

What are the Global Food Safety Concerns?

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Outline of presentation

- ❖ What are the global concerns
- ❖ What is the current situation
- ❖ What are the expectations
- ❖ What is on the horizon
- ❖ Summary

What are the global food safety concerns?

- Ultimately it's what the public thinks they are.
- Public confidence underpins their belief system.



Recent Food Scare Headlines



GO BPA FREE™
BABY BOTTLE SAMPLER



CHEMICAL CUISINE

Caution

Avoid Safe

Hg state of louisiana
MERCURY RISK REDUCTION PLAN



PREPARED FOR LOUISIANA GOVERNOR KATHY EEN BARDINEAUX BLANCO

PREPARED BY THE LOUISIANA DEPARTMENT OF ENVIRONMENTAL QUALITY | JULY 2006

Friends of the Earth Nanotechnology Project

NANO-FOOD VS REAL FOOD

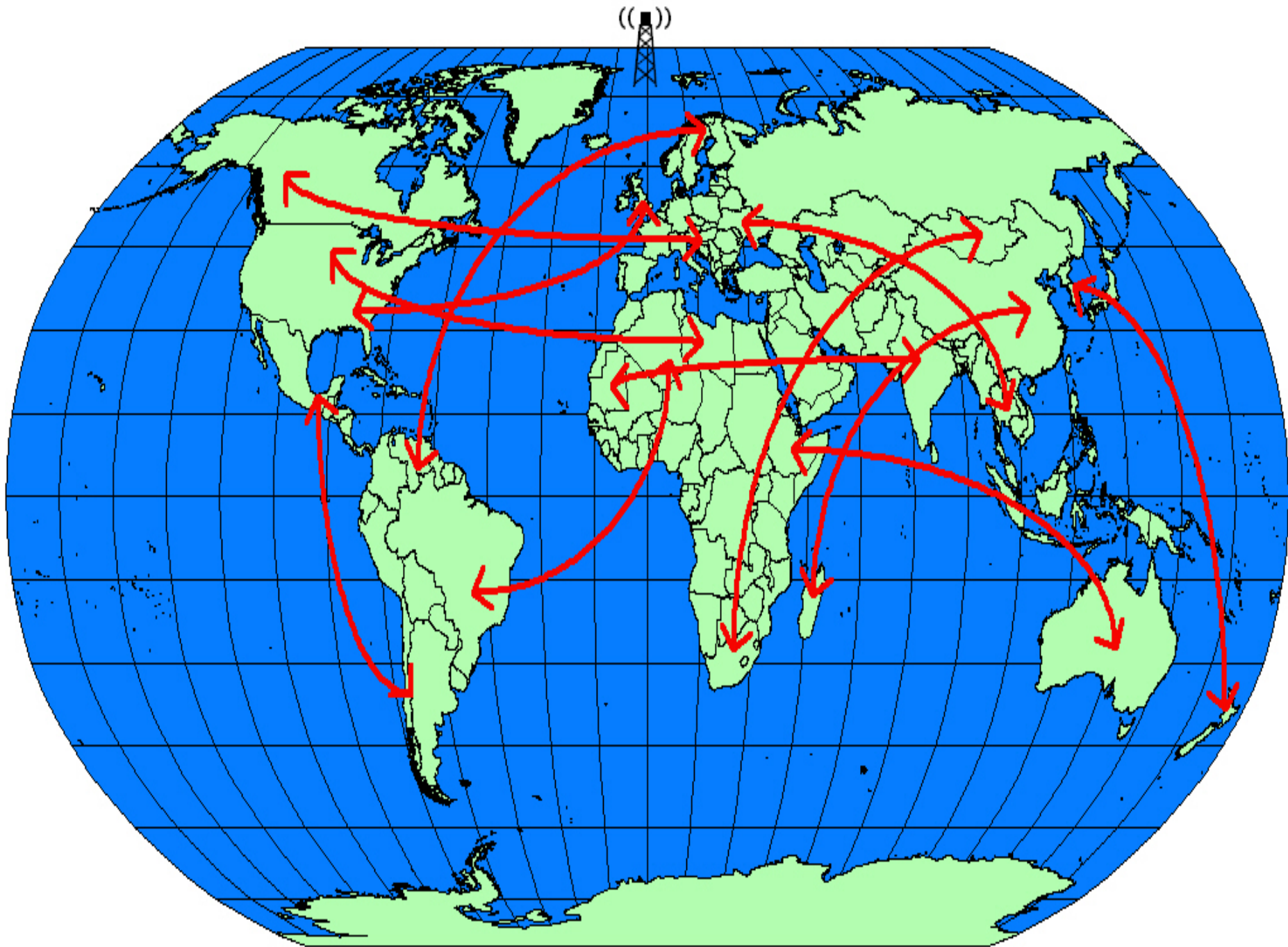


HIGH TECHNOLOGY ASSAULT ON REAL FOOD NAMES NANOTECHNOLOGY

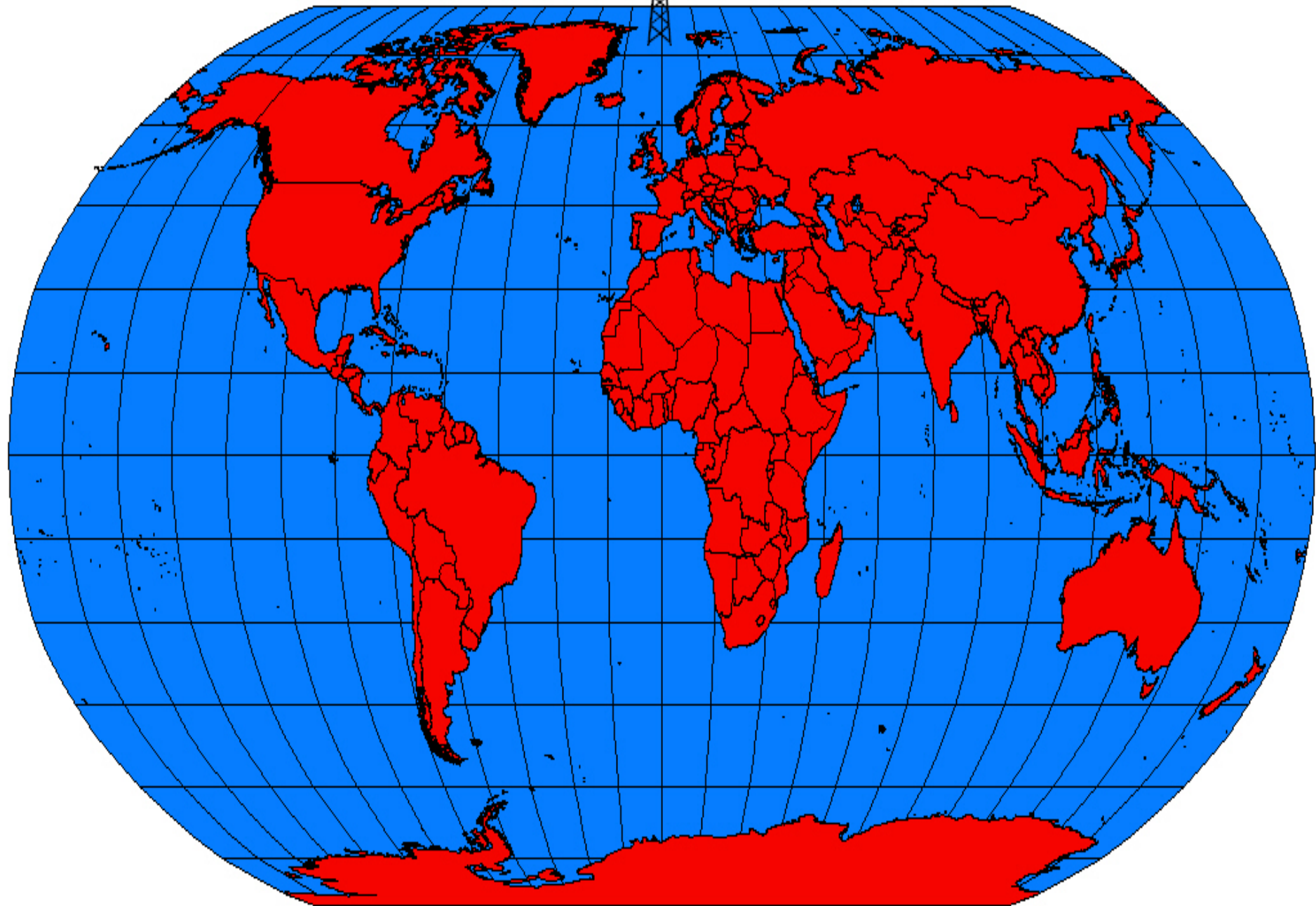


got melamine?





