

## Food Safety Education PDG

**Members Present:** Pamela Wilger (Chair), Carol Wallace (Vice Chair), Brita Ball, Christine Bruhn, Bryan Chapman, Ellen Evans, Shelley Feist, Anthony Flood, Tong-Jen Fu, Judy Harrison, Lone Jespersen, Lynette Johnston, Larry Kohl, Deon Mahoney, Deborah McIntyre, Lynn McMullen, Sara Mortimore, George Nakamura, Ruth Petran, Jennifer Quinlan, Sarah Schober, Angela Shaw, Adrienne Shearer, Ellen Thomas and Brian Turner.

**Board/Staff Members Present:** Linda Harris.

**New Members:** Susan Algeo, Sarah Allard, Yousef Alsaadi, Matthew Bailey, Rishi Banerjee, Lauren Bowman, Jagpinder Brar, Rocelle Clavero, Kaiping Deng, Christine Endacott-Palmer, Ashley Eisenbeiser, Daniel Follett, Vinayak Ghate, Kirsten Howe, Mike Ionni, Paul Monroy, Armin Norouzi, Kathleen O'Donnell, Bryan Oliveros, Donna Rosenbaum, Donna Schaffner, Tracey Sinclair, Regius Tabafunda, Yeru Wang, Daniel Wing and Marcel Zwietering.

**Visitors/Guests:** Nicole Arnold, Patricia Borrusso, Francie Buck, Andrew Capps, John, Dzubak, Leanne Ellis, Emilee Follett, Robert Gaze, Kathy Gombas, Jeannie Kim, Amy Kramer, Kay Legge, Katrina Levine, Modesto Olanya, Ram Rao, Andrea Ray, Dojin Ryu, Steve Tracey, Ashley Turner, Lily Yang and Yue Zheng.

**Meeting Called to Order:** 3:00 p.m., Sunday, August 3, 2014, by Pamela Wilger.

**Recording Secretary of Minutes:** Debbie McIntyre.

Pam welcomed everyone and reviewed antitrust guidelines. Carol Wallace was introduced as Vice Chair. Sign in sheets were passed around.

**Report from IAFP Executive Board:** Linda Harris (IAFP)

– Current Secretary of the Board IAFP Board indicated that the Board appreciates the work that goes on in these PDGs and she thanked everyone for coming and participating in the meetings. She provided an overview of organization: Record attendance (>2800) last year and we are on target to surpass that number this year; received feedback from attendees that too many choices are available; may need to extend meeting an extra day in the future to accommodate the growing number of choices; 20% more exhibits this year (224 booths); More sustaining members (135); *Food Protection Trends*—looking for articles; and next year will need to change days of week of conference (Sat. to Tues. July 25-28, 2015). PDG meetings will be on SATURDAY next year.

### Guest Speakers:

1. Christine Bruhn, Director of Center for Consumer Research, UC-Davis, presented on the Food Safety Training Project titled: "Reaching the Community Volunteers with Safe Food Handling Information."
  - Shared findings of MS student, Henry Yeung.
  - Project funded by USDA grant; looked specifically at *E. coli*.
  - Used online video modules; translated into Spanish.
  - Program delivered into 6 counties in CA.
  - Completing the modules online had higher initial scores than those that took the class

- in-person (with respect to increased food safety knowledge).
  - Summary of project:
  - Educational interventions (e.g., online modules) increased food safety knowledge.
  - They are seeking collaborators to test Spanish translation of the modules.
2. Lone Jespersen, Director of Food Safety Strategy, Maple Leaf Foods and Sara Mortimore, Land O'Lakes presented two major initiatives to address the need for an International Training Standard:
- (1) IFPTI-International Food Protection Training Institute.
    - Build capacity of individuals in the food industry.
    - Establishing good curriculum materials.
    - Mapped 700 courses in the U.S.
    - Search IFPTI Web site.
  - (2) Safe Food Canada – presentation is on LinkedIn.
    - Search on LinkedIn.
    - Shared learnings.
    - Discuss training quality standard.

Sara indicated that good work is going on and we need to have a training standard—based on ISO or PAS. Need a standard that lays out a quality training offering (e.g. HACCP, Hygiene, Sanitation) and what the core pieces need to be.

\*\*Industry and Academia are needed to help with this initiative. There was a recommendation from a committee member to look at the American Society for Training and Development.

Pam also noted that General Mills is establishing a GMA Education and Training share group and anyone that is interested in joining this group should send Pam or Sarah Geisert at General Mills an E-mail.

1. Tony Flood, Director of Food Safety Communications, International Food Information Council (IFIC) [www. foodinsight.org](http://www.foodinsight.org) is the new and improved Web site. IFIC is non-profit science based group.  
Have dedicated food safety tab on Facebook.

