Bending the Curve of Foodborne Illness

Looking to the Future of Retail Food Safety

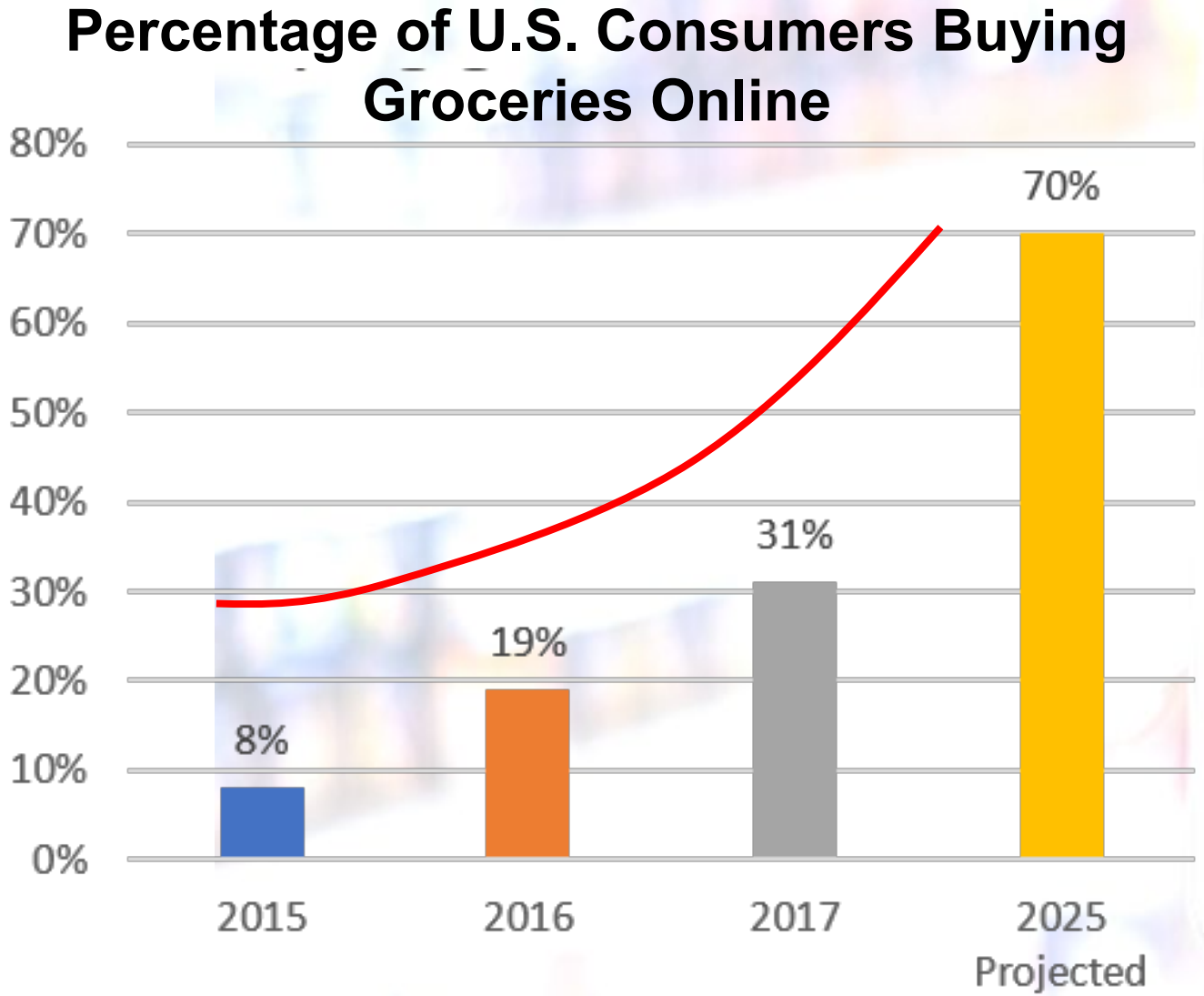
New Era of Smarter Food Safety

@FrankYiannasFDA

Thank You!

