



Harnessing Public, Private Partnerships to Improve Food Safety & Nutrition Outcome – Industry Perspective

Cindy Jiang

Sr. Director, Global Food and Packaging Safety

McDonald's Corporation

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McDonald's Around the Globe

36,000+
restaurants



100+
countries



~70 million
customers daily



Customer Expects Safe Food!



Zero tolerance on physical, chemical and microbiological contamination

McDonald's 3-legged Stool



Suppliers



Franchise



Employees



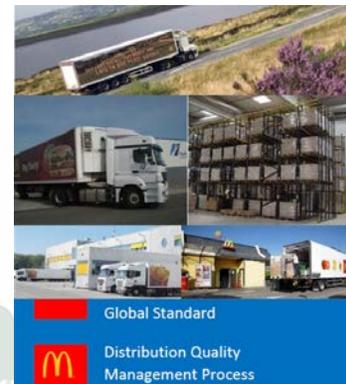
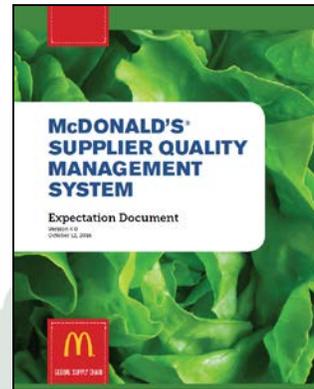
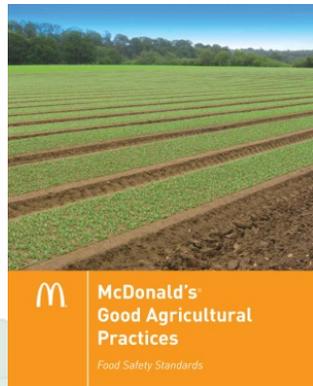
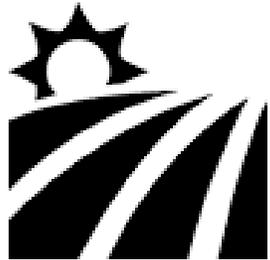


FOOD SAFETY VISION

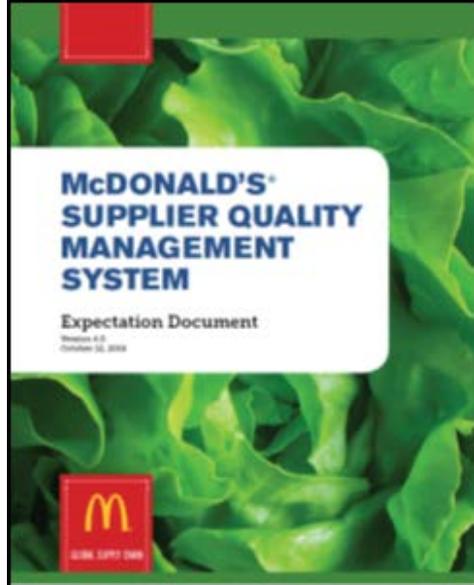
Our customers have the highest level of trust in the safety of the food we serve; and McDonald's is recognized as a leader in food safety by its suppliers and the public health community.



