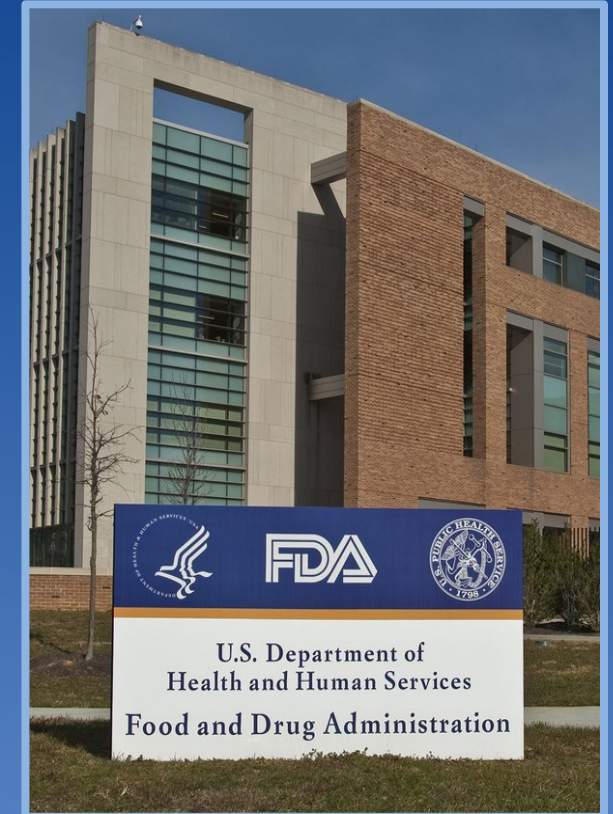


Beyond Dollars



The Invaluable Currency of Food Safety & Consumer Trust

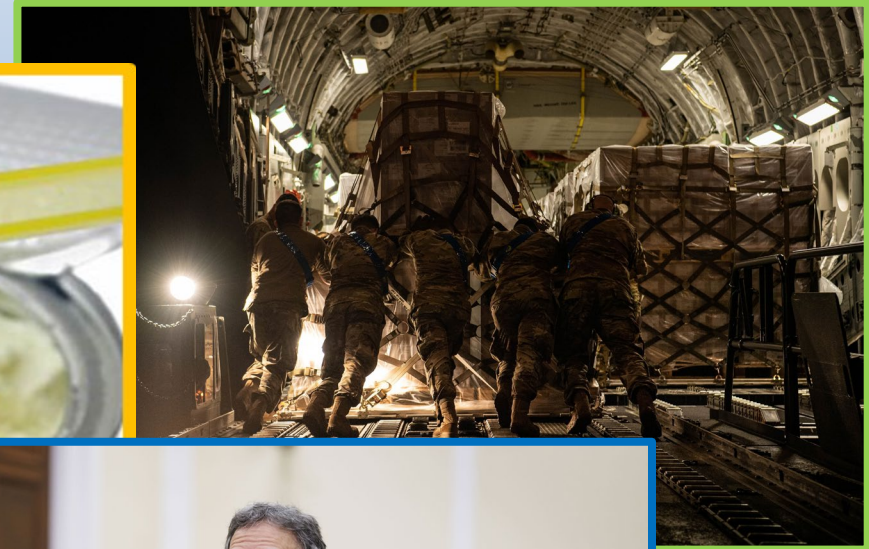
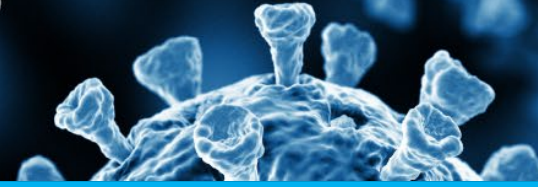
Lifetime in Food Safety



FDA

U.S. FOOD & DRUG
ADMINISTRATION

Coronavirus (COVID-19)



A grayscale, high-magnification microscopic image of various bacterial cells. The cells are diverse in shape, including long, thin rods, shorter, thicker rods, and some spherical forms. They are scattered across the frame, creating a dense, textured background. The lighting highlights the surface of the cells, giving them a three-dimensional appearance.

