Agricultural Outlook Forum 2013

“The Food Safety Revolution: How Far Have We Come? What’s Next?”

The Consumer Perspective

Nancy Donley
STOP Foodborne Illness

February 21, 2013
2013: 20-Year Anniversary of the Jack In The Box Outbreak

600 + sickened
4 known children dead
Lauren Beth Rudolph
February 18, 1986-December 28, 1992

E. Coli Outbreak Linked to Ground Beef
2013: 20-Year Anniversary of
STOP Foodborne Illness

Formerly S.T.O.P.—Safe Tables Our Priority
Mission of STOP Foodborne Illness

To prevent illness and death from foodborne pathogens by:
- Advocating for sound public policy
- Building public awareness
- Assisting those impacted by foodborne illness
2013: 20-Year Anniversary of My Son’s Death From *E. coli* O157:H7
Alexander Thomas Donley
January 28, 1987 – July 18, 1993
The Toll of Foodborne Illness
48 million people become ill EACH YEAR...

Source: Centers for Disease Control and Prevention
EACH YEAR...

128,000 people are hospitalized

Source: Centers for Disease Control and Prevention
EACH YEAR ...

3,000 people die

Source: Centers for Disease Control and Prevention
THAT MEANS EACH DAY:
8 people die from contaminated food

AND EACH YEAR:
1 in 6 Americans become ill

Source: Centers for Disease Control and Prevention
So How Far Have We Come?

1994- *E.coli* O157:H7 Declared an Adulterant in Raw Ground Beef

1994- PR/HACCP Rule Promulgated

1996- PR/HACCP Rule Finalized

1998- HACCP Rule Roll-out
So How Far Have We Come?

2000- Zero Tolerance for *Salmonella* in Ground Beef for National School Lunch Program

2012- The “Big Six” STEC Declared Adulterants

2013- ???????
So What’s Next?

- Redefinition of “Adulterated”
- Declare All Enterohemorrhagic \textit{E. coli} Adulterants
So What’s Next?

- Antibiotic-resistant Strains of Pathogens
- On-farm “Gap”
What Must Not Happen

- Budget-driven Policies
- More Industry Self-regulation
STOP has been supporting those who have fallen sick and those who have lost their loved ones from foodborne illness, their families, friends, and larger communities of concerned consumers for the last 20 years. We recognize and give a voice to those who have experienced the ill effects of contaminated food.