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# Industry-Led Food Safety Initiatives for Produce

USDA Agricultural Outlook Forum - 2013




# Lead or Follow?

Proposed rules share key aspects.

- Confirm industry' s primary role on food safety
  - Proposals are based in part on industry-developed practices and FDA guidance documents that many in the industry are following

## Key Aspects of Proposals

- 
- Confirm industry' s primary role on food safety
  - Risk-based and flexible
  - Address small business issues
  - Extensive government, stakeholder Input



# Industry Leadership - Historical

- '95 – First Industry GAPs
- '98 – FDA/USDA GAPs  
*“GUIDE TO MINIMIZE MICROBIAL FOOD SAFETY HAZARDS FOR FRESH FRUITS AND VEGETABLES”*
- '04 – Industry Commodity Specific Guidance
- '09 – FDA Commodity Specific Guidance
- '06 – Industry moves to “specific, measurable, verifiable”
- '13 – FSMA Rules

# Static vs Dynamic

How do you constantly improve?

- Requires investment of resources
- Continued dialogue with industry, academia, and public health
- Must be routine & responsive

Western Growers Leafy-Greens Metrics



**How can I get involved?**  
WG has established this "community" site to facilitate online discussions and routine schedule and method for continued input from broad interests concerning improving and enhancing the preventive measures in the leafy greens guidance documents.  
[Learn more...](#)

How do I submit proposed changes or comments to green metrics?

Any proposed language changes, suggestions and comments will be accepted or fax. A word version of the sections under discussion will be sent to member distribution list. Anybody can be added or removed from our distribution list by contacting Sonia Salas at [ssalas@wga.com](mailto:ssalas@wga.com)

[1 attachment](#)

**New Comment Period Opens February 1, 2013**  
Posted by [ssalas](#) on Mon, 01/21/2013 - 11:48am  
Read Related Posts: [az](#) [ca](#) [lgma metrics](#)  
Fri, 02/01/2013 (All day) - Fri, 03/01/2013 (All day)

WG is asking for proposed changes to Issues 13 & 14 of the document ( Prod Locations) from February 1, 2013 to March 1, 2013. Attached is a word versto sections. Proposed changes may be tracked in this document and submitted by [ssalas@wga.com](mailto:ssalas@wga.com) or by fax at 949-809-6251.

[Login to post comments](#) [Read more](#) [2 attachments](#)

January-2013

Version 1

Table 1: MASTER CALENDAR<sup>1</sup>

Items for Discussion <sup>2</sup> (Issue Number)	Activity <sup>3</sup>	Month (Date TBD)	Participants <sup>4</sup>
<b>(13 &amp; 14)</b> Production Locations (Climatic Conditions and Environments & Encroachment by Animals and Urban Settings)	Public Comment Period (45 days) <sup>5</sup> Review of proposed changes & comments in favor or against proposed changes based on LGMA criteria for consideration Web Discussion/ Follow up after discussion	February 2013 – March 2013 February 2013 – March 2013 April 2013 - May 2013	Any Stakeholders Western Growers Western Growers/ Any stakeholders
<b>(6 &amp; 7)</b> Soil Amendments, Nonsynthetic Crop Treatments	Public Comment Period (45 days) Review of proposed changes & comments in favor or against proposed changes based on LGMA criteria for consideration Web Discussion/ Follow up after discussion	July 2013 or as agreed by WG and the LGMA group in each state August 2013 – September 2013 August 2013 – September 2013 October 2013 - November 2013	Western Growers/Any Stakeholders Western Growers Western Growers/ Any stakeholders
<b>(2,3,4 &amp; 5)</b> General Requirements, Environmental Assessments, Water & Water Usage to Prevent Product Dehydration	Public Comment Period (45 days) Review of proposed changes & comments in favor or against proposed changes based on LGMA criteria for consideration Web Discussion/ Follow up after discussion	January 2014 or as agreed by WG and the LGMA group in each state February 2014 – March 2014 February 2014 – March 2014 April 2014 - May 2014	Western Growers/Any Stakeholders Any Stakeholders Western Growers Western Growers/ Any stakeholders
<b>(8,9,10,11 &amp;12)</b> Harvest Equipment, Harvest Personnel, Field and harvest Personnel Transfer and Equipment Facilitated Cross Contamination	Public Comment Period (45 days) Review of proposed changes & comments in favor or against proposed changes based on LGMA criteria for consideration Web Discussion/ Follow up after discussion	July 2014 or as agreed by WG and the LGMA group in each state August 2014 – September 2014 August 2014 – September 2014 October 2014 - November 2014	Western Growers/Any Stakeholders Any Stakeholders Western Growers Western Growers/ Any stakeholders
	Presentation of consensus proposed changes/comments to the LGMA in CA & AZ	January 2015 or as agreed by WG and the LGMA group in each state	Western Growers/Any Stakeholders

<sup>1</sup> This calendar is subject to change.

<sup>2</sup> Items for discussion are document issues are not listed in any particular order.

<sup>3</sup> Web discussions will be about 1 1/2 hours long. WG will allocate 30-40 minutes to explain any proposed changes and/or comments.

<sup>4</sup> If coordinated in advance, stakeholders may attend LGMA meetings where consensus proposed changes/comments will be presented for consideration.

<sup>5</sup> During a 30-day comment period, WG will receive proposed changes and comments. An additional 15-day comment period will be given after those 30 days to allow stakeholders to provide additional comments before the upcoming web discussion.

# Informed by targeted inquiry!

- Center for Produce Safety (CPS) founded in 2007
- Industry, government, scientific and academic partners
- Leader in science-based food safety research
- Funded 69 projects totaling \$10.6 million
- Recognized for “Partners in Research” program



# Applied Research

## 6.0 SESSION I- GOOD AGRICULTURAL PRACTICES – BUFFER ZONES AND ANIMAL VECTORS

- Project #1: *Escherichia coli* O157:H7 in bioaerosols from cattle production areas: evaluation of proximity and airborne transport on leafy green crop contamination
- Project #2: Developing buffer zone distances between sheep grazing operations and vegetable crops to maximize food safety
- Project #3: Evaluation of amphibians and reptiles as potential reservoirs of foodborne pathogens and risk reduction to protect fresh produce and the environment
- Project #4: Wildlife survey for *E. coli* O157:H7 in the central coastal counties of California

# Verification of Preventive Practices

## Programs

- California and Arizona LGMA's
- California Cantaloupe Marketing Order
- Florida & California Tomatoes

## Common Tenets

- Industry Led, Preventive practices
- Verified by State/Federal Inspectors
- Funded by Industry
- Iterative in nature





# Greater Supply Chain Accountability

- Close gaps and inconsistencies in the supply chain
- Create a clear and consistent industry understanding about risk and liability
- Challenge cultures that don't support food safety or fail to make it a component in the profitability equation

# Greater Supply Chain Transparency

- “Food Safety Inside”
- Visible at each touchpoint
- Visible to consumer
- Market food safety?

# Mission & Goal

- Mission: Increased consumer confidence in produce safety – through increased safety
- Goal: Partnership, collaboration and accountability throughout the supply chain



# Shifting Industry's Paradigm

1. A process that is collaborative, inclusive and results-focused
2. A need to think boldly, act creatively and approach altruistically
3. To represent the consensus of thought leaders who will act to influence their individual organizations
4. To recognize today's supply chain as a complex web of “produce touch points” where an organization may assume many roles in the grow – buy – sell – broker – source - distribute equation
5. The need to create lasting and meaningful impact with “cultural shifts” throughout the industry