**Are we WINNING
the battle against
foodborne disease?**

Nearly 600 with Salmonella, 225 hospitalized and 15 deaths linked to Cantaloupe



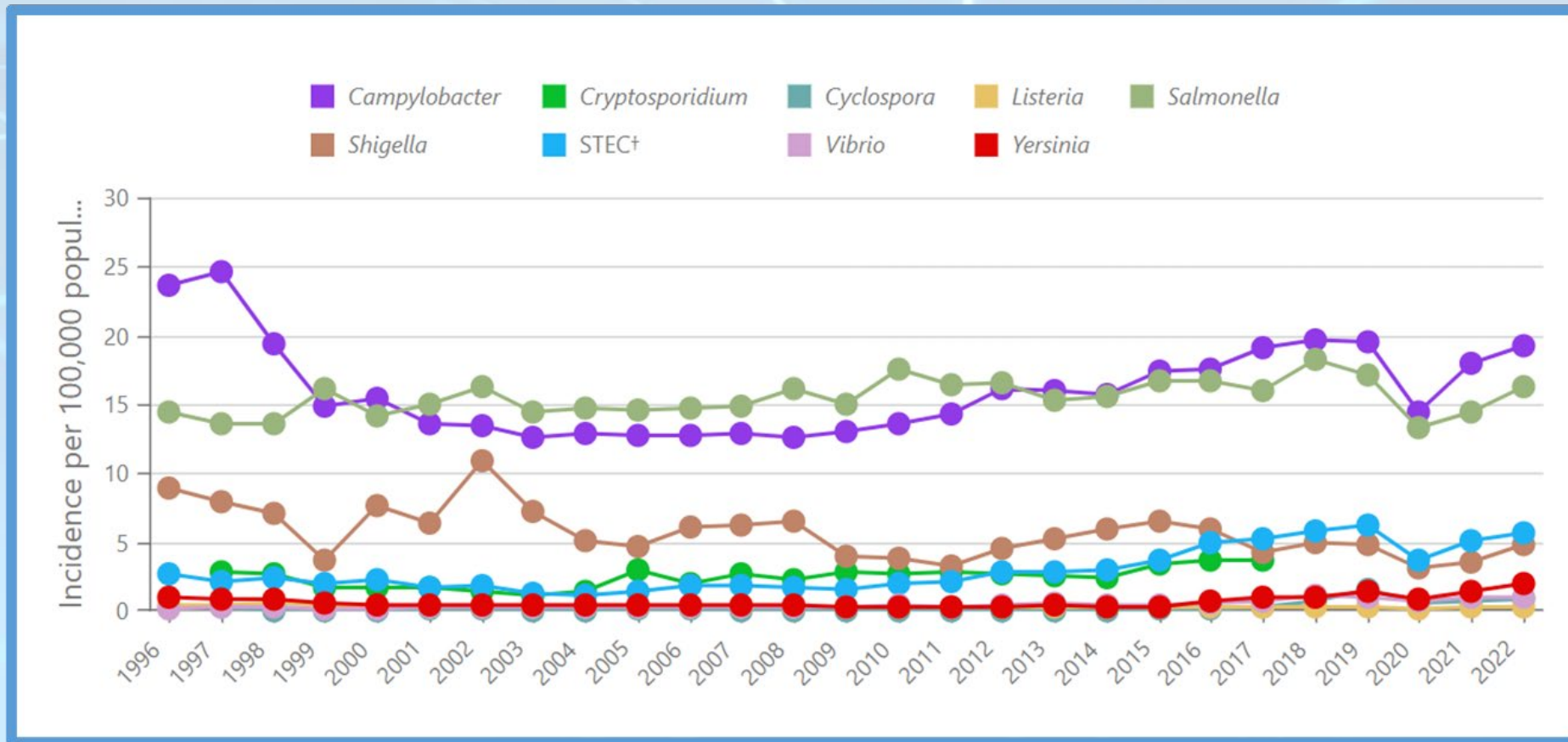
These parents didn't know why their children had lead poisoning. An applesauce recall offered clues.

