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

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McDonald’s Around the Globe

36,000+ restaurants

~70 million customers daily

100+ countries
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

The World We Live In

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

- GFSI U.S./Canada
  - Formed in 2013
- GFSI Mexico
  - Formed in 2012
- GFSI South LatAm
  - Formed in 2015
- GFSI Europe
  - Formed in 2016
- GFSI China
  - Formed in 2013
- GFSI Japan
  - Formed in 2012
Public Private Partnership for Food Safety
Reduce Complexity with PPP

Education
Training
Risk Assessment
Auditing
Testing
Collaboration: CDC, FDA, USDA, and Industry

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.
Collaborate with Cranfield University in UK
Partner with Kagoshima University, Japan
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