

Lessons Learned; where do
we go from here?

FSMA is a **market-driven regulatory** framework – the public-private dialectic is already built in.

- Food safety is not optional; either the market steps up or regs get stepped up.
- Food safety is not a competitive issue; everyone is interested in a preventive approach – fewer lives lost.
- Sharing is essential for effective training, environmental monitoring, managing false positives, compliance and best practices.
- Agencies have standards, companies have data – how can they be leveraged for the common good without creating selective bads?
- Can we say: **Mandatory rules correct market failures, but voluntary tools create market advantages?**

Partnerships are voluntary.

motivations



incentives



benefits

see the benefits

sustain the participation

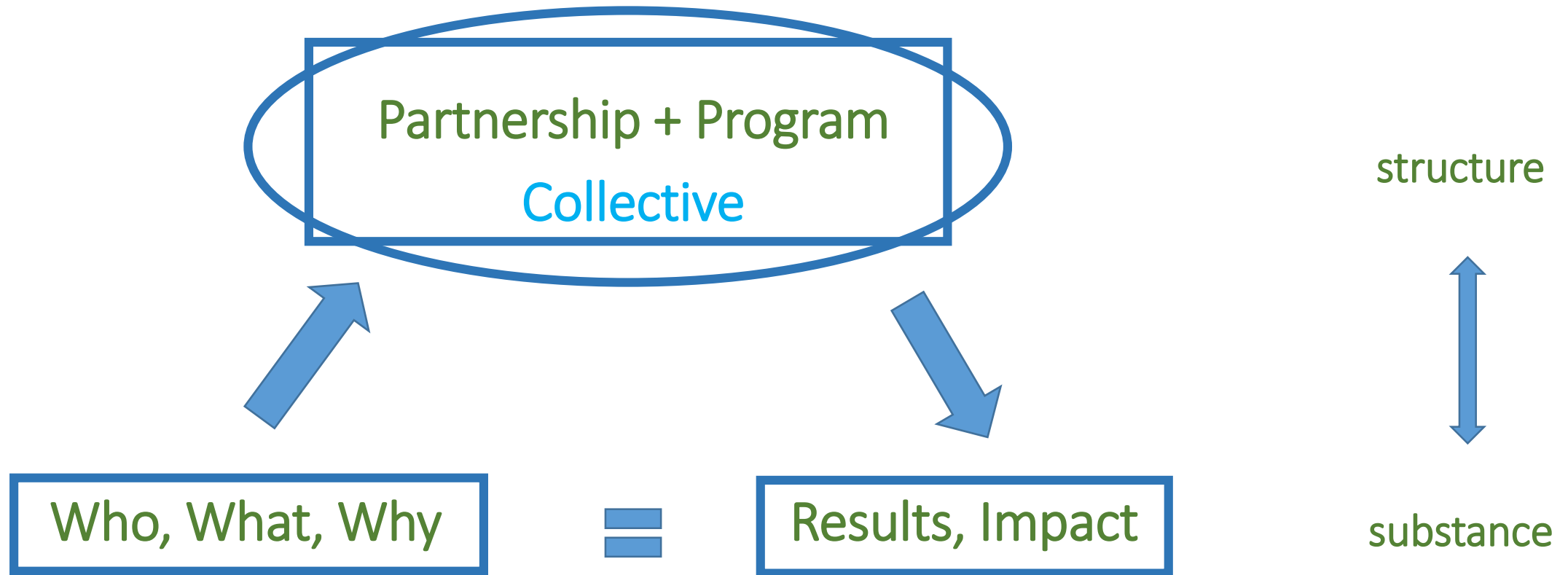
validate the engagement

drivers
skill sets

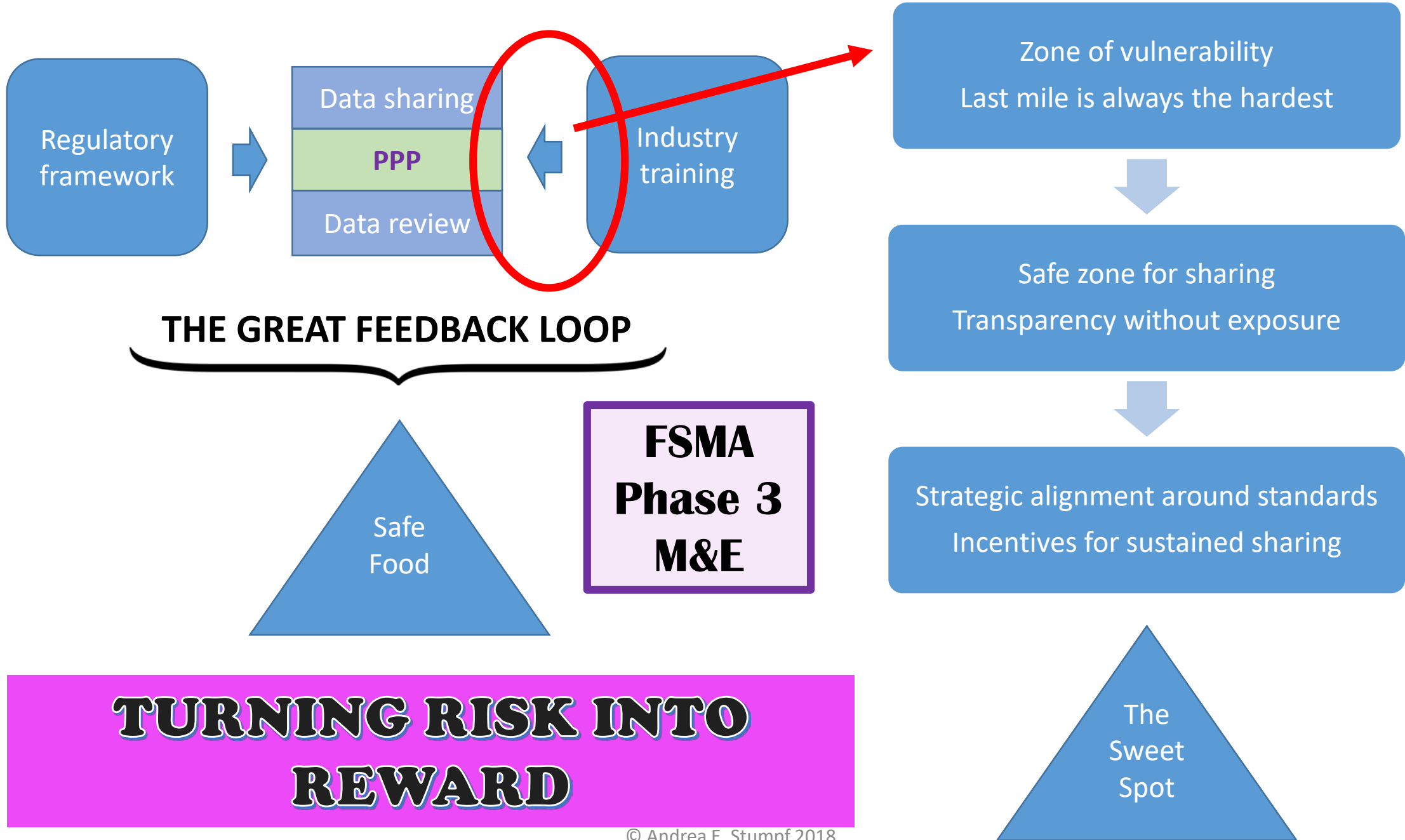
combined effort

shared goals
shared results

- Everyone has their own motivations.
- Partnership is where incentives and benefits converge.
- It has to work for everyone. It shouldn't hurt.
- Benefits belong to the whole partnership.



Collecting gets you from content to impact.