Listeria outbreak linked to recalled dairy products, including queso fresco and Cotija cheese



Incidence of Foodborne Illness in the United States

The Past Two Decades
1996 to 2022



Source: CDC FoodNet

<https://www.cdc.gov/foodnet/foodnet-fast.html>



MEGA Trends in Food Safety

“The World is Changing”

The background is a solid blue color with a repeating pattern of white line-art icons. The icons are diverse and include: a shopping cart, a computer monitor, a pear, a glass of water, a watermelon slice, a house, a wine glass, a fork and knife, a hamburger, a chef's hat, a bicycle, a boombox, a fish, a smartphone, a microphone, a bottle, a glass of wine, a martini glass, a coffee cup, a pizza, a leaf, a speech bubble, a music note, a sun, a hand holding a device, a shopping cart, a computer monitor, a pear, a glass of water, a watermelon slice, a house, a wine glass, a fork and knife, a hamburger, a chef's hat, a bicycle, a boombox, a fish, a smartphone, a microphone, a bottle, a glass of wine, a martini glass, a coffee cup, a pizza, a leaf, a speech bubble, a music note, a sun, a hand holding a device. The icons are scattered across the background, creating a dense and busy visual texture.

food revolution

Making the Invisible Visible



COVER STORY: ANATOMY OF AN OUTBREAK: How salmonella sleuths solved a deadly mystery

Credit cards led investigators to source of E. coli outbreak



Yelp helped NYC find unreported food borne illness: report

Online tools may have warned of listeriosis outbreak: study



The Food Safety Race



Prevention



Detection

In Common?



