



# CONUNDRUM OF DEFINING FOOD SAFETY: THE CASE OF THE MOVING ZERO SYMPOSIUM BACKGROUND

Safety is the goal of everyone associated with the food supply and the expectation of all who consume food. But while the expectation of safety has remained constant, the definition of safety continues to evolve. Advances in science, changes in methodologies and our understanding and acceptance of risk influence how we define safety.

The JIFSAN Advisory Council Spring Symposium will examine the conundrum of defining food safety and how the definition has changed with time. In some cases, the science of understanding a hazard has not kept pace with the advances in detecting ever decreasing levels of contaminants, and has contributed to the conundrum. And while risk assessment is increasingly used to help define safety, there is often disagreement in what is an acceptable risk.

It is critically important to understand consumers' perception of safety and what influences their behavior with respect to what they purchase and consume. The importance of social media in providing information to the consumer and how this influences perception and behavior will be examined.

Attending the JIFSAN Advisory Council Spring Symposium will provide you with a better understanding of the issues contributing to the conundrum of defining safety, how perceptions are influenced, and how expectations of safety are being met.