Highlights from 2014 International Food Information Council (IFIC) Foundation Food & Health Survey titled “The Pulse of America’s Diet from Beliefs to Behaviors.”

Online Survey results:

- Government agencies, especially FDA and USDA, are most trusted sources for Food Safety (by Consumers).
- 1,005 participants in survey.
- Consumer confidence has remained high but see a slight decrease over the last 3 years.

Upcoming FS Events:

- Food safety Education Month – Sept 2014 Twitter, Blog carnival, and Webinar
- 2014 Food Safety Education Conference Social Media Workshop
- Follow IFIC on Twitter @FoodInsight
- Sign up for Food Insight Newsletter @[www.foodinsight.org](http://www.foodinsight.org)

Award – Sylvia Rowe Fellowship Program:

- Application opening Jan 2015
- Encourage Professors in room to share with students
- 8-12 week paid internship with IFIC

2. Shelley Feist, Executive Director, Partnership for Food Safety Education New Resources & Events.

Have produced a lot of new material this past year ([www.fightbac.org](http://www.fightbac.org)).

- Summer with *Salmonella* Illness postcard campaign.
- Producepro – consumer guidance on handling produce at home. For Bac! Fighters and Retailers Will be doing a webinar
- Six Smart practices for safer fruits and vegetables.
- Home Food Safety Mythbusters—coming in Aug. 2014.
- Consumer Food Safety Education Conference— Dec 4-5, 2014 in Arlington, VA. Partnership for Food Safety Education is host this year.

Bringing on sponsors now.

All conference information is @[www.teamfood-safety.org/2014](http://www.teamfood-safety.org/2014).

Registration fee increases Nov 1, 2014.

Will also offer poster sessions.

**Symposia, Roundtable and Workshop ideas** — submission deadline is October 14, 2014.

Pam called for creative ideas that engage audiences and feature up-and-coming speakers. The 3 submissions from last year were reviewed since none were accepted by the Program Committee for this year's program. The previous submissions, as well as new ideas, were discussed and the following ideas were considered:

- “HACCP Trained and Still Don't Get It.” Owners: Lone Jespersen, Maple Leaf and Sara Mortimore, Land O'Lakes.
- “Sharing Technologies for Delivery of Training.”
- (Owner last year was Junehee Kwon, Kansas State; Owner volunteering this year: Jennifer Quinlin, Drexel) Jennifer indicated that she would like to hear from BacFighters—report from the Field. 10-15 minute presentation on what they see, what they need. Christine Bruhn agreed that this would be a good idea. Could title it: “Hearing from the Front Lines” or “Different Strokes for Different Folks.”
- “Developing Food Safety Professionals – IFPTI and Safe Food Canada.” Could pursue this topic in collaboration with the Food Safety Professionals PDG (Wendy White).
- “Dummies Guide to FSMA.” (Owner: Jennifer Pierquet, Minnesota Department of Ag) Pro/con debate- training and education (not as much about policy) or Roundtable- Educating on FSMA Provided example of “Eat, Pray, Regulate” (using schools as a model) and “Ag in the Classroom.”
- Home based kitchens – “Cottage Kitchen Law”. Making food at home for community events – e.g., Farmers Market. There is no education available for persons preparing these foods or for labeling, etc. Partner with Food Law PDG on this topic.
- Ellen Thomas from NC State indicated that the Student PDG discussed partnering with

this Education PDG. Tony Flood volunteered to work with the Student PDG group.

**PDG Committee Vice Chair Nominations:**

- Andrew Clark, Maple Leaf Foods.
- Brita Ball, University of Guelph and Brita Ball & Associates.

Pam will send out short Bios for both nominees and then the PDG members will vote. Don't need final choice until next year's meeting but would like to do this early so that we can transition more easily.

**Proposal to have sub-groups within the Food Safety Education PDG:**

It was determined to have 2 sub-groups:

- Industry (includes retail) – Andrew Clark, Maple Leaf Foods to Lead.
- Consumer (includes K-12, media and health professionals) – Shelly Feist to Lead.

**Recommendations to the Executive Board:**

1. The Food Safety Education PDG recommends that each PDG be allowed ONE symposium or round table idea that they choose to be in the program since they have worked hard to put this idea together and have a community interested in the topic. The Program Committee will receive the one idea chosen from each of the PDGs and then build the rest of the program around these ideas from all other ideas submitted by the Association members.

**Next Meeting Date:** July 25, 2015.

**Meeting Adjourned:** 4:45 p.m.

**Chairperson:** Pamela Wilger.