

IAFP Presentation

Earl Ehret, Plant Manager
Peter Pan Peanut Butter Plant
Sylvester, Ga.
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Overview of 2007 Voluntary Recall

- **Feb. 14: CAG announced voluntary recall of all peanut butter made in Sylvester, Ga., plant & halts production of all peanut butter products**
 - Voluntary recall included all Peter Pan peanut butter and Great Value peanut butter beginning with lot code “2111.” “2111” designated production location.
- **April 5: CAG announced most likely causes of *Salmonella* contamination**
- **August: CAG’s Sylvester plant re-opened.**
- **Fall 2007: Peter Pan peanut butter returned to store shelves**

Most Likely Causes Identified

- Source of dormant *Salmonella* identified as likely being raw peanuts and/or raw peanut dust in the plant
- Dormant *Salmonella* was activated by water coming into the plant
- Low levels of activated *Salmonella* then came into contact with finished product at an undetermined point of production

Production Enhancements

- **Invested ~\$33MM in renovating the plant**
 - From new roofing to new flooring
- **Understanding & controlling the details of production is key**

Production Enhancements

- **Increased physical separation between raw peanuts & finished product**
 - New walls built, coded locks on doors in raw area
 - Separate COP cleaning areas for raw and finished processes
 - HVAC system installed, positive negative air-flow
 - Equipment & personnel traffic control to prevent cross contamination



Production Enhancements

- **Established dedicated teams & tools for handling raw peanuts vs. finished product**
 - Teams dedicated to raw or finished, not both (Departmental Key Card Access)
 - Separate, color-coded tools & equipment and dedicated fork lifts (Departmentalized)
 - Captive shoe policy that includes shoe and hand sanitizing stations at critical locations between processing areas



Production Enhancements

- **Plant cleaned by hand with sanitizer & wipes**
- **Limited amount of water ever used to clean**
- **Attention paid to all surfaces in the plant – including the ceiling – also cleaned by hand**

Water is the Enemy!



Production Enhancements

- **Enhanced HACCP plan**

- Based on scientific studies we've established our CCP's, prerequisite programs, and developed our procedures by which we operate the plant.

- **Provide employees with additional safety & quality training**

- SQF – 16 Salaried Staff Members certified; completed desk audit & will be certified by May
- Off-site SQF training for all employees
- Scheduled off-site environmental monitoring training to better understand our plant environment

Production Enhancements

- **Environmental testing protocols**
 - Minimum of 50 routine environmental tests per week
 - Monitor critical areas
 - Investigative swabbing
 - Extensive contractor food safety training
- **Finished product testing protocols**
 - Increased testing and sampling frequency to one jar per production line every 20 minutes
 - Five day hold & release program

Communicating to Consumers

- **In wake of PCA recall, proactively communicating with consumers regarding safety & quality of Peter Pan Peanut Butter**
 - Direct-to-consumer e-mails
 - Online ads
 - New Virtual Tour of plant to be launched shortly...
 - Here's a sneak peek...

Virtual Tour of Sylvester Plant

Play DVD Now...

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My Advice to Others

Food safety is not just a part of your business.

Food safety needs to be the **WAY you operate your business.**