Product Safety:
Pet Food Industry Perspective
Food Safety Culture

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What is Food Safety Culture?

- **Food safety culture could be described as what employees do when no one is watching.**

What is Food Safety Culture?

- **Involves:**
  - **Commitment**
  - **Respect for employees and their judgment**
  - **Trust they have the company's best interests at heart**
  - **Ownership by employees of their decisions**
- **Can be driven by or based on <u>risk</u>**

What is Risk?

- ## Real risk
  - **33,000 car crash deaths**
  - **443,000 smoking**
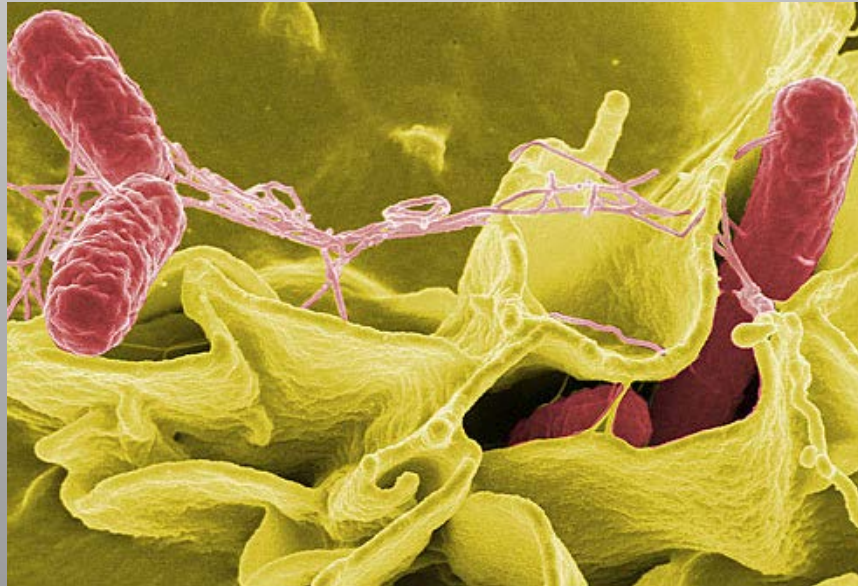 - **36,500 drug overdose**
  - **3500 drown**
  - **75 lighting strikes**
  - **20 shark attacks**

- ## Perceived risk
  - **Insurance company models**
    - **# of tickets**
    - **# of wrecks**
    - **Age**
    - **Gender**
    - **marital status**

I should have been rejected, but someone missed a Critical Control Point...Enjoy!