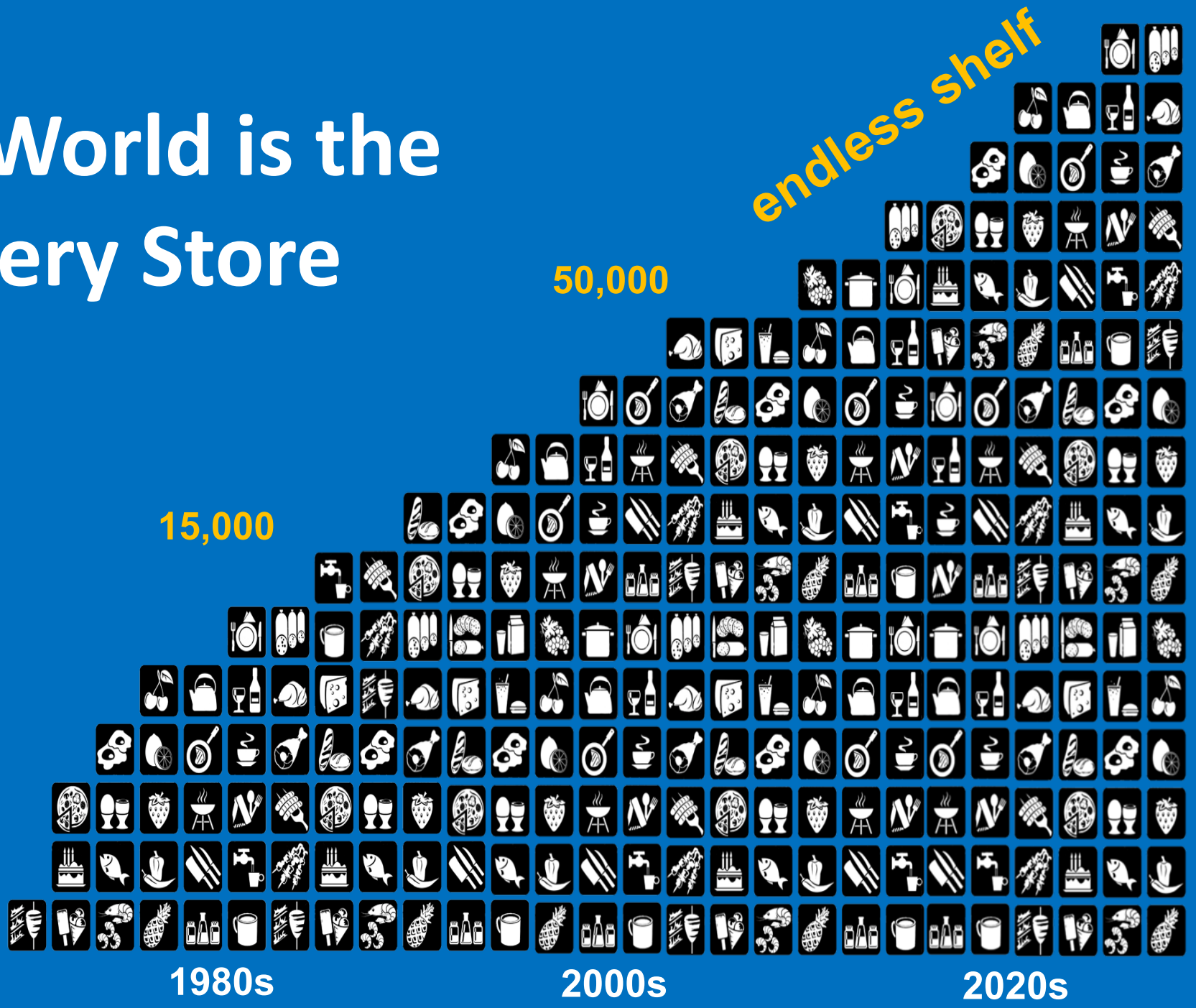
“world is changing”