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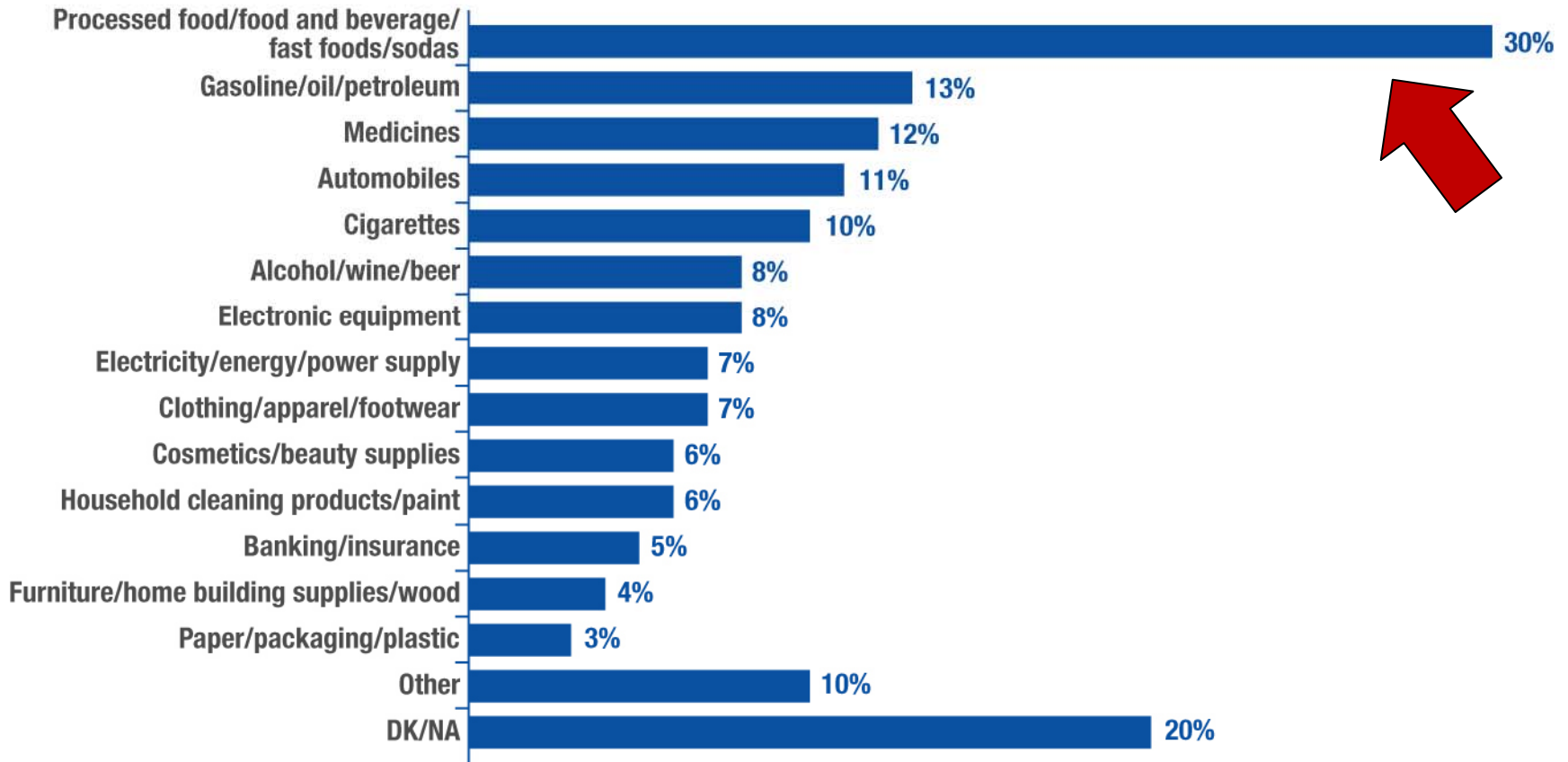


