Grocery Manufacturers Association

“Crisis Management Programs”

PA EDEN Food Protection Conference

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Grocery Manufacturers Association Members

*Represents a sample of GMA’s Members
Grocery Manufacturers Association

- GMA Board of Directors
  - Executive Committee
  - Finance Committee
  - Chairman’s Advisory Council
  - Industry Affairs Council
  - Legal Committee
  - Government Affairs Council
  - Associate Member Council
  - Science and Regulatory Affairs Council
  - Communications

- National Food Laboratory (NFL)
- Science and Education Foundation (SEF)
GMA Science and Regulatory Affairs

- Science-based Policy Priorities
- Nutrition Policy
- Label Review
- Process Technology
- Food Safety
- Analytical Services
- Education & training
- Nutrition and Health Claims
GMA Science and Regulatory Affairs
Process Technology

Process Authority Assistance
1. Process Letters for Regulatory Compliance
2. Analysis of Thermal and non-Thermal Processes
3. Responsive Regulatory Assistance
4. Onsite Technical Assistance
5. Process Technology Training
GMA Science and Regulatory Affairs

Analytical Services

• Analytical chemistry support on routine and emerging issues
• Analytical method development & optimization
• Scientific background and intelligence
• Contamination and food quality issues
• Ongoing scientific & technical support on existing and developing chemical issues (examples: melamine, perchlorate, ammonia, benzene, off-flavors, BPA, etc.)
GMA Science and Regulatory Affairs

Education and Training

• HACCP Training
• Thermal Process Development Workshop
• Thermal Processing Professional Course
• Consumer Complaint Conference
• Food Litigation Conference
• Regulatory Requirements for Recall Workshop
GMA Consumer Claims Program

Claims Program

- Full service consumer claims handling
- Litigation management
- Crisis management claims support
- Food Forensic Analysis

GMA is uniquely qualified because of our:
- Technical claims handling knowledge
- Legal understanding of product liability law and access to experienced defense counsel
- Scientific expertise and special laboratory capabilities
GMA Science and Regulatory Affairs

• **Food Safety**
  • Chemical Contaminants
    • PCBs, Dioxins
    • Heavy metals
    • Perchlorate
    • Acrylamide
    • Furan
    • Prop 65
  • Toxicology
    • Hot topic updates
GMA Science and Regulatory Affairs

• Food Safety

  • Food Allergens
    • Update on regulatory guidelines
    • Allergen management training
    • Interventions (review of allergen control programs)
    • Laboratory analysis and/or evaluation of associated hazard in a product
GMA Science and Regulatory Affairs

• Food Safety

• Foodborne Pathogens
  • Expert consultation on foodborne pathogens and interventions
  • Risk Assessment
  • Pathogen Modeling Programs
GMA Science and Regulatory Affairs

• Food Safety
  • Crisis Management – 24/7
    • Evaluate need for a recall
    • Assistance with alleged product tampering
    • Assistance with public communications
Objective:

- Develop a common and uniform program to enhance the effectiveness of product recalls – shelf forward & shelf backward -- to boost consumer confidence

Phase I

360 Review/Opportunity Identification

Where are we?

Phase II

Communications Protocol Development

Where are we going?

Phase III

Product Recall - Shelf Backward Shelf Forward

How do we get there?

- Over 60 Companies Participated in 360 Review including Manufacturer & Retail, Large & Small, Food & Non-Food, Supplier & Provider, Domestic & International, etc.

- Good News/Bad News: Most manufacturers and retailers fully recognize the need and urgency for action, and they are taking it. Manufacturers and retailers are working largely independently and, as a result, there is little consistency in industry-wide execution.

- Result: The industry needs a Best Practices RoadMap for Product Safety and Recalls, built upon best-in-class practices of manufacturers and retailers
Trade Industry Association
Traceability Coalition

American Beverage Assn
American Frozen Foods Institute
American Meat Institute
Grocery Manufacturers Assn
International Dairy Foods Assn
National Cattlemen’s Beef Assn
National Chicken Council

National Confectioners Assn
National Restaurant Assn
National Turkey Federation
Produce Marketing Assn
Snack Foods Assn
United Fresh Produce Assn
Notification: Branding
Information Flow

Rapid Recall Exchange (RRE) applies industry expertise and best practices to standardize product recall and withdrawal notifications. RRE saves trading partners time and money and protects customers by ensuring prompt and accurate information exchange.
Rapid Recall Exchange  
Manufacturer Subscribers/Initiators

• Apple Wedge Packers  
• Applewood Orchards  
• Bumble Bee Foods  
• C. B. Fleet Co.  
• Cabot Creamery Cooperative  
• Campbell Soup Co.  
• Carolina Pride Foods  
• Chicken of the Sea Forzen Foods  
• Citrus World, Inc.  
• Clement Pappas & Co., Inc.  
• Cobb Management  
• Columbia Marketing international  
• ConAgra Foods, Inc.  
• Del Monte Foods Company  
• General Mills, inc.  
• Georgia Pacific Corporation  
• Hop Chong Trading Co.  
• Hormel Foods Corp.  
• Kellogg Company  
• Kraft Foods, Inc.  
• Landies Candies  
• Malt-O-Meal Company  
• Manning Farms  
• Michael Foods Inc.  
• Moput Olive Pickle Company  
• Phillips Mushroom Farms  
• Pinnacle Foods Group  
• Plochman, Inc.  
• Procter & Gamble Company  
• Russell Stover Candies, inc.  
• Shaw’s Souther Belle Frozen Food  
• Snyder’s of Hanover, Inc.  
• Steck Wholesale Foods, Inc.  
• Sun-Maid Growers of Alifornia  
• The Coca-Cola Company  
• The Hershey Company  
• The J. M. Smucker Company  
• Turlock Fruit Company  
• Unilever United States, Inc.  
• Webeco Foods, Inc.