Pet Food Industry

- *Salmonella* **Risk**
  - **REAL?**
  - **PERCIEVED?**

CDC <u>Yearly</u> Estimates of Foodborne Illness

4,423,310

2,117,442

1,900,000

589,310

Animal Food 2008-2012

<150

Produce   Meat & Poultry   Dairy & Eggs   Fish & Shellfish   Petfood 2008-2012

Emerging Infectious Diseases, Vol. 19 No.3 March 2013

CDC Yearly Estimates of Foodborne Deaths

Emerging Infectious Diseases, Vol. 19 No.3 March 2013
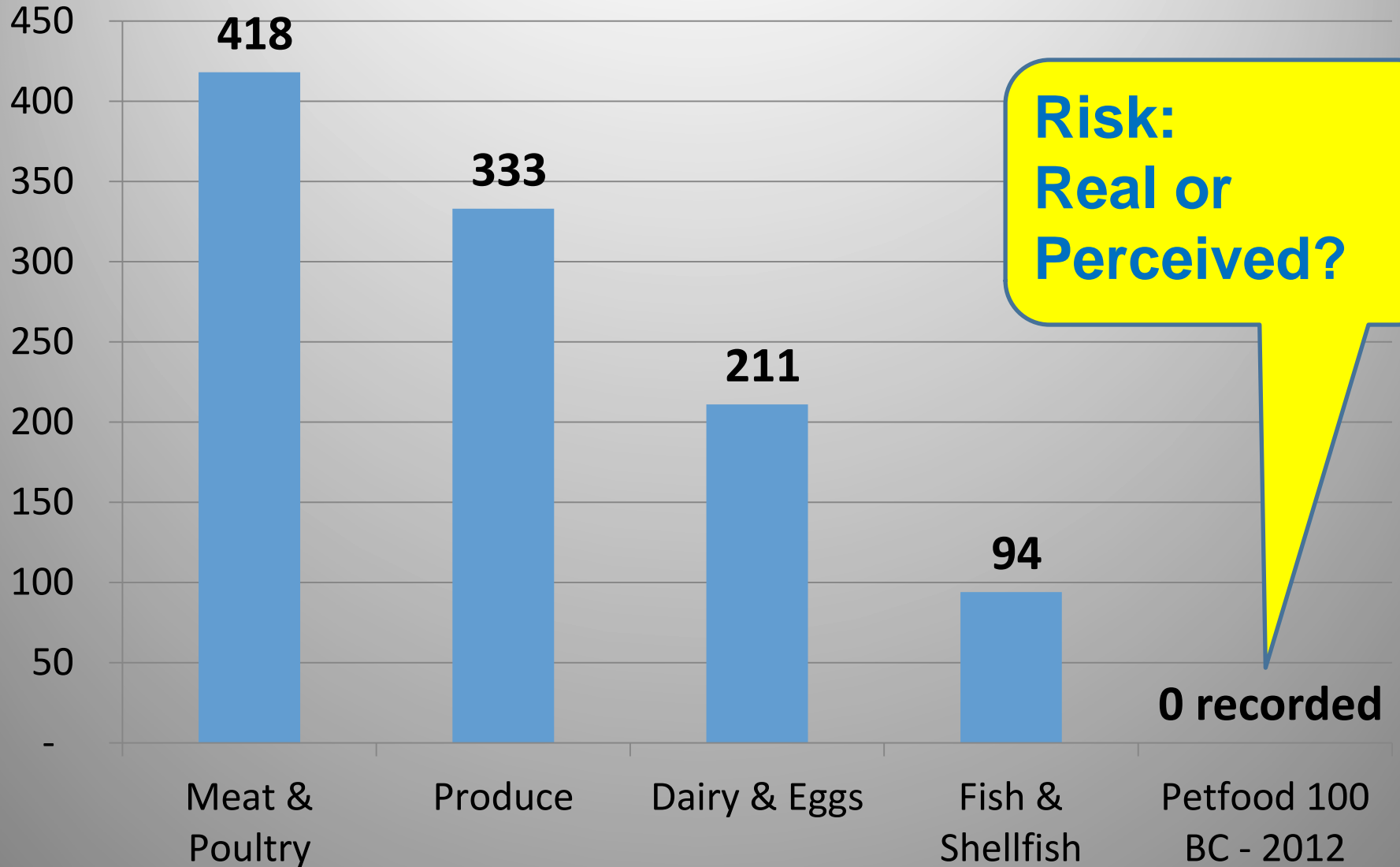
Pet Food Industry

- *Salmonella* Risk
  - REAL?
  - PERCIEVED?

- Does it really matter?
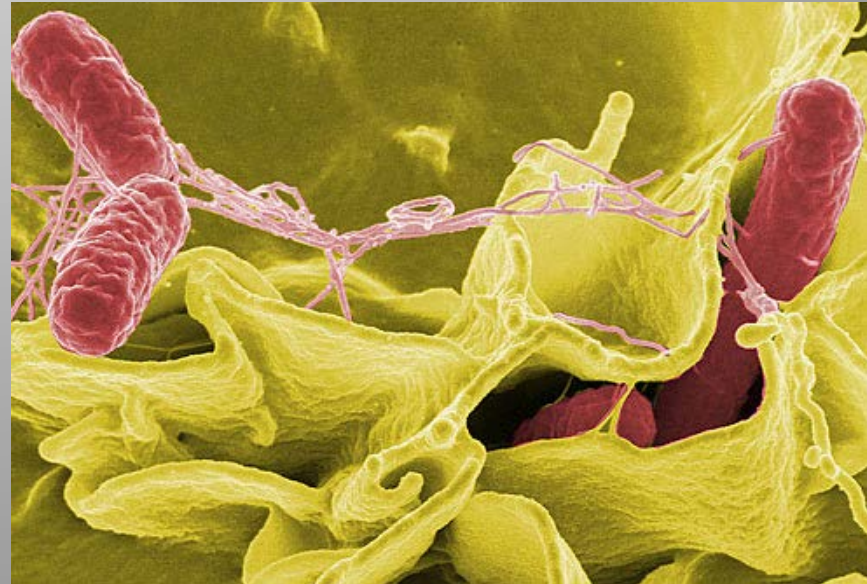
Food Safety Culture