This is our World



Consumer confidence in companies

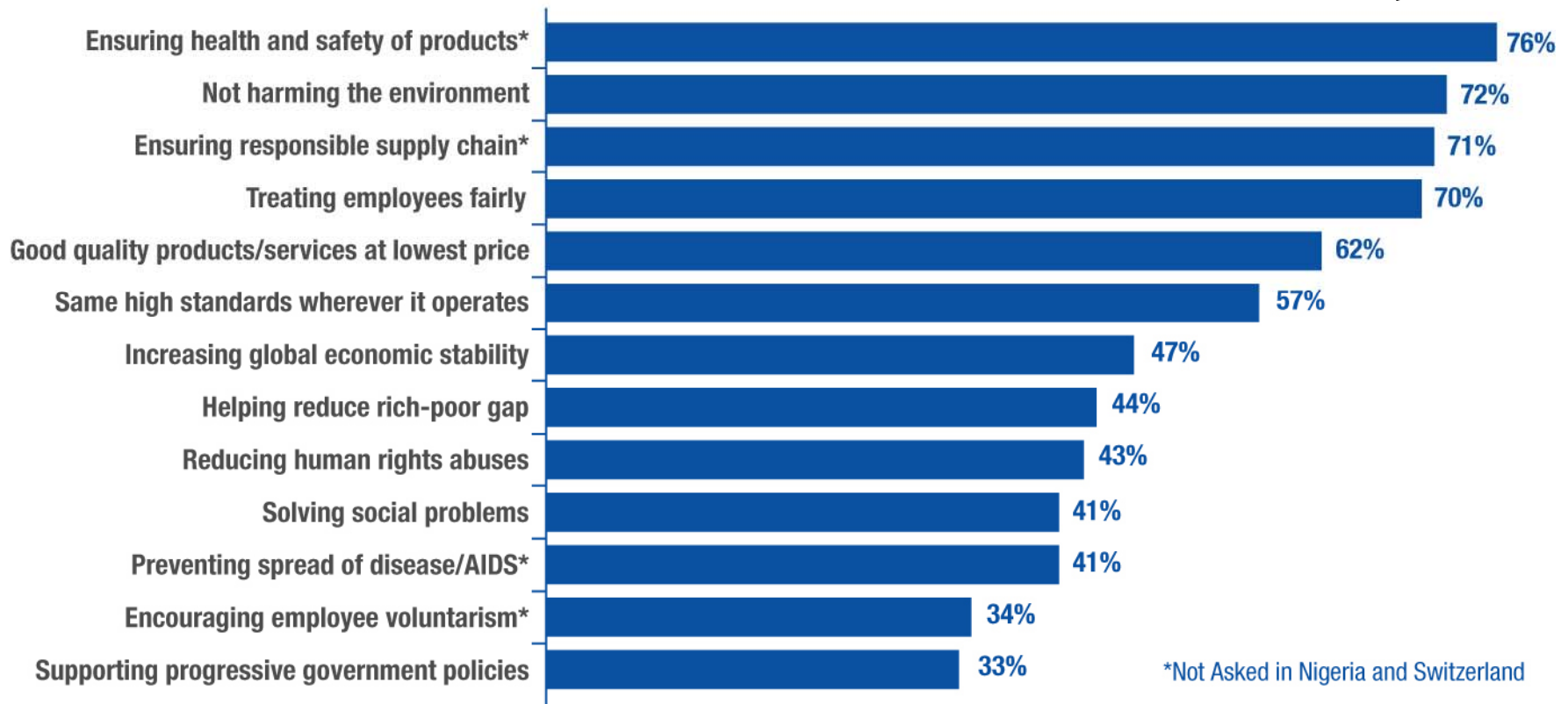
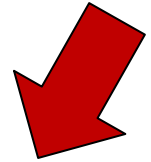
Consumers: What Categories of Products Should Become More Responsible?



