairs on behalf of its 1,500 member companies — food retailers and wholesalers — in the United States and around the world. FMI's U.S. members operate approximately 26,000 retail food stores with a combined annual sales volume of \$680 billion — three-quarters of all retail food store sales in the United States.

Product Recall Collaboration Zone Login

UserName

Password*

GO

* Password is case sensitive

I'm not a Product Recall Collaboration Zone subscriber

If you would like to subscribe to the Product Recall Collaboration Zone, click Go **GO**

Start | Internet | 3:50 PM

Conclusion...

- CDC FoodNet Report: Comparing 1996-98 with 2006, the estimated incidence of human listeriosis has decreased 40%

Collectively we

are making

a difference!

Future Challenges at Retail...

- Product recalls
- Produce safety
- Product Traceability
- Supplier Audits
- Consumer confidence/education
- Employee education & training
- Facility & Equipment design, maintenance and construction
- Validation tools and measures



Thank You.