- **Company - internal**
- **Customers**
- **Suppliers/vendors**
- **Regulatory Agencies**

- **No Really…HOW???**

Food Safety Culture - Company

- **Management**
- **Employees**

- **What does this really mean??**
  - **Money (budgets)**
  - **Time (down time)**
  - **Resources (people)**
  - **Communication/Education**
  - **DATA DRIVEN**
  - **Research/Continuous Improvement**

Food Safety Culture - Reality

- **<u>Customers</u>**
  - **Communicate efforts**
  - **Discuss ramifications (cut orders, delays)**

Food Safety Culture - Reality

- **<u>Suppliers/vendors</u>**
  - **Communicate efforts**
  - **New expectations**

Food Safety Culture - Reality

- **<u>Regulatory Agencies</u>**
  - **Communicate (visits, meetings)**
  - **Adversarial to Amicable**
  - **Tolerance appreciation**
- **<u>Industry Segment</u>**
  - **Trade organization**
  - **Industry collaboration**

Don't Worry...
I've Got
Your Back!

Successful Food Safety Culture

Starts with Company COMMITMENT

Involves:

    Entire Company
    Suppliers
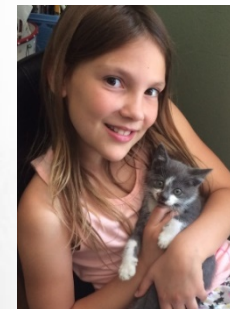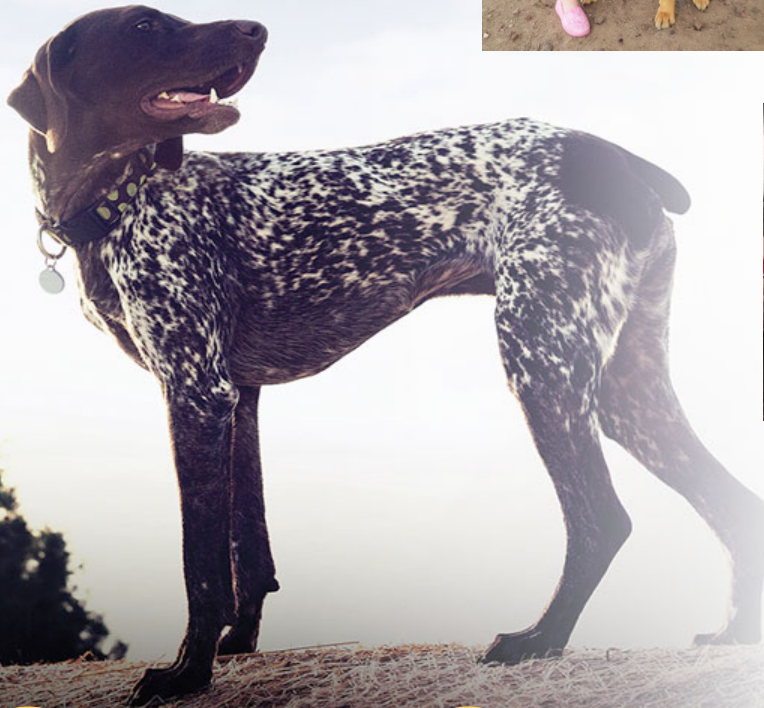   **Customers**
    Regulatory
    Industry

Diamond
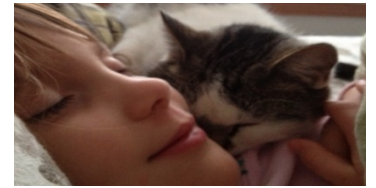
MADE TO MAKE
A DIFFERENCE™

QUESTIONS ?