Source: Globe Scan 2005

Consumer expectations of companies

What Consumers Say Companies are “Completely Responsible For”



Source: Globe Scan 2005

Situation Assessment: Global Food Sector Trends

- ❖ Globalization of supply chain and growth of international markets
- ❖ Application of new technologies
- ❖ Emergence of chemical and microbial hazards
- ❖ Increasing number of highly susceptible individuals to food-related illness
- ❖ Extensive media coverage of safety failures or perceived threats
- ❖ Marketing to consumers about diet and health and risk benefit of foods

What are the global food safety concerns...

- | | | |
|--------------|-----------|-------------------------|
| ➤ Biological | ➤ Animal | ➤ Microbial pathogens |
| ➤ Chemical | ➤ Plant | ➤ Microbial toxins |
| ➤ Physical | ➤ Mineral | ➤ Chemical contaminants |
| | | ➤ Allergens |
| | | ➤ Food intolerances |
| | | ➤ 'Slivers' |
| | | ➤ Technologies |
| | | ➤ Chemicals |

Accidental Food Safety Incidents
Intentional Food Safety Incidents

What factors contribute to global food safety?

- ❖ Food producers who understand and practice the basics of food safety (HACCP), and good manufacturing practices (GMPs).
- ❖ A supply chain from farm to table that follows scientifically based food safety procedures at every step.
- ❖ Government regulatory agencies doing things based upon sound science with transparency.
- ❖ Cooperative approach to food safety involving all stakeholders (government, industry, academe, NGOs, consumer organizations and consumers).

What factors contribute to public confidence?

- ❖ Food producers who understand and practice the basics of food safety, and good manufacturing practices (GMPs).
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**Excellent communications with consumers
from government and industry.**

Why is communication so critical...

- ❖ Risk perception is very different from reality.
- ❖ Any reported risk to the safety of the food supply (whether real or perceived) can spread quickly .
- ❖ Social and cultural factors can overwhelm the scientific evidence
- ❖ Results in a loss of consumer confidence in government, industry and safety of foods.
- ❖ Can cause significant damage to a company's and/or country's reputation and economy.

Communicating while contending with the facts

- ❖ Highly publicized incidents of food recalls, yet total food supply has never been safer (thanks to modern production practices and technical advances).
- ❖ More information available (factual and not)
- ❖ Consumers expect ‘absolute safety’
- ❖ Need a strong commitment to international harmonization of science-based regulations
- ❖ Education, training and knowledge transfer of science and science-based policies can help ‘level the playing field’

Today's Business Realities

- ❖ To succeed a company must provide products that are culturally acceptable, meet all expectations, are compliant and safe.
- ❖ Consumer confidence is measured by repeat purchase without hesitation. But it is no longer about the product safety and quality...
- ❖ Expectation of “good” has expanded beyond product to “good for me, my family, my community & the planet”
- ❖ “Good” applies not only here, but there (globally), with consistency and no double standards

