NEW ERA OF SMARTER FOOD SAFETY

FDA’s Blueprint for the Future
New Era:
a memorable or important date or event, especially one that begins a new period in our history.
Welcome to FDA’s New Era of Smarter Food Safety

Tech-enabled Traceability

Smarter Tools and Approaches for Prevention and Outbreak Response

New Business Models and Retail Modernization

Food Safety Culture
WORKING TOGETHER

- Leverage existing stakeholder collaborations and forums, and look for new opportunities
- Work with regulatory partners (Federal, State, Local and Tribal)
- Collaborate cross-agency (including OFPR, CFSAN, CVM and ORA)
- Collaborate cross-industry (Commodity groups, technology sector, financial sector)
imagine

New Food Safety Paradigms
THE FIRST 100 DAYS
TECH-ENABLED TRACEABILITY

CORE ELEMENT 1
MEET CORE ELEMENT 1

Co-Leads

Andy Kennedy, New Era Technology Team Leader, OFPR

Kari Irvin, Deputy Director of CORE, CFSAN

Management Team

Chris Waldrop Communications

Katie Vierk Policy

Andy Kennedy Tech Solutions, Industry Engagement

Karen Blickenstaff CORE-related Topics/Intersections
OUR THINKING

- The New Era of **tech-enabled traceability** will create a harmonized system of traceability from farm to fork.
- Lay the foundations for traceability by harmonizing key data elements and critical tracking events, **making interoperability possible, and helping scale** different traceability systems.
- Encourage development and use of **cost-effective tech-enabled tracing systems** for all foods, yielding greater transparency.
- Leverage **additional functionality** to track, trace, and monitor the food system.
- Establish **investigational methodologies** to optimize the use of traceability data in solving outbreaks and identifying root causes.
THE FIRST 100 DAYS

Leafy Greens Tracing Pilot Launch (1.3)

Food Traceability (FSMA 204) Proposed Rule (1.1)

July
August
September
October

Independent Outbreak Response Process Review Initiated (1.3)

Food Traceability (FSMA 204) Public Meetings Announced (1.1)
THE ROAD AHEAD FOR 2021 AND 2022

- Finalize the Food Traceability Rule
- Build a platform to rapidly receive electronic traceability data at FDA
- Initiate further discussions with domestic and international stakeholders about harmonization of traceability efforts
- Expand traceability pilot activities beyond leafy greens
- Implement changes to digital traceback requests
- Efforts to encourage development of simple, low-cost solutions to promote Tech-Enabled Traceability, and to meet requirements of the FSMA Food Traceability Rule when finalized
THE FIRST 100 DAYS
SMARTER TOOLS AND APPROACHES FOR PREVENTION AND OUTBREAK RESPONSE

CORE ELEMENT 2
MEET CORE ELEMENT 2

Co-Leads

Mark Moorman, Director of the Office of Food Safety, CFSAN

Vinetta Howard-King, Director, Office of Human and Animal Food Operations - East, ORA

Management Team

Nathan Anderson, Technical Lead

Les Smoot, Technical Lead

Glenn Bass, Inspections, Training, and Compliance Tools

Scott MacIntire, Recall Modernization

Timothy Mueller, Domestic Mutual Reliance

Paul Norris, Outbreak Response

Maria Keller, Business Lead

Dianne Milazzo, Business Lead

Heather DeLloyd, Project Manager
OUR THINKING

- All stakeholders adopt a mindset of sharing and learning from adverse events
- Learning is maximized through use of root cause analysis
- Effectively mine structured and unstructured data to strengthen our predictive capabilities to keep food safe
- All levels of government share food safety information
- Leverage technology for inspections
- Create mechanisms for broader public-private data sharing
- State and local foodborne illness data are rapidly captured at federal level
- One food supply and one collective recall notification from federal agencies
- Product recalls to consumers are communicated in near real time
COMMON THEMES ACROSS CORE ELEMENT 2

- Collaboration
- Information sharing
- Data storage, data sharing and data mining
- Guidance and standards development
- Technology, sensors, tools
- Research and analytical tools
- Training and outreach
- Social media to consumers
THE FIRST 100 DAYS

- Ideated Core Element 2 end-state vision, draft deliverables and partners
- Seafood AI/ML Pilot (2.2) (proof of concept results)
- Leafy Green Action Plan Alignment
- Partner engagement
- Mexico: New Food Safety Partnership (2.2)
- Improved Production Practices for Papaya (2.2)
- 3rd Party
  - Food Safety Standards Alignment Pilot (2.4)
THE ROAD AHEAD FOR 2021 AND 2022

