

Retail Food Safety and Quality PDG

Members Present: Ann Marie McNamara, Gary Ades, Zeb Blanton, Jr., LeAnn Chuboff, Carl Custer, Thomas Ford, Veneranda Gapud, Donna Garren, Dale Grinstead, Peter Hibbard, Matthew Jenkins, Marjorie Jones, Terry Kennedy, Stephen Kenney, C. Harold King, Larry Kohl, Boby Krishna, Eric Martin, Gina Nicholson, Brian Nummer, Kathleen O'Donnell, Mangesh Palekar, Charles Papa, Ruth Petran,

David Rasmussen, Fred Reimers, Jena Roberts, Todd Rossow, Mary Sandford, Oscar Peter Snyder, Anna Starobin, Gloria Swick-Brown, Brian Turner, Patricia Wester, Christina Wilson and Sharon Wood.

New Members: Muhammad Qamar, Kristin Ahrens, Kevin Smith, S. Balamurugan, John Miller, Jan Gardner, Carlos Menes, Stacey Willson, Bennett Armstrong, Gregory Sanders, Jeff Farber, Vanessa Bussiere and Yale Lary.

Visitors/Guests: Robin Forgey, Tatiana Lorca, Amit Morey, Fur-Chi Chen, Dulce Avila, Britta Iwen and Hudaa Neetoo.

Meeting Called to Order: 2:01 p.m., Sunday, August 1, 2010.

Recording Secretary of Minutes: Sharon Wood.

Welcome – Introductions and circulations of rosters.

Reading of antitrust guidelines for association meetings by Chairperson Ann Marie McNamara.

Call for additional agenda items.

Old Business: Adoption of 2009 PDG meeting minutes – motion, second, and all approved. Discussed last year's submissions for symposia and learnings. The PDG had one selected symposia of note: RT1 – Research needs roundtable. The PDG discussed the subject of presenting new, exciting and distinctly different proposals for next year.

New Business: Lee Ann Jaykus – New Board Liaison: Discussed program committee; the Board recognized that there were certain PDGs not represented this year; discussed enabling each PDG to submit one symposium which would be approved and communicated that the Board is taking this under consideration; the issue of overlap is an important one. New speakers are key – fresh topics and presenters; Webinars were encouraged (at least one per year) to include a \$25 charge for attendees with materials available to members; Board is doing some strategic planning on Annual Meeting next year to celebrate the 100 year anniversary of IAFP.

The PDG discussed the subject of presenting new, exciting and distinctly different proposals for next year. A joint symposium with the Virus PDG was suggested to discuss Norwalk virus – tracing through supply chain. Dale Grinstead suggested a symposium on encouraging food safety behavior in retail food operations. A joint symposium with the Food Law PDG was suggested by Gina Nicholson to cover the distribution cold chain, new transportation act etc. A joint symposium with the Food Safety Education PDG (and potentially the Meat & Poultry PDG) to cover how media affects the consumer and how do we properly communicate food safety practices through these venues? Pete Snyder discussed writing a white paper on the use of proper thermometers for taking temperatures in food products. It was suggested that Pete communicate with Sandy McCurdy at the University of Idaho as she is doing similar work regarding thermometers. "Green" chemicals was another topic brought to the table by Ann Marie McNamara. The issue is that validation studies for retail establishments have not been conducted. Todd Rossow suggested we partner with the Sanitation PDG as they were discussing this as well. Patricia Wester suggested possibly considering doing a symposium which discussed a risk assessment on less traditional products like toothpaste or mouthwashes which are ingested but are not on the typical food safety radar. Tom Ford suggested a possible session to investigate and discuss why consumers tend to feel that organic, all natural, and locally sourced / grown products are safer than other products, when in fact, the exact opposite may be true. Ann Marie McNamara along with Gina Nicholson and Jenna Roberts suggested a potential joint symposium with the Food Safety Education PDG to include marketing or branding a food safety message that can be best interpreted and preached by the media since the normal consumer gets facts through this venue. It was also suggested that a pre-meeting workshop to include actual media training might be beneficial.

The group discussed Webinars and other activities that could occur between meetings. The group felt that at least 1 Webinar which had a very relevant and timely topic would be best attended and should not be longer than 1 hour in length. Todd Rossow shared the success of 2 Webinars which were hosted by the Sanitation PDG and suggested we share learnings and plan for future Webinars. Todd asked the group to consider how to reach the smaller operations with these types of communication. It was also mentioned that these Webinars, if advertised correctly to the right constituencies, could bring in other experts who might not normally participate in the IAFP.

Pete Snyder discussed the research that has been done to assist the industry and reviewed some potential topics of research that he feels should be published by IAFP in journals such as *Food Protection Trends*. Pete stated that this type of activity would show how IAFP plays a key role in assisting in retail food safety knowledge. Pete also reviewed his idea of writing a retail HACCP guide. Ann Marie McNamara suggested a book might be a

better venue for this project. She reminded the group that anything published with IAFP's name on it would have to be approved by the Board.

Ann Marie McNamara and Sharon Wood will come up with some suggestions for at least one Webinar to be held in the next 12 months. Discussions were held to determine the best way to communicate to other stakeholders such as listserves.

Recommendations to the Executive Board

1. What role could IAFP play in an education campaign (e.g., a food safety month) targeted at the consumer and educating them on their responsibility in the food safety process? The PDG was passionate that this is a huge opportunity for consumers who need help.
2. IAFP to provide and develop a subject matter expert or group of experts who would be there in the wake of a food safety crisis situation and take on a communicator role. This could be a way to grow the brand of IAFP.
3. The PDG respectfully asks that the IAFP Board put together a formal request with associated form to collect the 100 unique food safety tips for celebrating the 100 year anniversary in 2011.
4. IAFP provide 3–5 members to monitor/host and support an international blog for shared communication.

Top Resources for PDG Members as Requested by Board Member Lee-Ann Jaykus:

Google
Food Marketing Institute
Marler Blog
Meating Place
PDGs – Chairs, Vice Chairs and Members
National Restaurant Association
IAFP Audiovisual library
Hospitality Institute – Pete Snyder
FoodSafe Listserv
KSU – Doug Powell's Venue

Next Meeting Date: July 31, Milwaukee, WI.

Chairperson: Ann Marie McNamara.