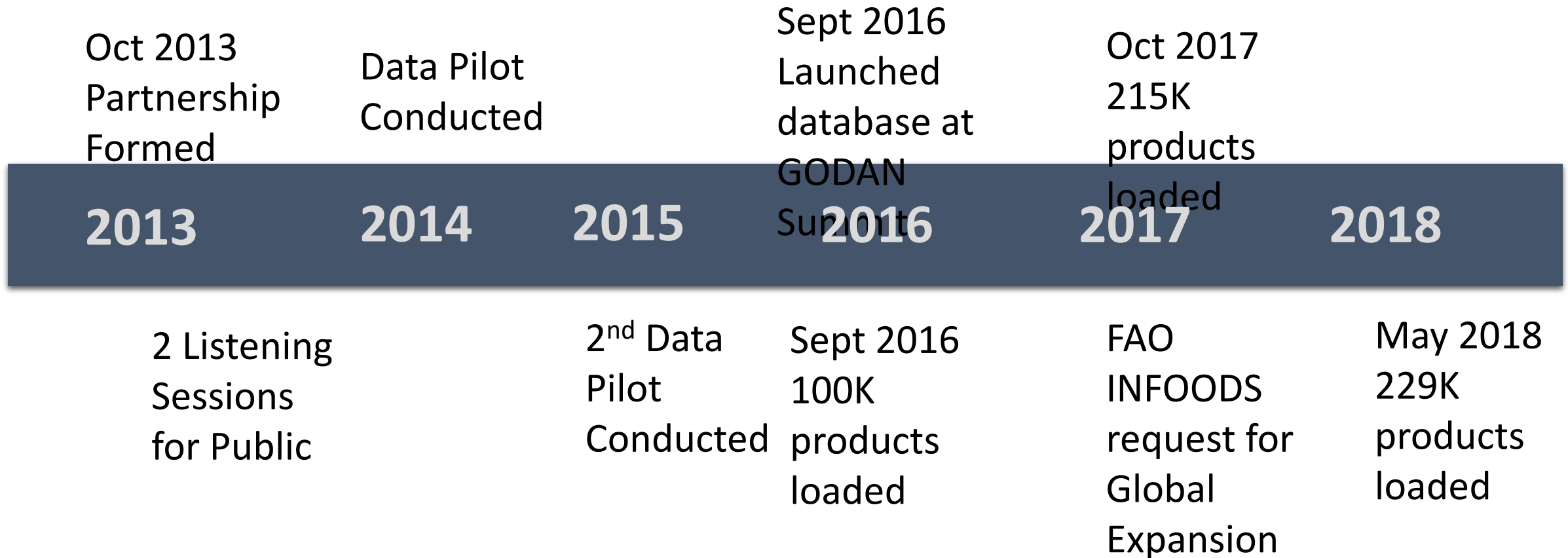


Why was the USDA Branded Food Products Database established as a Public-Private Partnership?

- The 6 Partners came together:
 - as this project could not be accomplished by any single Partner alone
 - with expertise in data quality and management, data collection, supply chain standards, and research knowledge that was essential to success
 - for a shared goal and the skill to deliver
- This successful PPP is a model for how multiple sectors can collaborate to benefit public health.



Partnership Journey



Evolution of Partnership Development

- ILSI North America publication, "Principles for Building Public-Private Partnerships to Benefit Food Safety, Nutrition and Health Research" published in the October 2013 issue of Nutrition Reviews.
- Partnership formed in 2013
- Steering Committee
- Operations and Management Group
- Criteria Group
- Data Quality Subgroup
- IT Infrastructure Group
- Communications Group



Key Learnings



▶ Understand and Define all Data Elements

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**Communicate
Data Limitations**

