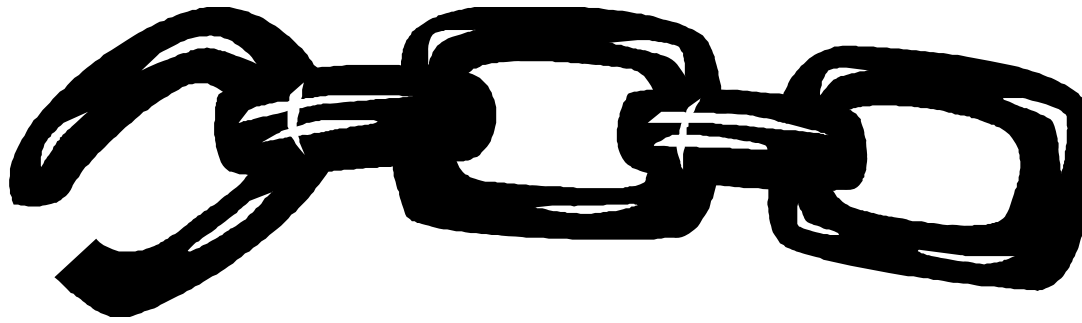


Communicating Food Safety, Plus

First Annual Canadian Agriculture Policy Conference
The Future of Farms & Food in Canada
Ottawa, Canada. January 13-14, 2011

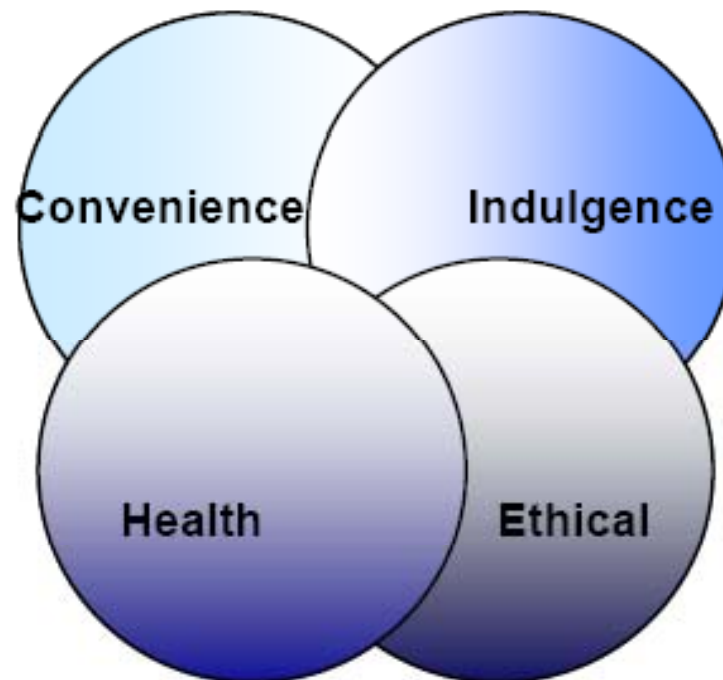
Dr. Neal H. Hooker
CJ McNutt Professor of Food Marketing
Saint Joseph's University



TRUST: Weakest link in the agri-food chain =
Farmers, manufacturers, retailers/restaurants, consumers, government, NGOs?