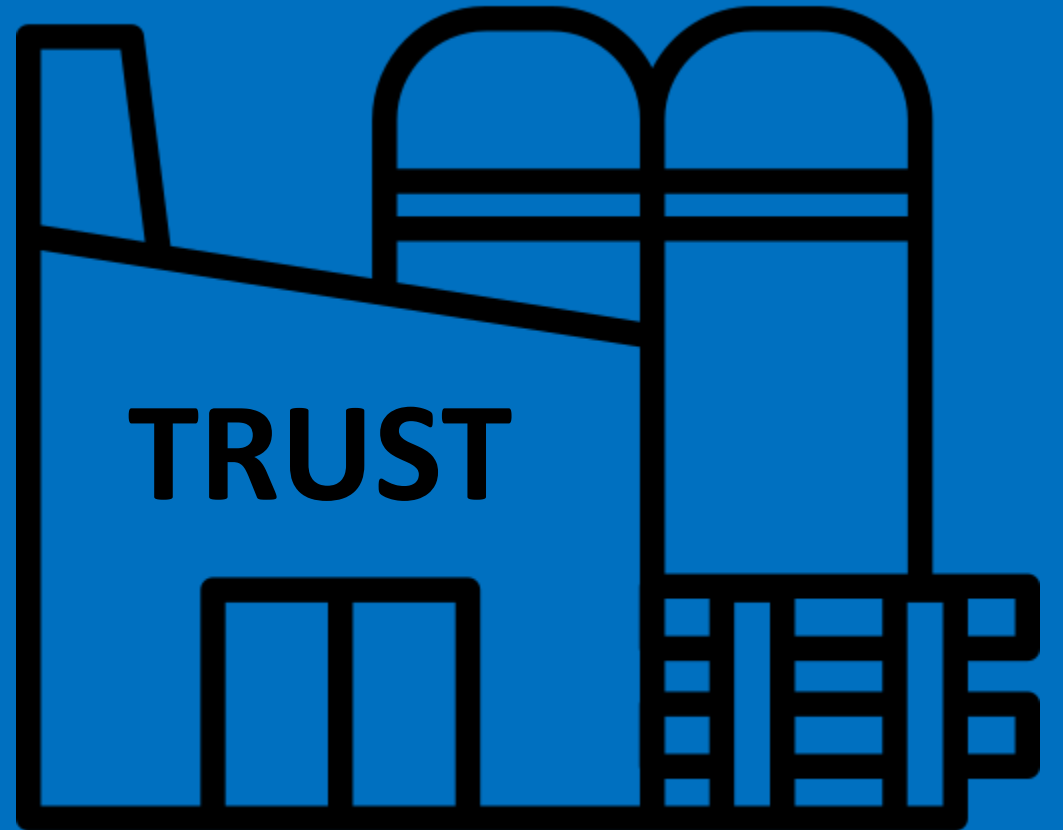
Political Scandals



A black and white photograph showing a hand on the left holding a thin pin, which is touching a large, translucent bubble on the right. The bubble is filled with a pattern of small, light-colored flowers. The background is a soft, out-of-focus light gray.

**consumer
trust bust**

Social License



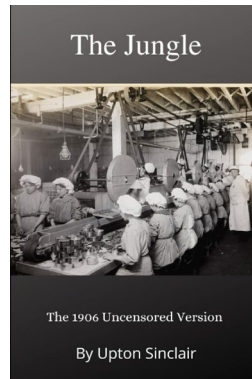
food safety