Standards from Farm to Restaurant



Engage with Stakeholders



McD's Markets
Suppliers
Auditing Firms
GFSI CPOs



Supplier Council



MCDONALD'S GERMANY
SUPPLIER COUNCIL



The World We Live In

Volatility
Uncertainty
Complexity
Ambiguity



Food Safety is Non-Competitive



Common Goal for Consumers

Win-Win Solutions

Social Benefit



GFSI: Safe Food for Consumers Everywhere

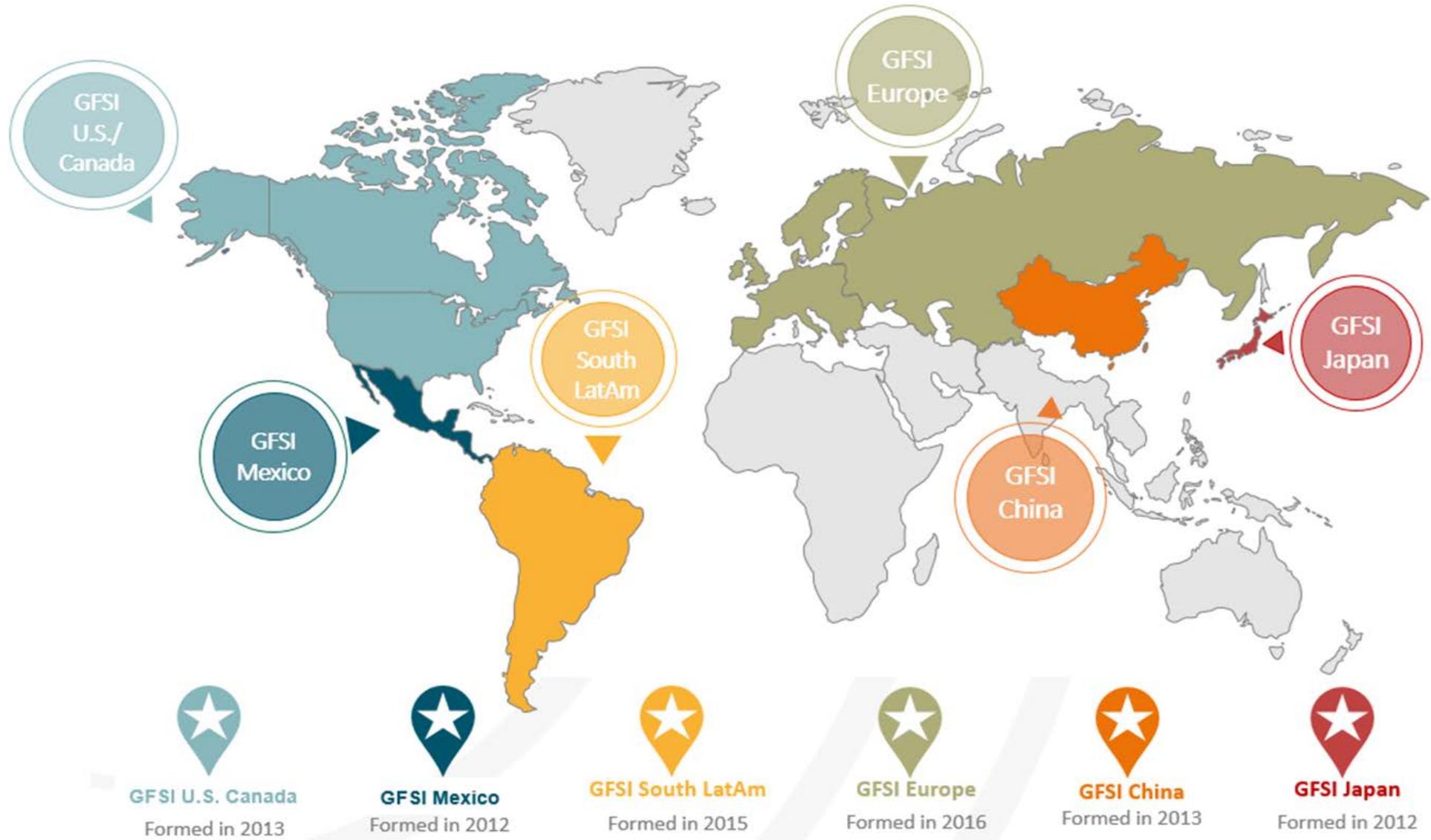
- Harmonizing and raising standard on food safety certification programs worldwide
- Building food safety capacity
- Partnering with government food safety regulators and public organizations



GFSI Board of Directors

Members from major retailers, manufacturers and food service operators provide the strategic direction for ongoing and new work streams.

GFSI Local Groups



Public Private Partnership for Food Safety



Public



Private

Reduce Complexity with PPP



**Education
Training
Risk Assessment
Auditing
Testing**



Collaboration: CDC, FDA, USDA, and Industry



UNIVERSITY OF
GEORGIA

Center for Food Safety

Our mission

The mission of the Center for Food Safety is to maintain and improve the safety of foods through the development of methods that detect, control or eliminate pathogenic microorganisms or their toxins.

About CFS

Facilities



Collaborate with Cranfield University in UK



Collaborate with Government & Academia



Food Safety Summit in Beijing

Action, Folks!



All About People
Turning Knowledge into Action



3- leg stool



Government
Industry
Academia

Cindy Jiang



Senior Director of Global Food Safety and Packaging Safety, Global Supply Chain and Sustainability, McDonald's Corporation

- Board of Director of GFSI (Global Food Safety Initiatives)
- Board of Director of SSAFE
- Member of Advisory Board of Bor S. Luh Food Safety Research Center of Shanghai Jiao Tong University
- Member of IAFP, IFT, ASQ, and AOAC



THANK
YOU