Different safety standards are unacceptable



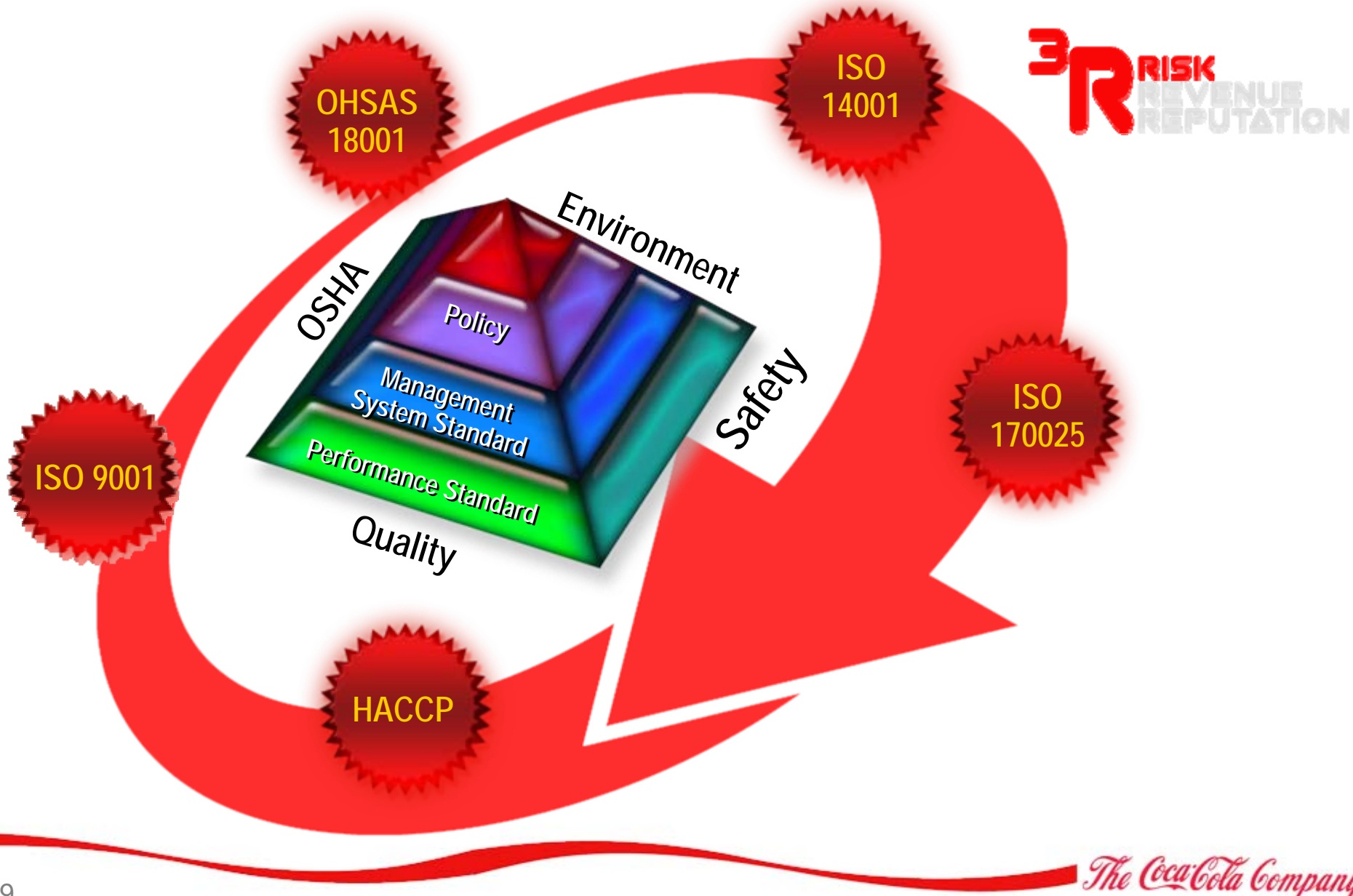
Safe is Safe

Perspective of a Food Company

- ❖ The Coca-Cola Company sells beverages in 206 countries.
- ❖ Food safety is the number one (#1) priority.
- ❖ Set of common goals with suppliers—standards, safety and regulatory compliance.
- ❖ Identify, monitor, manage emerging scientific and public relations issues that shape the marketplace.
- ❖ Actively participate in industry, scientific organizations and the regulatory process.



The Coca-Cola Management System – our integrated management system is at the heart of our governance framework.



EVOLUTION | 3
THE *Coca-Cola*[®]
QUALITY SYSTEM



SUPPLIER EXPECTATIONS
BROCHURE

What is the future? What is on the horizon?