What the norovirus, E. coli outbreaks reveal about Chipotle's food safety culture



new era of heightened concern over Chemicals in Food

1900's



Sanitation

The Jungle, Walls,
Floors, & Ceilings,
Food Science, & Food
Processing

1980s - 2020s



Microbiological

Listeria, Jack-in-
the-Box, HACCP,
PFGE, Spinach, PCA,
FSMA, and WGS

2020s & beyond



Chemical

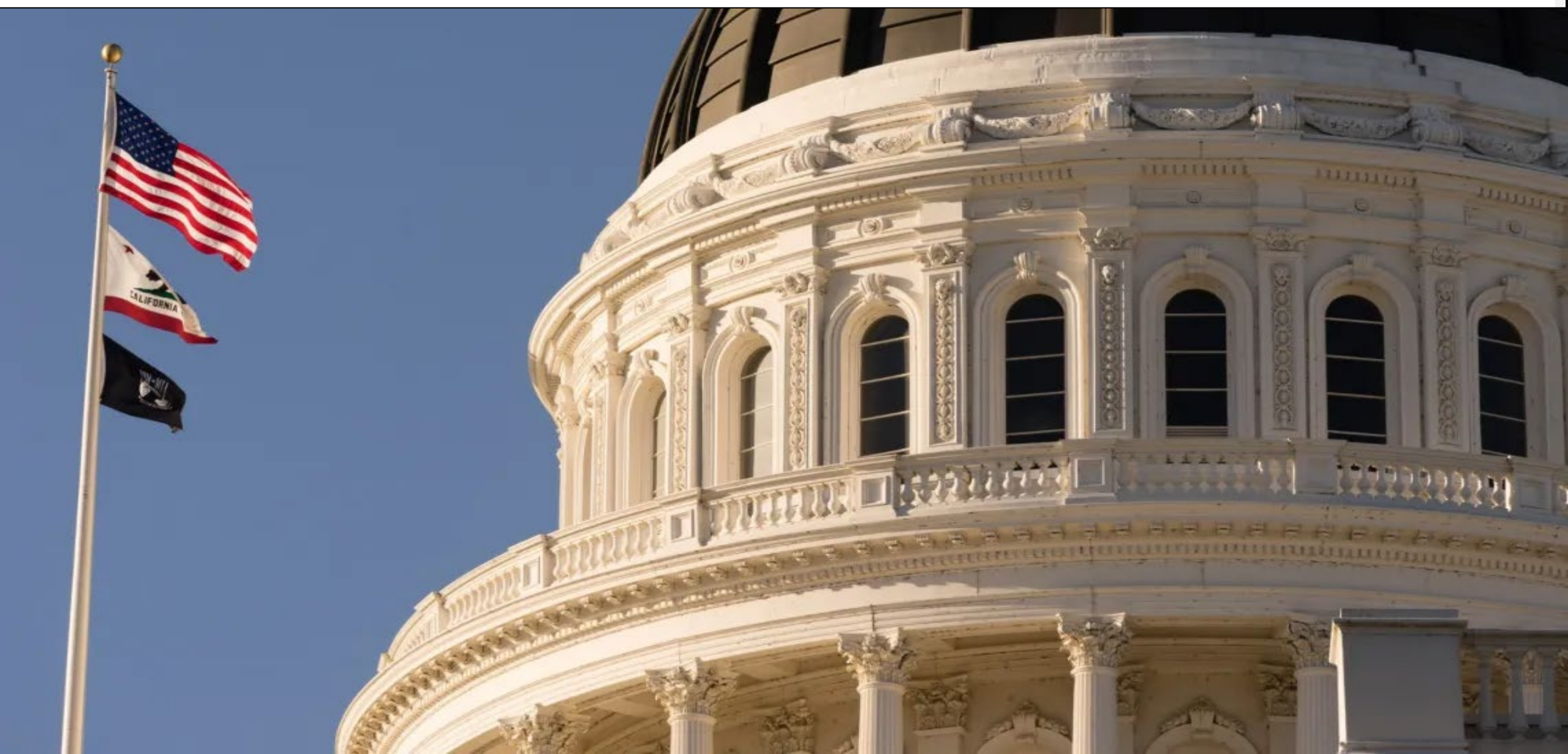
Pesticides, Heavy
Metals, Food
Additives,
Aflatoxins, PFAS, &
more