**Collaborate on
Shared
Terminology**

▶ Better Understand the Use Case

**Importance of
Standardization
for Comparison**

**Nutrition Facts
Replica**

**Year Book
Perspective &
Archiving Data**

▶ Don't Dictate - Let the Data Tell the Story

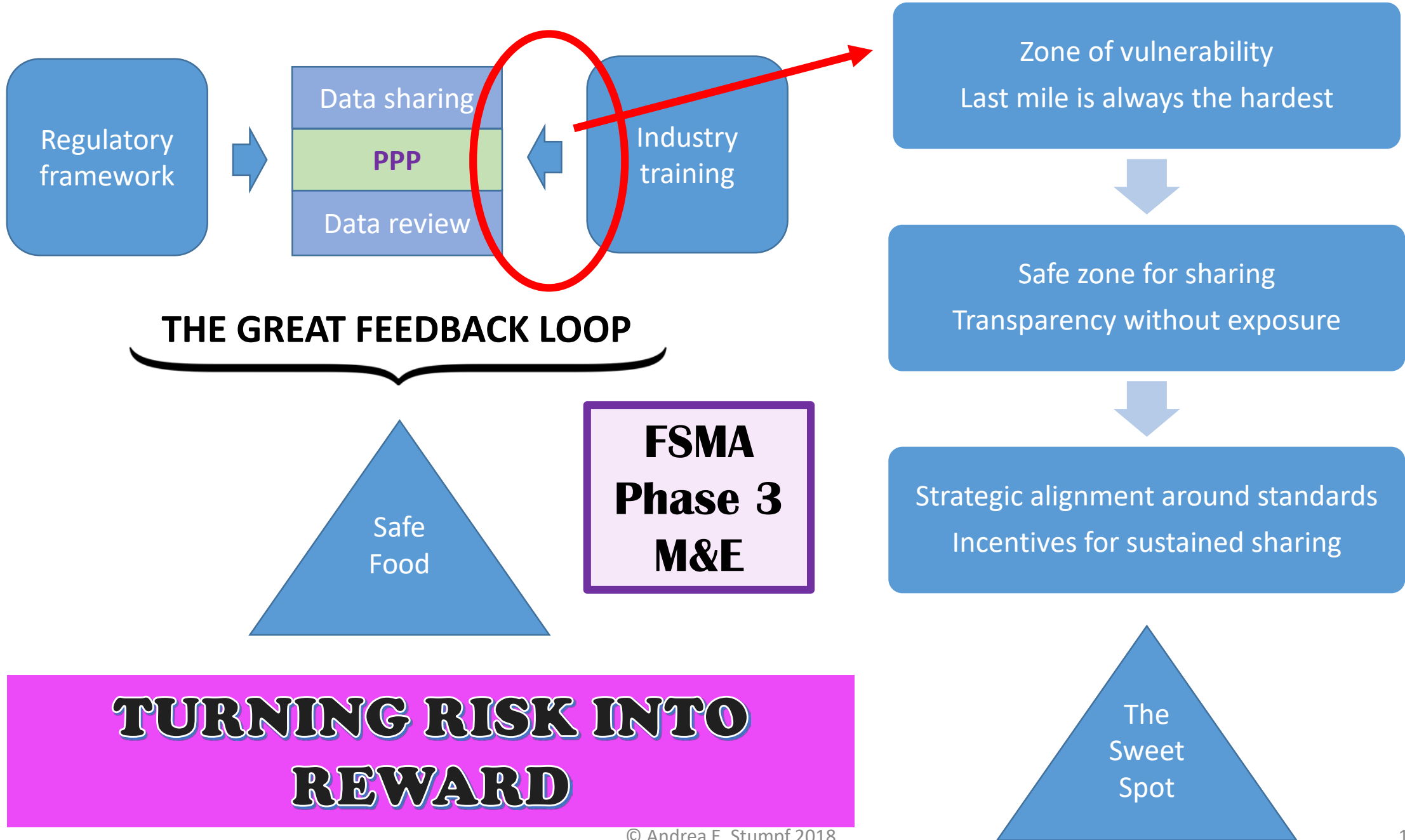
**Food Labels
Are Complex**

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▶ Create a Roadmap and Meet Regularly with Partnership

**Future Features
Must Be
Captured &
Communicated**

**Maximize
Collaboration**



Concerns about data sharing

- What do you need?
- How will it be used?
- Our lawyers ...both public sector and private sector
- Will there be punitive measure?

Matrix of outcomes on specific indicators					
Specific indicators of outcomes	Planned indicator (2016)	Actual indicator	Sources of information	Notes	
Training of trainers programs					
Lead trainers trained	# Trainers		Training records/certificates issued		
Supplier trainers trained	# Trainers		Training records/certificates issued		
# Suppliers/trainer achieving food safety compliance	# Suppliers		Gap analysis and third party audit checklists		
Increased knowledge (pre/post test)	%		Pre-test and psot-test results & Self-efficacy evaluations		
Prevent production of defective product.	See notes	Financial, customers, internal controls/records		Reference GFSP MEWG table	
Supplier training programs					
# Supplier training programs delivered	#		Training records		
# Supplier staff trained	#		Training records		
# of mentored visits to achieve compliance per/company	#		Trainer field records		
Reported change in behavior in-plants (poor/good/excellent)	%		Trainer field records/follow-up survey/Food Safety Culture	FSC Toolkits available	
Food Safety					
#Suppliers/processors achieving food safety compliance	# or %		Third party audit records	Compliance with government audits +/-or GFSI or other supply chain requirements	
#Food safety culture/behavior change (Self-efficacy)	#			Company records	
Market metrics : #Food safety incidents/recalls reduction, etc.	#			<u>Market metrics</u> : market withdrawal, import alerts, recalls, actions by another company and/or other regulatory acti	
Food safety perception improved - buyers/consumers complain	#/%	# Achieve min level audit frequency (3-5 y	TBD	Approved for minimum level autoit frequency	
Food products approved for purchase	TBD	TBD	Retail and commercial buyers records/surveys		
% of shipments without defects					
% supplier caused finished goods defects					
Product or commodity specific focused outcomes/expectations	TBD		TBD	Reference GFSP MEWG table	
Individual Behavior Change (Operator/Supervisor)					

Develop a white paper

Share with group

FDA

Industry



Evolution of Partnership Development

Steering Committee

Operations and Management Group

Criteria Group

Data Quality Subgroup

IT Infrastructure Group

Communications Group

MY TEN TRIED AND TRUE TIPS

1. Be clear.
2. Be clean.
3. Be modular.
4. Be flexible.
5. Be comprehensive.
6. Be balanced.
7. Be contextual.
8. Be ready.
9. Be (a)ware.
10. Keep it simple.

Details in my
forthcoming
book. 👍