How We Order & Receive Food is Changing



Source: The Digitally Engaged Consumer, FMI & Nielsen

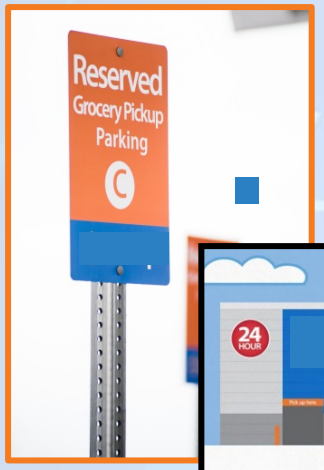
The World is the Grocery Store



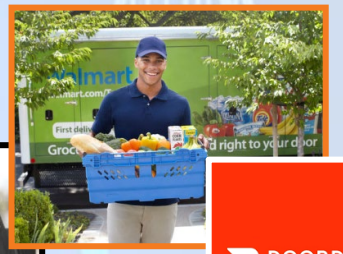
E-Commerce

FDA

Grocery Pick-Up



Home Delivery



DOORDASH

Novel Delivery

Home Shipping & Meal Kits

Food Service & Restaurants are Changing Too

robotics

labor challenges

new foods

3D printing

smart equipment

changing formats

FDA Retail Food Protection Seminar

Moving forward

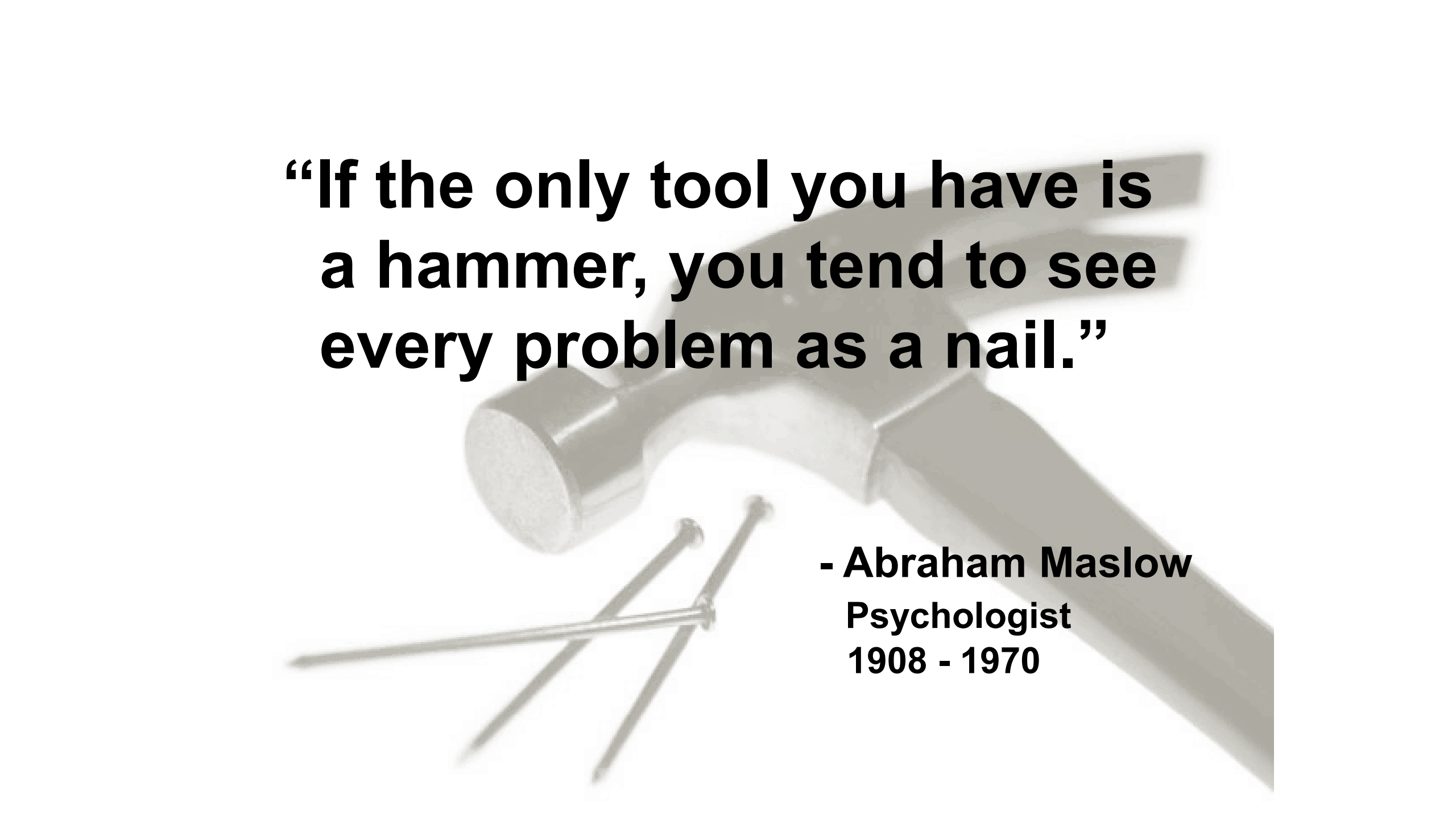
2021

A Modern Approach for Modern Times

People-Led * FSMA-Based * Technology-Enabled

Traditional Food Safety Strategies

- Training
- Inspections
- Micro Testing


“If the only tool you have is a hammer, you tend to see every problem as a nail.”
- Abraham Maslow
Psychologist
1908 - 1970

Tech-enabled Traceability

Smarter Tools and Approaches for Prevention and Outbreak Response

Welcome to FDA's New Era of Smarter Food Safety

New Business Models and Retail Modernization

Food Safety Culture

Fresh Look at Retail

Retail Food Safety Regulatory Association Collaborative:

- Full adoption of FDA Food Code
- Risk-based inspection approaches
- Intervention strategies
- Improving outbreak investigations
- Enhance Food Safety Management Systems

VIRTUAL SUMMIT

FDA New Era of Smarter Food Safety Summit on E-Commerce:

Ensuring the Safety of Foods Ordered Online and Delivered Directly to Consumers

October 19-21, 2021

Webcast Only

FDA

Food Safety Culture

- **Promote food safety culture throughout the food system**
  - Review literature and conduct research to determine approaches to influence attitudes and behavior
  - Advance food safety culture and behavioral science principles as a critical component of food safety work
