



# Industry Perspectives on Food Safety Issues

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# Abbott at a Glance

## Serving Global Needs

- Corporate Headquarters
  - North suburban Chicago, Illinois, U.S.A.
- Global reach
  - 100+ facilities
  - 130+ countries
- 83,000+ employees



# Abbott Nutrition

## Our Pursuit

Ensuring growth, development  
and health for all ages



# Our Areas of Expertise

## Our Business

- Pediatric nutrition
- Adult nutrition and nutritious snacks
- Medical and therapeutic nutrition



# The Coca-Cola Company

- The Coca-Cola Company is the largest manufacturer, distributor and marketer of nonalcoholic beverage concentrates and syrups in the world.
- Finished beverage products bearing our trademarks, sold in the United States since 1886, are now sold in more than 200 countries.
- Along with Coca-Cola, the world's most valuable brand, we market four of the world's top five non-alcoholic sparkling brands ... Diet Coke, Fanta and Sprite.
- The Coca-Cola Company portfolio includes more than 500 brands of beverages worldwide.
- More than 1.6 billion servings of beverages bearing trademarks owned by or licensed to The Coca-Cola Company are enjoyed each day.







# A Prominent Issue...



- 83% of consumers can name a product that has been recalled in the last two years because of safety concerns
- 57% of consumers stopped eating a particular food because of a recall – sometimes permanently
- 76% of consumers report they are more concerned today than they were 5 years ago about the food they eat

From a 2008 Deloitte Food Survey



## Top of Mind Survey from The Consumer Goods Forum 2009 Ranking\*

1. Economy
2. Food Safety (#8 on list in 2005)
3. Corporate Responsibility

\*Global Food Industry sentiment from surveying 596 decision makers in Retail and Consumer Goods companies across 54 countries

# What We're Hearing...

"Peanut scare could cost growers \$1 billion..."

"Spinach market decimated..."

"Recall of more than 5300  
Pet foods..."

"\$100 Million lost on tomatoes..."





# Farm Fork

- In a complex global food supply chain, food safety is only as strong as the weakest link
- Failings reverberate around the globe
- Collateral damage can dissolve good businesses