Coca-Cola
Real

Consumer confidence will dictate

- ❖ European crises resulted in the formation of EFSA
- ❖ US crises resulting in food safety regulatory reform
 - ✓ Increased inspections
 - ✓ Traceability of all foods
 - ✓ Increased authority for FDA
- ❖ China crises resulting in new food safety laws
- ❖ New food safety laws in many countries
 - ✓ Vietnam
 - ✓ India
- ❖ Need to ensure that new food safety laws being implemented are harmonized and based on sound science

Report by FAO to the Codex Executive Committee: Emergency Prevention System for Food Safety (EMPRES Food Safety)

- ❖ Reported to the 32nd session of the CAC (2009),
- ❖ FAO established a program for emergency prevention and early warning in the area of food safety (EMPRES-Food Safety)
- ❖ Part of its Food Chain Crisis Management Framework (FCC).
- ❖ An EMPRES Food Safety seminar/workshop organized in summer on “identifying, prioritizing and managing emerging food safety threats”.

EMPRES Food Safety (cont'd)

- ❖ Discussed relevant international and regional initiatives on emerging food safety issues,
 - ✓ Including “predictive” and “responsive” early identification systems.
 - ✓ Recommended joint FAO/WHO International Food Safety Authorities Network (INFOSAN) to be included in the EMPRES Food Safety Strategic Plan as a major part in responsive systems.

EMPRES Food Safety (cont'd)

- ❖ To provide technical assistance on food safety emergencies, preparedness and rapid response, having a workshop from 14 to 18 December 2009
 - ❖ Draft framework document on the development and implementation of national food safety emergency response plans.
- ❖ EMPRES Food Safety will shortly issue a call for experts in a wide range of food safety topics in order to establish the EMPRES Food Safety Expert Roster.

For more information on any of these items contact:

EMPRES-FS@fao.org.

The US FDA Food Safety Modernization Act

- ❖ **Provisions for preventative controls, surveillance and response measures, and control of imports.**
- ❖ **If enacted, significant expansion of FDA's regulatory authority.**
- ❖ **Impose substantial new obligations on the food industry, both domestically and overseas**
 - ✓ **expanded registration requirements,**
 - ✓ **records access,**
 - ✓ **HACCP,**
 - ✓ **safety requirements for fresh produce,**
 - ✓ **increased inspections,**
 - ✓ **enhanced traceback and record keeping,**
 - ✓ **mandatory recall authority.**

The US FDA Food Safety Modernization Act

HAZARD ANALYSIS AND RISK-BASED PREVENTIVE CONTROLS

- ❖ Mandate four basic steps to ensure food safety (by owners, operators, or agents in charge of a food facility) :
 - ✓ identify and evaluate the hazards that could affect food manufactured, processed, packed, or held by the facility;
 - ✓ implement preventive controls to minimize such hazards and protect the food supply from adulteration or misbranding;
 - ✓ monitor the effectiveness of preventive controls implemented; and
 - ✓ establish corrective action procedures that the facility will implement if the preventive controls are found to be ineffective.

The US FDA Food Safety Modernization Act

IMPROVING THE SAFETY OF IMPORTED FOOD

❖ FOREIGN SUPPLIER VERIFICATION PROGRAM

- ✓ Importers would need to perform a risk-based verification that imported food is not adulterated or misbranded, and that it is produced in compliance (hazard analysis and produce safety)

❖ VOLUNTARY QUALIFIED IMPORTER PROGRAM

- ✓ Within one year, FDA would establish a voluntary program for the *expedited* review and importation of food.
- ✓ To be eligible, importers would need to obtain food from foreign suppliers who have been specifically certified after undergoing an audit by FDA-accredited third party auditors.