evolution of
FOOD SAFETY

**the need for
a strong**

FDA

Frank Yiannas: Newsom should think carefully about food additive ban



Changing Food System

Foodborne Surveillance

Consumer Trust Bust

Supply Chains

Emerging Chemical Hazards

Effectiveness of Federal Oversight

State Regulatory Activism

+

Challenges to Food Safety



THE **DANGER** OF
COMPLACENCY



CULTURE



Over Confidence
Inadequate Risk Assessment
Ineffective Controls
+ Poor Metrics
Complacency

Learning from the Mistakes of Others





THE **DANGER** OF
COMPLACENCY



CULTURE

Improved Food Safety

What Got Us
HERE

2024

Won't Get Us
THERE

2030



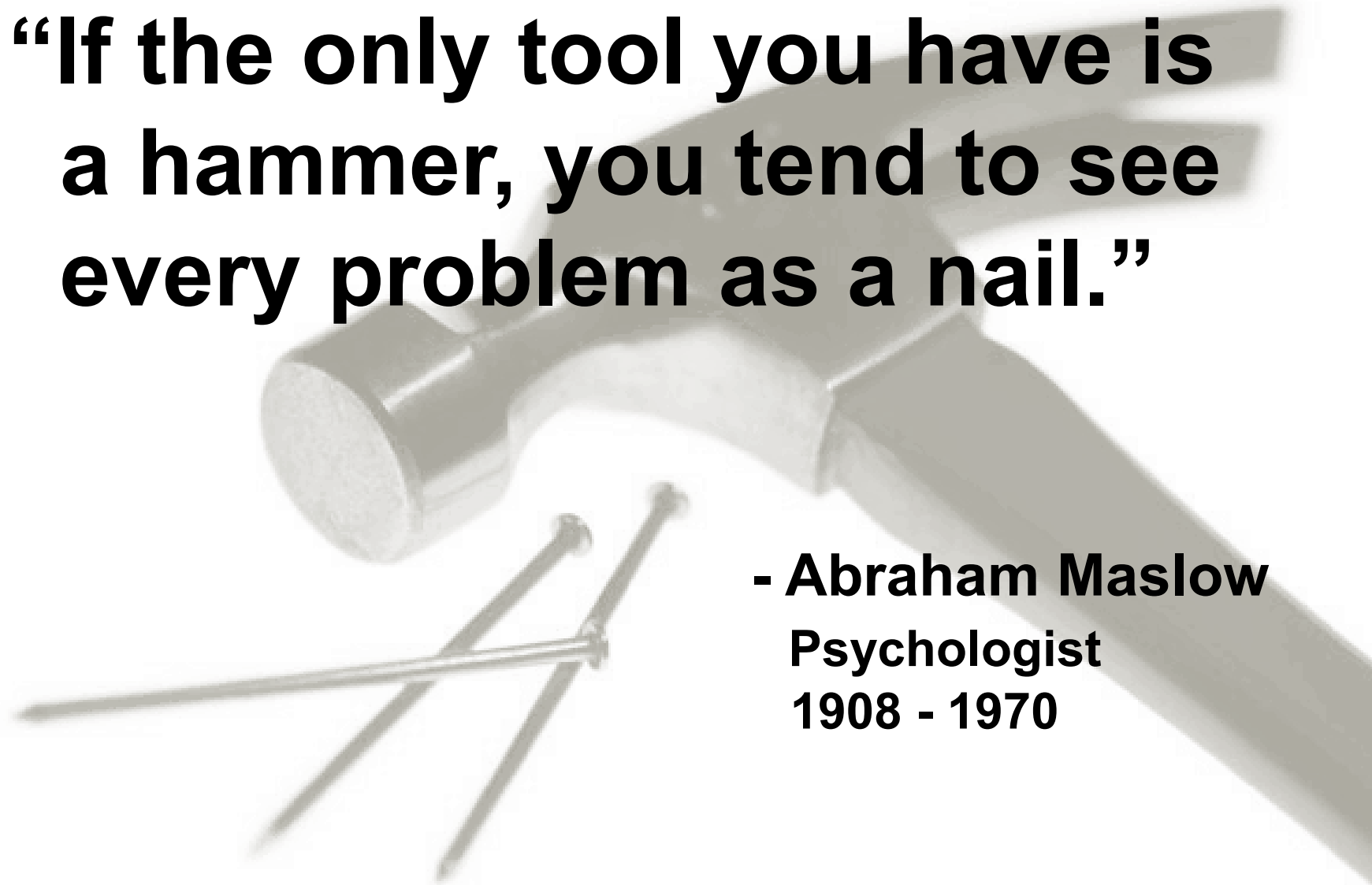
Traditional Food Safety Strategies

• **Training**

• **Inspections**

• **Micro Testing**



A hammer with a wooden handle and a metal head, and three nails of varying lengths, are arranged on a white background. The hammer is positioned diagonally, with its head pointing towards the top left. The nails are scattered below and to the left of the hammer's head.

**“If the only tool you have is
a hammer, you tend to see
every problem as a nail.”**

**- Abraham Maslow
Psychologist
1908 - 1970**



Food Safety = Behavior



Food Safety Program





Food Safety Culture

What is a Food Safety Culture?



Culture is shared patterns of thought and behavior that characterize a social group, which are learned through socialization processes and persist through time.

**- Social & Behavioral
Foundations of Public Health**

Why the focus on culture?

US oil spill inquiry chief slams BP's 'culture of complacency'