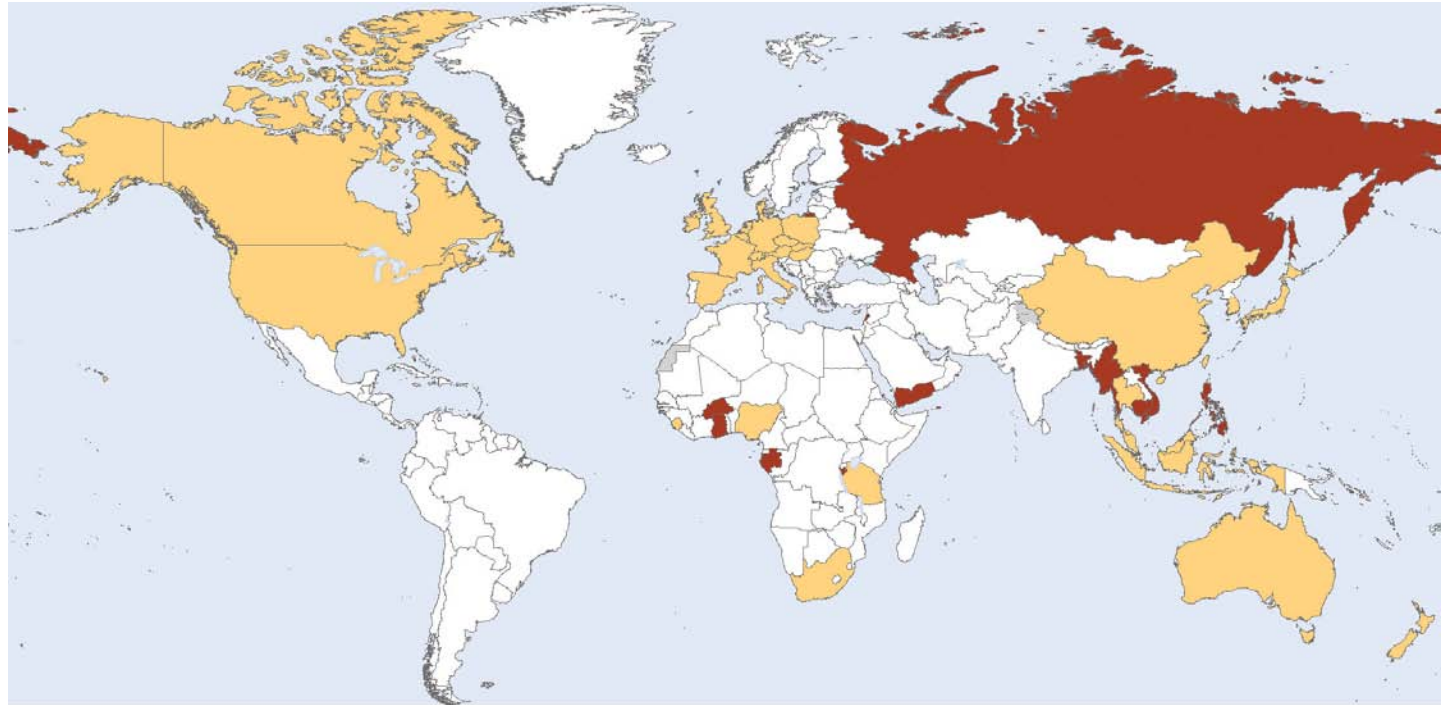


# Examples...

- Peanut Corporation of America held about a 1% market share in the peanut industry. Their failure resulted in over 100 companies posting significant loss. Peanut butter consumption as a whole is off 20%



# Melamine Adulteration



The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

Data Source: World Health Organization  
Map Production: Public Health Information  
and Geographic Information Systems (GIS)  
World Health Organization



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**Tan areas:** Countries that reported melamine findings from testing of products originating in China or products containing ingredients from China.

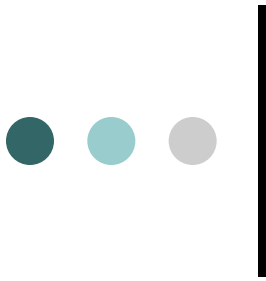
**Rust areas:** Countries which received imports of contaminated products as declared by exporters

From Environmental Health Perspectives  
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# General Perspectives...



- Any effective Food Safety System is going to require cooperation and partnership among Industry, Government, and Consumers, but ultimately responsibility resides with the Food Industry
- When it comes to Food Safety in Industry, we are no longer competitors; no one wins in a recall
- Government and Industry trade associations should foster collaborations within Industries to promote best practices
- More and more companies are becoming multinationals and need global harmonization of food safety regulations



- All stakeholders, Industry/Government/Consumers have much to contribute in developing effective and efficient food safety regulations – flexibility and innovation are imperative
- Industry needs government to advance “risk-based” inspections and “sound science” principles in risk analysis
- Industry supports FDA initiatives to become more global, and its efforts to set up offices in foreign exporting countries
- Areas that demand priority attention include:
  - Global surveillance, coordination, and reporting systems
  - Speed of incident investigations
  - Crisis response and management
  - RISK COMMUNICATIONS!! (especially more proactive)



# Public Attitudes to Emerging Food Technologies (applicable also to food safety?)

- Risk and Benefits-majority are “moderately risk tolerant”-question of control
  - Perceived risks center on health, **uncertainty**, environment
  - People often fail to identify any tangible benefits
- General attitudes
  - Attitudes towards science
  - Cultural values
  - Attitudes toward health and nutrition
  - Attitudes toward food





# Public Attitudes to Emerging Food Technologies (applicable also to food safety?)

- Emotion-limited knowledge and pre-existing values combine to cause emotional responses. People tend to form negative associations and are inclined to assume the worst.
- Prior knowledge and effects of information-negative information carries more weight, people more likely to accept a viewpoint from a source which shares a similar outlook
- Trust-
  - Media, government, industry least trusted
  - People expect to rely on “experts” (scientists and regulators) to make decisions, but at the same time do not trust them
  - Most trusted are friends, family, and health professionals.

Source: An Evidence Review of Public Attitudes to Emerging Food Technologies, FSA 2009