



View From The Peanut Industry

Managing the Salmonella Recall



Outline

- Brief review of the salmonella in peanuts/peanut butter issue
- Efforts the American Peanut Council made in coordinating the industry's response
- Efforts over the past two years in addressing food safety issues
- Next steps

Brief Overview

- Jan. 9: Initial linkage
- Jan. 17: FDA announcement of expanded recall
- Jan. 27: FDA released findings that PCA knowingly released contaminated product
- Jan. 28: FDA expands recall to include all products produced in Blakely, GA plant
- Feb. 12: TX issues mandatory recall of Plainview, TX product

Industry Response

- Our strategy: To leverage the APC/industry voice as source for confused consumers while maintaining focus on overall issue of food safety and that PCA was isolated incident, not representative of our industry
- Our Challenge: To communicate messages consistent with FDA in a constantly changing news environment



Key Messages

- Consumer safety is always our no. 1 priority
- Our shock & dismay that a company would knowingly put contaminated product into the food supply
- Our industry won't tolerate such behavior – not representative
- We continue to work closely with FDA to monitor changing situation



Tactics To Address Situation

- Press releases
- Promote Unaffected Products List on our APC website to media and by use of on-line drivers on Google
- Media Interviews, print & broadcast
- Satellite Media Tour
- Industry Communications



Efforts Over Past 2 Years



- June 2007 – formed Scientific Advisory Committee on Food Safety
- October 2007 – Issued Revised GMPs
- October 2007 – Began Protocol Design of Prevalence Study
- November 2007 – Began Protocol Design of Kill Step Study
- Dec. 2007 – Held Food Safety Workshop with FDA, CDC, UGA
- April 2008 Began development of UGA HACCP Course

Next Steps

- Working to revise all GAPs, GMPs
- Comprehensive training and outreach to industry
- UGA HACCP Course – May 5-6
- Completion of Prevalence Study
- Industry Certification based on Global Standards



Thank you