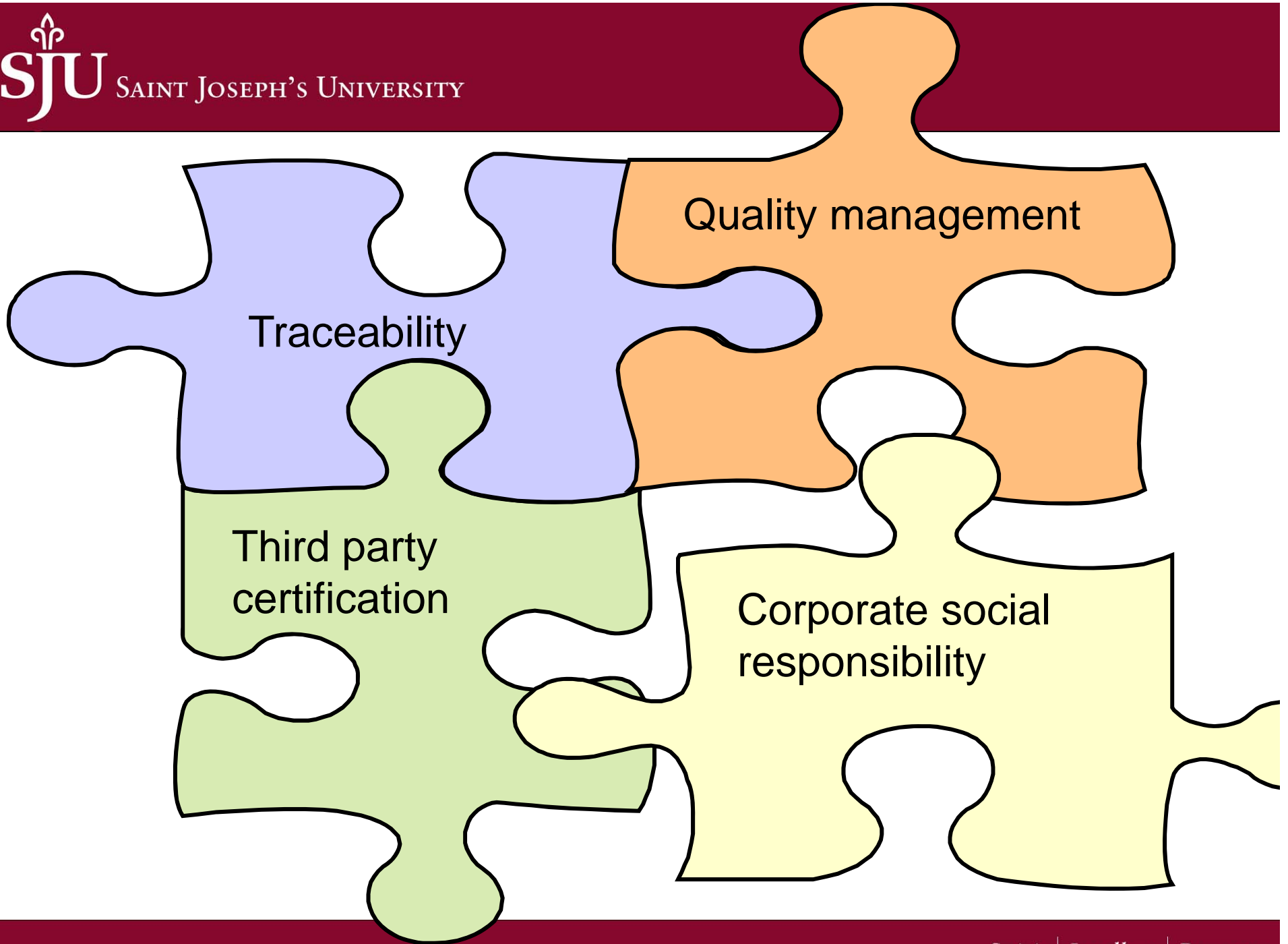
Converging Food Trends

Emergence of Ethical = Organic, Safety, Natural, Sustainable, Fair trade, Local, others to come?



Trust me...

- US consumer survey data comparing safety perceptions across produce, meat and poultry
 - During spinach recall
 - Trust in USDA and farmers strengthens perceptions of safety of bagged and loose spinach and lettuce
 - Confusion remains as trust in FDA didn't influence perceptions of produce (or meat and poultry) safety
 - Strong cross-category effects – positive perception of safety of produce ↔ positive perception of safety of meat and poultry



Magen Tzedek – Shield of Justice

Connecting Ethics and Kosher

- Labor Concerns: Wages, Benefits and Safety
 - Fair pay, fair benefits and a safe workplace
- Animal Welfare
 - Humane treatment of animals and product traceability
- Environmental Impact
 - Recycling and energy consumption
- Corporate and Consumer **Trust**
 - Food safety and corporate transparency



TZEDEK

www.magentzedek.org

What is Quality?

1. Food Safety Attributes

Foodborne Pathogens
Heavy Metals
Pesticide Residues
Food Additives
Naturally Occurring Toxins
Veterinary Residues

2. Nutrition Attributes

Fat Content
Calories
Fiber
Sodium
Vitamins
Minerals

3. Value Attributes

Purity
Size
Taste
Appearance
Compositional Integrity
Convenience of Preparation

4. Package Attributes

Package Materials
Labeling
Other Information Provided

5. Process Attributes

Animal Welfare
Biotechnology
Environmental Impact
Pesticide Use
Worker Safety

Does this Stuff Sell?

- Reviewing safety messages on new food and beverages launched in 7 major English-speaking countries (including Canada)
 - Microbiological claims (e.g., *Salmonella* free) rare
 - Chemical claims (e.g., pesticide free) more frequent and seen across several food categories
- US price premiums for
 - Preservative free yoghurt (5¢/oz)
 - Antibiotic free meat and poultry products (~20¢/oz)

Safety, Plus: For Whom?

