FDA Food Safety Modernization Act (FSMA)
Communication & Outreach

JIFSAN Spring Symposium
May 16, 2012
Kari Barrett, FDA
Food Safety Modernization Act

“I thank the President and members of Congress for recognizing that the burden that foodborne illness places on the American people is too great, and for taking this action.”

Margaret A. Hamburg, M.D.,
Commissioner of Food and Drugs
Explaining FSMA
Highlights of Communication

- Consumer and Constituent Updates
- About FSMA Consumer Products
- Webinars and Videos
- Presentations, Speeches, and Other Speaking Engagements
- Frequently Asked Questions
- Mailing Lists
- Outreach Mailbox
- How to Participate
Consumer Updates

- FDA Goal: Quickly Tracing Tainted Foods
- Import Alerts Guard Against Unsafe Products
- The 'Teeth' of FDA's Food Safety Law
- FDA Meeting FSMA Food Safety Goals
- Improving Recall Information for Consumers
- Food Bill Aims to Improve Safety
About FSMA Consumer Products

• **Background on the FDA Food Safety Modernization Act**

• **Food Safety Legislation Key Facts**

• **Snapshot of Food Safety Milestones in the History of the FDA**

• **The Food Safety Law and the Rulemaking Process: Putting FSMA to Work**
Webinars and Videos

• **FDA Food Safety Modernization Act Overview**
  This presentation provides a short summary of the changes in the Food Safety laws.

• **Ask the FDA: The Food Safety Modernization Act**
  Interviews with a panel of FDA experts on the following topics, moderated by George Strait:
  
  – Barbara Cassens on FSMA Inspections/Compliance
  – David Elder on FSMA Imports
  – Donald Kraemer on FSMA Preventive Controls
Presentations, Speeches, and Other Speaking Engagements

- **Role of the Food Safety Modernization Act in Ensuring the Safety of Pet Food**
  Pet Food Forum, Schaumburg, IL
  April 4, 2012

- **Prevention and Food Safety: Two Lenses, Common Vision**
  FDA Food Safety Event at The George Washington University, Washington, DC
  May 19, 2011
Frequently Asked Questions

- 100+ questions
- 11 topic areas
  - General
  - Federal/State Integration
  - Fees
  - Food Defense
  - Imports
  - Inspections & Compliance
  - Prevention
  - Produce Safety
  - Product Tracing
  - Scope
  - WTO
  - Dockets, Guidance, Laws, & Regulations
Mailing Lists

• FDA maximizes direct connections with the public through digital communications
• We encourage consumers to sign-up to receive FSMA Email Updates to stay informed on progress
• 12,000+ current subscribers
• Over 50 updates per year
Outreach Mailbox

• FDA has established an outreach mailbox staffed with a team dedicated to responding to inquiries.
• Contact us at FSMA@fda.hhs.gov
How To Participate

• On the FSMA website, we provide all stakeholders easy access to ways they can take part in implementing the new law.

“*We need your ideas and input, so let us hear from you. Thank you.*”
Michael Taylor, Deputy Commissioner for Foods
Plans for Announcing the PC Rules

1. FDA proposes rule and requests comments
2. Public has months to comment
3. FDA considers comments and issues final rule
4. FDA sets dates for companies to comply, with additional time for small businesses
Plans for Announcing the PC Rules

Extensive Plans for Stakeholder Outreach and Public Communications

- All Media Outlets (print, TV, radio, social media)
- Stakeholder Calls
- Public Meetings
- Webinars/Briefings
- Speaking Engagements
- International Regional Outreach (translations)
- FSMA Alliances (Produce, Preventive Controls, Sprouts)
- Website: Fact Sheets, Q&A, PPT/Recordings, etc.
For more information

- Website is at http://www.fda.gov/fsma

- Send questions to FSMA@fda.hhs.gov