  - Engage with industry and consumer stakeholders, as well as trusted regulatory partners at all levels of government, to develop and disseminate effective tools and approaches
- **Promote food safety culture throughout FDA**
  - Education and training of FDA's staff, alignment on values and mission
  - Exploring ways to assess and take food safety culture in account for risk prioritization (e.g., inspection frequency)
- **Consumer education campaigns**
  - Utilize new food safety technology and leverage tech-enabled mediums and tools, such as Smart Home devices, smart phones, and digital platforms, to promote food safety culture at home

“Food for Thought”

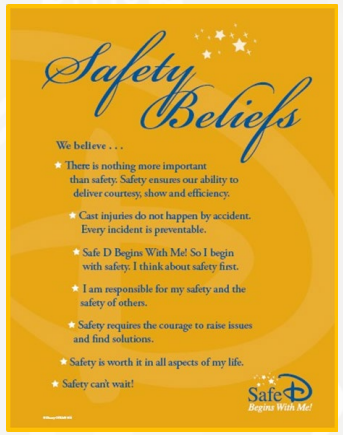
Food Safety Culture Survey

Rate on a 1 to 5 scale (1 = highly disagree, 5 = highly agree)

1. New employees receive food safety training before working
2. I have received adequate food safety training to do my job well
3. Food safety rules and procedures are regularly reviewed with employees
4. My manager coaches me on food safety practices
5. Employee suggestions regarding food safety are acted upon
6. Food safety rules and procedures are followed by employees
7. HACCP checks are conducted regularly in my department
8. Our standards and practices do not change when the health department arrives
9. Food safety inspections are taken seriously

Completion vs Commitment

Values & Beliefs



Associates Teaching Associates

Digital Checks

Food Safety Task Analysis

Listeria Inhibitor

Call to Action

- Advancing retail food safety requires change.
- Question assumptions & old paradigms.
- Add new tools to your tool box.
- A problem well defined is half solved.
- Don’t let new business models outpace standards, controls, & prevention.

Working TOGETHER, we CAN create a a more modern & safer retail food system.

U.S. FOOD & DRUG
ADMINISTRATION