PPPs for Food Safety and Nutrition:

Overview and Opportunities

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PPPs for Food Safety and Nutrition – A Broad View

- Clear potential for research and data sharing
- *Key to system change* to achieve broad goals
  - Reducing foodborne illness
  - Reducing diet-related chronic disease
- Consumers are key to the equation
Why PPPs Are Needed

• PPPs provide synergies in –
  • Resources
  • Expertise
  • Roles

• Broad food safety goals hinge on government, industry and consumers all playing their roles

• Diet and health goals are all about interaction between the food environment and consumer behavior

*All parties fail by working in isolation.*
What It Takes to Succeed

• Clarity and *alignment* on –
  • Strategic interests
  • Specific goals
  • Means for achieving goals
• Transparency and communication to build *trust*
• *Persistence* (and Patience!)
FSMA – Partnership for System Change

- **Alignment** among industry, FDA and consumers on –
  - Strategic interest in preventing outbreaks
  - Goal of enacting and implementing legislation
  - Risk-based, farm-to-table prevention
- Dialogue and collaboration on FSMA enactment, rulemaking and appropriations based on **trust**
- Plenty of **persistence** (and Patience!)
Need for Post-FSMA Collaboration

The shared strategic interest in preventing foodborne illness requires –

• Continuing to learn about hazards and interventions
• Evolution of best practices based on new knowledge
• Broad, consistent implementation of best practices
• Broad commitment to –
  • Continuous improvement
  • Strong food safety cultures

What’s the model for future food safety collaboration?
A New “Alliance to Stop Foodborne Illness”

- Combining the “Why” message of consumers directly affected by serious illness with the expertise and commitment of leading food companies

- Focusing on development, dissemination and implementation of –
  - Best practices for food safety,
  - Continuous improvement as a corporate philosophy, and
  - Strong food safety cultures in which everyone is motivated to do the right thing

- Building deeper understanding and trust among those producing and consuming food….based on transparency and dialogue

- Harnessing new approaches to PPPs to drive implementation
Partners in Developing the Alliance