- Workshop(s) to engage stakeholders in Root Cause Analysis tool(s), adoption and sharing of outcomes
- Exploration & development of Food Safety Information Network to share food safety related information with partners
- Build on success of seafood AI pilot by leveraging the use of artificial intelligence in risk prioritization
- Advance Domestic Mutual Reliance through expansion of the non-contract inspection data sharing program
- Advance Inspection, training, and compliance tools
- Modernize recalls. Explore harmonizing communications with USDA and evaluate the feasibility of a government recall app
THE FIRST 100 DAYS
NEW BUSINESS MODELS AND RETAIL MODERNIZATION

CORE ELEMENT 3
MEET CORE ELEMENT 3

Co-Leads

Andreas Keller, Director, Multi-Commodity Foods, Office of Food Safety, CFSAN

Laurie Farmer, Director, Office of State Cooperative Programs, ORA

Management Team

Glenda Lewis, Business Lead

Alan Tart, Business Lead

John Marcello, Business Lead

Chris Smith, Team Member

Tress Madden-McGill, Team Member

John Stoll, Team Member

Jennifer Erikson, Team Member

Heather Delloyd, Project Manager
OUR THINKING

- Encourage development and use of state of art “smart” kitchen technologies and equipment design
- Create a structure to assess effectiveness of retail food regulatory programs based on public health impact
- Incorporate risk-based methodology and root cause analysis into all inspection and investigations
- Facilitate the implementation of well-developed food safety management systems throughout the retail food industry
- Implement interventions that positively impact food safety behaviors and practices
- Explore how changing consumer preferences (e.g. rise in e-commerce) may impact FDA’s actions to protect public health
THE FIRST 100 DAYS

Developed action plan to address deliverables

Kick-off Meeting – FDA Joint Advisory Group with Association Collaboration funding recipients (3.2)

Assessment of New Era deliverables

Issued awards for Retail Food Association collaboration (3.2)

New Business Model Summit Concept Paper under review (3.1)

Drafting Concept Paper for the Independent Review of Traditional Retail Food Program Approaches (3.2)
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<th>Task</th>
<th>Description</th>
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<td>Plan New Business Model Summit - 2021</td>
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<td>Coordinate the Concept Paper for the Independent Review of Traditional Retail Food Program Approaches</td>
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<td>Work with Stakeholders</td>
<td>Food Code Adoption Strategy &amp; Tool Kit</td>
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<td>Food Safety Management Systems with retail food establishments</td>
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<td>Risk-based inspection methods and root cause analysis</td>
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<td>Intervention strategies that positively impart behavioral change</td>
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<td>State of the Art – Facility and Equipment Design</td>
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THE FIRST 100 DAYS
FOOD SAFETY CULTURE

CORE ELEMENT 4
MEET CORE ELEMENT 4

Co-Leads

Conrad Choiniere, Director, Office of Analytics and Outreach, CFSAN

Donald Prater, Associate Commissioner, OFPR

Management Team

Chris Waldrop
Technical Lead

Greta Tessman
Technical Lead

Carolyn Brickey
Technical Lead

Victoria Hall
Project Manager
OUR THINKING

- Identify the challenges, barriers and opportunities to influence attitudes and modify behaviors related to food safety culture
- Further strengthen internal understanding of food safety culture
- Encourage and support a culture of food safety in the establishments we regulate
- Support approaches to adequately assess food safety culture in establishments
- Identify new messaging, tools and strategies to promote food safety culture among consumers
THE FIRST 100 DAYS

September
- Engagement with Partnership for Food Safety Education (4.3)
- Presentation to International Food Protection Association Food Safety Culture PDG (4.1)

October
- Participation in USDA/FSIS public meeting on consumer education (4.3)
- Engagement with Alliance to Stop Foodborne Illness (4.1)
- Internal Food Safety Culture Kick-Off Meeting; conversation with Michele Buck, CEO, Hershey (4.2)
THE ROAD AHEAD FOR 2021 AND 2022

- Conduct literature review on challenges, barriers, and opportunities to influence attitudes and modify behaviors related to food safety culture.
- Strengthen communication from FDA on importance of food safety culture.
- Assess FDA’s internal food safety culture and identify ways to strengthen it.
- Work with industry and academia on development and harmonization of food safety culture assessment tools.
- Support and participate in scientific review of consumer food safety messaging.
NEW ERA OF SMARTER FOOD SAFETY
FDA's Blueprint for the Future
We will get there TOGETHER, stronger and more resilient than ever.