

Food Safety Culture PDG

Attain Better Culture: Food Safety Culture PDG Toolkit Launch

Organized by IAFP's Food Safety Culture PDG

Melody Ge, Chair of the Food Safety Culture PDG
Tia Glave, Vice Chair of the Food Safety Culture PDG

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Please consider making a contribution

This webinar is being recorded and will be available to IAFP members within one week.

Webinar Housekeeping

- It is important to note that all opinions and statements are those of the individual making the presentation and not necessarily the opinion or view of IAFP.
- All attendees are muted. Questions should be submitted to the presenters during the presentation via the Questions section at the right of the screen. Questions will be answered at the end of the presentations.
- This webinar is being recorded and will be available for access within one week.

Attain Better Culture Toolkit

Food Safety Culture PDG
11.14.2024

Today's Agenda

- ABC Toolkit Background
- Where to Find - IAFP Connect
- Examples of Tools
- Future Goals
- Q&A



ABC Toolkit Working Group (Version 1)

- Group of 14 food safety professionals all with industry experience in large, middle, and small manufacturing, foodservice, restaurants, retail, and academia
- Currently work in industry, consultants, academia, and service providers
- Broad industry knowledge including dairy, baking, pet food, produce, meat & poultry, seafood, beverage, foodservice and retail

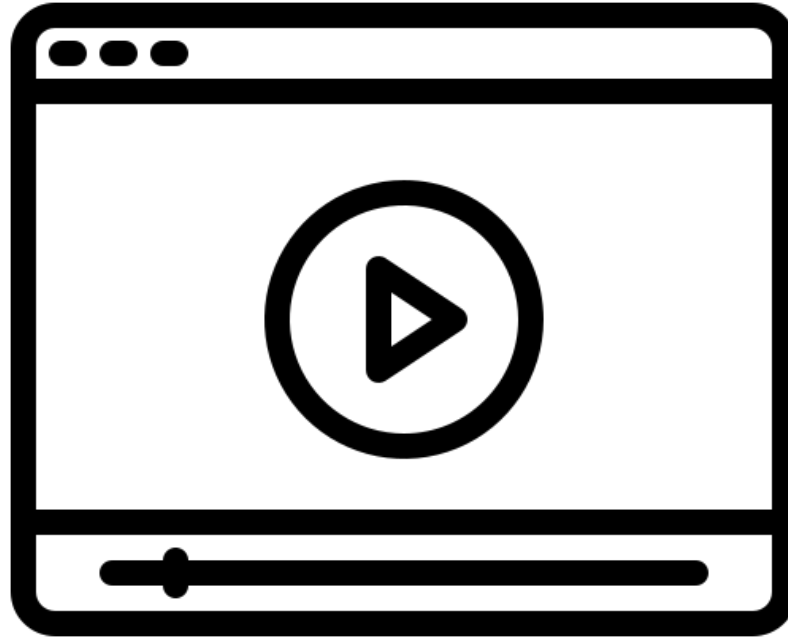


Our Goal

- Create a simple tool kit for starting your food safety culture journey.
- Actionable, practical, sustainable, and easy-to-navigate
- May include different solutions such as video, excel, surveys or other essentials that apply to all functioning departments within an organization
- Toolkit will be a “first aid kit” for organizations, not the ultimate solve for food safety culture



Introduction: ABC Toolkit





Where to Find The ABC Toolkit

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Where to Find The ABC Toolkit



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- START HERE: Introduction (1)
- Understanding Your Audience (4)
- Corrective actions and verifications (0)
- Reward program (0)
- Form positive habit (0)
- Technical knowledge (1)
- Beyond Technical knowledge (1)
- Continuous improvement (3)

A red arrow points from the left side of the image to the "Attain Better Culture (ABC) Toolkit (0)" category in the filter menu.



Understanding Your Audience Tool

Identifying Key Stakeholders or Decision-makers

A key stakeholder is an individual or group that has a significant impact on your success or failure and may present a higher potential risk or reward. Food safety culture initiatives typically impact multiple areas, functions, and people. This tool will guide you through a series of questions to identify who your key stakeholders may be.

1. What are your organization's values and mission?

2. In what ways can your organization's values and mission relate to food safety?

3. When thinking about your food safety culture vision, goals, and/or initiatives, what areas or functions (ex: marketing, sales, operations, finances, training) are need to champion, support, and help execute? List them below.

Champion Someone who will support your vision and goals when you are not in the room	Supporter Someone who will support your vision and goals when you are actively advocating	Executor Someone who will be responsible for executing part or all of your vision and goals
1.	1.	1.
2.	2.	2.
3.	3.	3.



Continuous Improvement Tool

Simplified Food Safety Culture Improvement “Project” Example Using a Logic Model Template

Goal: The organization’s measures of food safety climate and culture will increase from baseline to your own organization goal within three years.

Inputs	Activities	Outputs	Short-term/ Immediate outcomes	Mid-term/ Intermediate outcomes	Long-term outcomes/ Impact
<i>Resources dedicated to the activities i.e., inputs needed to deliver (financial, time and other resources)</i>	<i>Activities that will lead to the desired outcomes Each activity should relate to at least one output</i>	<i>Measurable objectives of the activities Each output should relate to at least one outcome</i>	<i>Immediate results of the intervention, i.e., expected changes</i>	<i>Medium-term results of the immediate outcomes (e.g., 12 - 24 months)</i>	<i>Impact of the mid-term outcomes on the organization (e.g., 3-5 years); This can be one cell of long term outcomes related to desired results as everything to the left of this column should contribute to it</i>

Version 2 Goals

- Create cohesion across toolkit
- Update tools for existing sections
- Add 1 or 2 new focused sections
- Establish formal feedback process





WE NEED YOU!

- Join the working group!
 - Looking for 5 food safety professionals who are passionate about food safety culture
- Feedback from 1 - 2 companies in 2025
- Feedback is always welcomed!
 - Email Tia (Tia@foodsafetycatalyst.com) or Melody (Melody.Ge@treehousefoods.com)
 - Formal feedback process to come in 2025



2024 Working Group

- Akhila Vasan
- Brita Ball
- Deepa Thiagarajan
- Dustin Heim
- Jason White
- John Boyce
- Jon Kimble
- Jorge Hernandez
- Mary Tegomoh
- Melody Ge
- Shantala Pamarthi
- Tia Glave