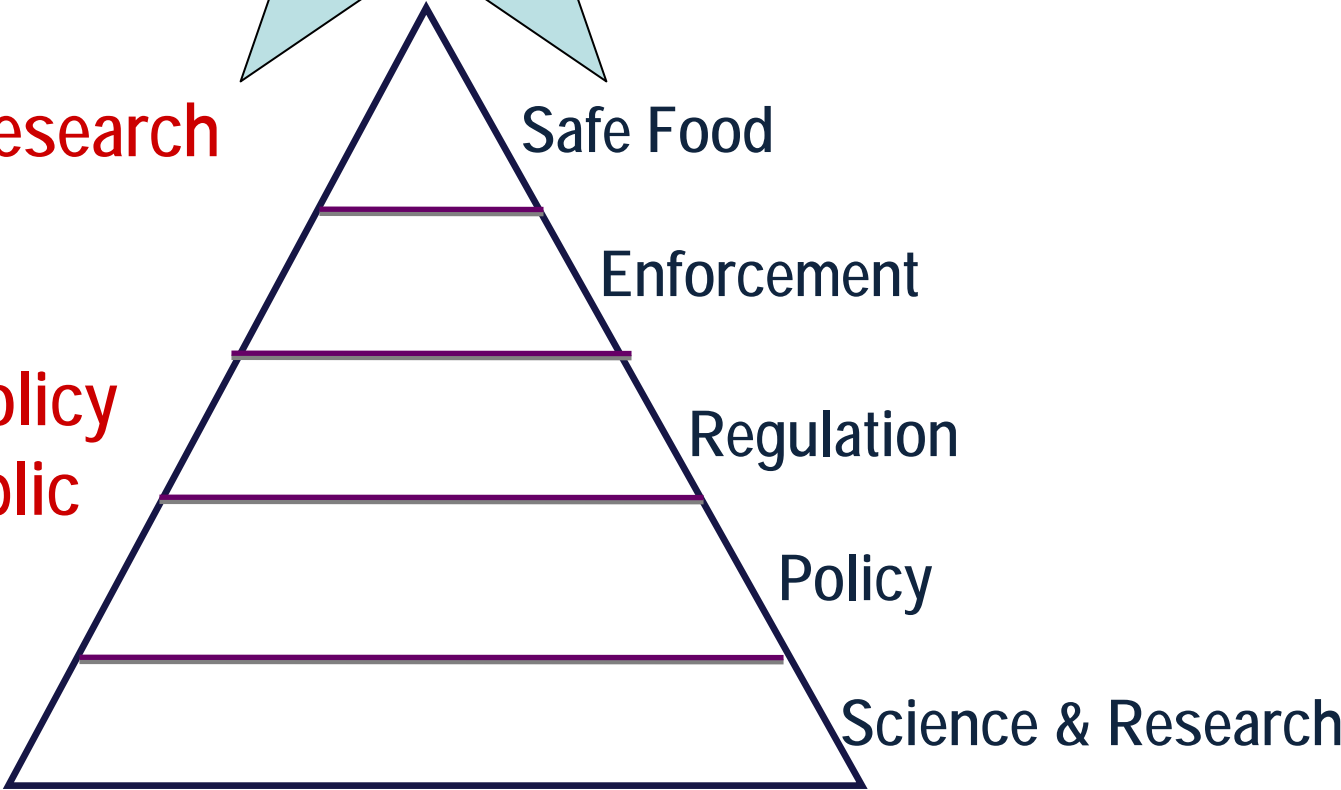
In Closing

A multi-faceted approach to ensure public confidence in global food safety

- ❖ Strong **collaboration** between all stakeholders-- industry, government, academe, NGOs and consumers
- ❖ Governments that develop harmonized, **science-based** regulations and work with transparency.
- ❖ Food industry supply chain that shares a common obligation to follow **science-based** safety procedures to put foods that are safe on the market
- ❖ Scientists and regulators that are trained to **communicate** effectively with the lay public



Science and Research
Must be the
Foundation of
Food Safety Policy
to Achieve Public
Health Goals



Ensuring Consumer Confidence

- ❖ Need positive messages about safety.
- ❖ Need to put analytical results and 'new' technologies into easily understood concepts and perspective
- ❖ Need to enhance consumer's understanding of basic food safety practices.



Global food safety—Complex but achievable—when we work together

- ❖ The global, fast, changing nature of the food supply creates many challenges as well as opportunities.
- ❖ Food companies have a deep and long standing commitment to food safety.
- ❖ There are more and more opportunities for partnerships between different sectors.



Summary

- ❖ Food safety results from a strong collaboration between government, food industry and consumers.
- ❖ Consumers expect more from food and beverage companies than companies in other industries.
- ❖ Maintaining consumer confidence in government and food industry is critical.
- ❖ **Harmonized regulations** based on sound science, a food supply chain that collaborates to put safe foods on the table, and excellent communication with consumers are key to ensuring confidence in the safety of foods.

It's important to remember that it's not about imports vs. domestic.

It's about the global nature of the food supply.