As of 7/27/09
Rapid Recall Exchange
Retail Subscribers/Receivers

- Alex Lee
- Associated Food Stores
- Associated Grocers, Inc.
- Associated Wholesalers, Inc.
- Basha’s Markets
- Big Y Foods, Inc.
- Brookshire Grocery
- Buckden
- Chief Supermarkets
- Cypress Holdings
- Davis Food Cooperative
- Delhaize Group
- Dorothy Lane Market
- Fairway Market
- Festival Foods
- Fresh & Easy
- Fresh Encounter
- Golub Corporation
- Grocers Supply Co.
- Harris Teeter
- Highland Park Market
- Hy-Vee, Inc.
- Kings Supermarkets
- Knowlan’s Super Markets
- K-VA-T Food Stores

- Laurel Grocery Company
- Lund Food Holdings, Inc.
- Mars Super Markets, Inc.
- Meijer
- Mid-Am Food Enterprises
- Nash Finch
- Northgate Gonzalez
- Olean Wholesale Grocery Co-Op
- Pro’s Ranch Market
- Publix Supermarkets
- Riesbeck Food Markets
- Rouse’s Enterprises, Inc.
- Schnuck Markets, Inc.
- Spartan Stores, Inc.
- Stater Bros.
- SUPERVALU
- Target Corp.
- The Kroger Company
- Ukrop’s Supermarkets, Inc.
- United Supermarkets
- Wakefern Food Corp.
- Warehouse Markets
- Wegman’s Markets
- Weis Markets
- WinCo Foods

As of 7/27/09
Rapid Recall Exchange Functional Enhancements

Technical Enhancements
• Save & edit recall capability
• Intuitive user interface
• Subscription by Sector/Target Market to allow for future custom recall forms
• Reconciliation with GMA provided attributes
• Import from Excel for product level information

Communication:
• Class I recalls – initiator notification that the Class I recall will be sent to all system receivers. Those not targeted are delivered base recall information only and made aware the recall was not targeted to them
• 2-way communication – capability for receiver to respond via free-form text and attachments
• Tracking mechanism for visibility to who received, opened and responded to the recall notification

Launch:
• Launch of re-branded Rapid Recall Exchange Sept. 19, 2009
GMA Science and Regulatory Affairs

• **Food Safety – Regulatory Assistance**
  • Inspections (FDA/FSIS/State)
    • Guidance for preparing for inspections
  • Key agency contacts for emerging issues
  • Interpretation/clarification of requirements
  • Interact with agencies on behalf of members/industry – i.e. CIFOR
Supply Chain Management

Through Industry Stewardship
“GMA Food Supply Chain Handbook”


Electronically available at no charge in,

English, Spanish, French, Russian and Mandarin Chinese
GMA Nut Safety Initiative

- GMA established a Nut Safety Task Force
- Nut Safety Task Force is developing an *Industry Handbook for Safe Processing of Nuts*
- The handbook will be shared with FDA
- And we will develop a training program on implementing preventive controls in a food safety plan.
GMA Nut Safety Initiative
A Collaborative Approach

- Currently the Task Force has members from GMA,
- the American Peanut Council,
- the Peanut & Tree Nut Processors Association,
- the American Peanut Shellers Association,
- JLA Global, the American Council for Food Safety & Quality,
- the National Confectioners Association,
- the National Pecan Shellers Association,
- the Western Pistachio Association,
- the California Walnut Board
- and a number of companies that produce peanut and tree nut products.
GMA Nut Safety Initiative

• It will contain successful food safety and quality practices.
• It is intended for shellers, processors and manufacturers of tree nuts and peanuts in the U.S.
• It will focus on
  • food safety plan (HACCP), allergen control, pathogen environmental monitoring, process validation, and prerequisite programs.
Salmonella Issue

- *Salmonella* in low-moisture food products has caused recent illness.
- *Salmonella* outbreaks from low-moisture products are relatively rare.
- Often impact large number of people
  - Cereal (1998, US) – 209 cases
  - Chocolate (2001-02, Europe) – 439 cases
  - Peanut butter (2008-09, US) – 691 cases
GMA Food Safety Initiative

- Developed guidance for controlling *Salmonella* in low-moisture products and promote voluntary adoption of these guidelines

Control of *Salmonella* in Low-Moisture Foods

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GMA Efforts on *Listeria* Control

• GMA member snapshot survey on the scope of *Listeria* testing
  • Results indicate that *Listeria* programs are wide and varied in their approach

• Developing *Listeria* guidance
  • Focus on environmental monitoring, with investigative sampling and corrective actions
  • Provide guidelines on how to set up a program according to product risk (high, medium and low)
Summary

• International trade in foods and agricultural products will continue to increase and traceability is critical.

• Managing the supply chain at every point will be essential to assuring safe products and consumer confidence.

• Both government and private sector entities must possess adequate infrastructure to properly manage supply chain mandates as they arise.

• Commitment to training and adoption of new technologies will be essential.
Next Steps

✓ Suppliers must take responsibility for what they buy and sell in the marketplace.

✓ The clout of the commercial process must be leveraged immediately to eliminate producers of high risk products leading to recalls and reduced consumer and Congressional confidence.

✓ GMA will continue to promote a science based approach to legislative and regulatory initiatives that improves consumer confidence.