GM Recall Probe to Blame Cultural Failings

Columbia Report Faults NASA Culture, Government Oversight





Food Safety Culture

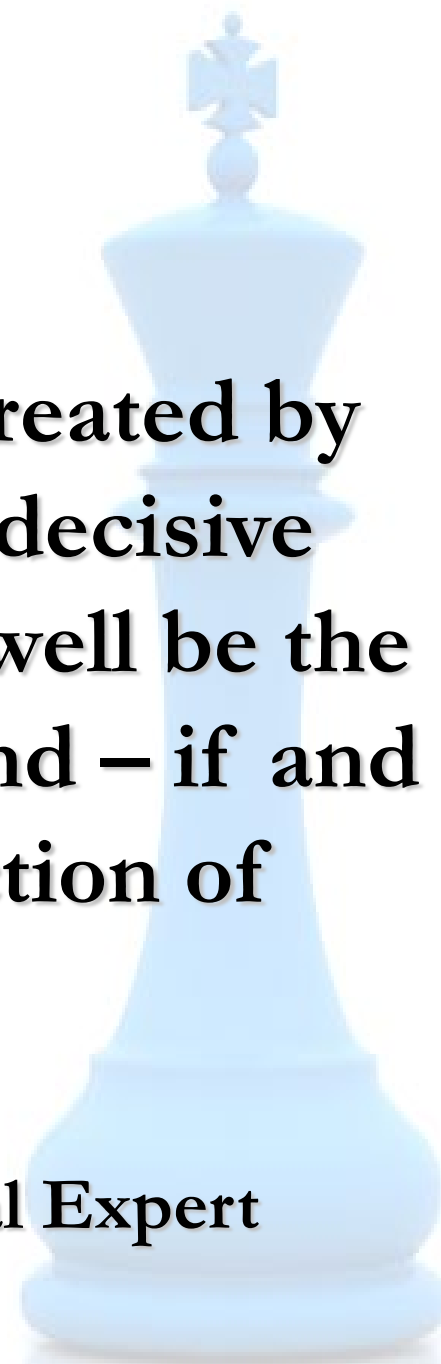


Who Creates Culture?

“Organizational cultures are created by leaders, and one of the most decisive functions of leadership may well be the creation, the management, and – if and when necessary – the destruction of culture.”

- Edgar Schein

Organizational Expert



**“Food safety culture
is a choice.”**

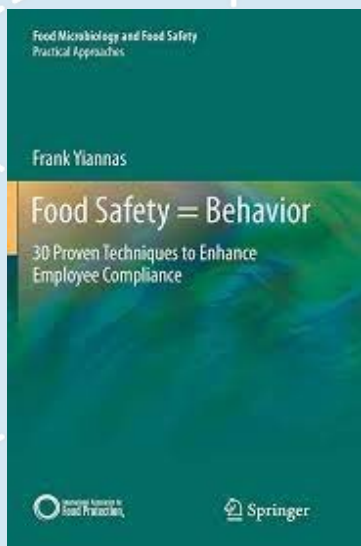
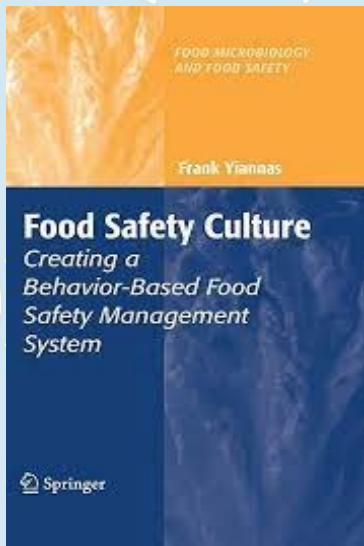
**- Frank Yiannas
Food Safety Culture, 2009**



Food Safety Leadership Responsibilities

- 1. Create Food Safety Expectations**
- 2. Educate & Train All Associates**
- 3. Communicate Food Safety Frequently**
- 4. Establish Food Safety Goals & Measurements**
- 5. Consequences for Food Safety Behaviors**

Let's Stay Connected



The website header includes the 'FY smarter solutions / Frank Yiannas' logo, navigation links for 'ABOUT', 'PUBLICATIONS', 'MEDIA', and 'CONTACT', and a 'Work with Frank' button. The main content area features a large photo of Frank Yiannas and the text: 'I help organizations innovate, implement safer, smarter, and more sustainable solutions, build customer trust, strengthen organizational culture, and more effectively manage risks.'

www.frankyiannas.com

The website header shows the Michigan State University logo and 'ONLINE FOOD SAFETY PROGRAM'. Navigation links include 'ALUMNI RESOURCES', 'JOB BOARD', and 'APPLY'. A search bar is present. Below the header are four menu items: 'MASTERS PROGRAM', 'GRADUATE CERTIFICATE', 'CONTINUING EDUCATION', and 'ABOUT MSU OFS'. The main image shows a man presenting to a large audience in a lecture hall. A white banner at the bottom of the image reads 'CREATING A FOOD SAFETY CULTURE'.