- Contractual compliance
 - Chain or network specific
 - Walmart Sustainability Index v 1.0
- Regulatory compliance
 - Single or multiple attribute(s)
 - Meta-standards – Caswell, Bredahl and Hooker, 1998
- Corporate Social Responsibility compliance
 - Stakeholders vs. shareholders
 - Fair Trade

Version 1.0 and Business Value



Energy & Climate

- Measuring the energy and greenhouse gas in your supply chain can help find opportunities to cut fuel and utility costs and create [innovative products that save customers money](#).
- Publicly reporting emissions through the Carbon Disclosure Project demonstrates to your customers, competitors, and investors that you are strategically addressing climate change risks and pursuing opportunities to reduce costs, drive innovation and ensure access to capital.
- Supplier Dana Undies saved 71% off its annual energy bill by implementing energy efficiency best practices identified through Walmart's [Supplier Energy Efficiency Program](#). View [more examples](#)



Material Efficiency

- Eliminating waste can save money by reducing resource and logistics costs. See how Walmart has turned its own stores' [waste into profit](#). Decreasing product return rate is one way to reduce waste and cost and ensure quality.
- Walmart's Packaging Scorecard helps suppliers identify [packaging reductions](#) that, even if small, can have significant impacts the use of materials, manufacturing, shipping, storage, refrigeration, waste and energy use.
- By selling only 100% concentrated liquid detergent, suppliers will help save over 400 million gallons water, 95 million lbs of plastic, 125 million lbs of cardboard and millions of dollars in transportation costs over 3 years. [Learn more](#)



Natural Resources

- Science-based, 3rd party certification and verification mechanisms can help identify supply chain efficiencies, improve quality and ensure materials are sourced and produced sustainably.
- Sourcing raw materials responsibly also allows you to tap consumer demand for sustainably produced products and mitigate supply chain risk. [Here's an example from the seafood category](#)
- Transparency – knowing where materials and components come from and how they were produced – in the [jewelry supply chain](#) has led to quality products and category sales leadership.



People & Community

- Creating opportunities to improve quality of life, health and communities can build competitive strength, create new markets and ensure license to grow.
- The first step is knowing more about the location and practices for producing your products.
- Managing social compliance ensures employees are treated with respect and in a manner which we and our customers expect. Walmart is committed to working with its suppliers to reduce social impacts and improve efficiency and quality.

Science-based
Sourcing
Transparency

Safety, Plus: By Whom?

- Standard design
 - First, second or third party
 - Public or private
- Standard audit/verification process
 - Domestic or international
 - Sampling or “paper audit”

GLOBALG.A.P

- Revision of the Integrated Farm Assurance Standard v.4
- Group certification for smallholders
- Global Food Safety Initiative
 - CanadaGAP

Feb 2007	SC Meetings	Agreement on Main Issues for Revision	✓
June 2007	SC Meetings	First Subgroup Meetings	✓
Nov 2007	SC Meetings	Feedback from First Subgroup Meetings	✓
Feb 2008	SC Meetings	Subgroup Results	✓
June 2008	SC Meetings	Subgroup Meetings, Preparation for Conference	✓
Oct 2008	SUMMIT 2008: Implementation Conference Call for Stakeholder Comments V4.0		✓
Nov 2008	SC Meetings	Incorporate Feedback from Conference	✓
Feb 2009	SC Meetings	Subgroup Meetings	✓
June 2009	SC Meetings	Finalisation of Proposals	✓
Sep-Nov 2009	TOUR 2009: 5 Round Table Consultation Dialogues		✓
Nov 2009	SC Meetings	Incorporate Feedback from Consultation Dialogues	✓
Feb 2010	SC Meetings	Finalisation	✓
Field Trials			✓
June 2010	SC Meetings	Incorporate Feedback from Field Trials	✓
Translators and Benchmarked Schemes have Access to Interim Final			✓
Oct 2010	SUMMIT 2010: Stakeholder Conference - Presenting Interim Final Standard V4.0		✓
Jan 2011	V4.0 Available for Certification		

What Purpose(s)?

- Standardization of process or value attributes
 - Organic, local
 - Size of producer, variety of crop
- Demonstration of compliance with ethical, environmental or safety controls
 - Fair trade, sweat-free
 - Water use, sustainability
 - Good Agricultural Practices (GAPs), HACCP
- Provision of quality information for marketing

Examples from Food Marketing

“Safety, Plus”
Positioning Strategies

Microbial Safety: Canada

Packaging: Safety-seal



Ingredients: “triple-tested” for quality, safety and nutrition



Plus...

Social justice
Sustainable
Sourcing

One percent of sales are donated to Chrysalis, a local shelter that provides safety, support and education for victims of domestic abuse

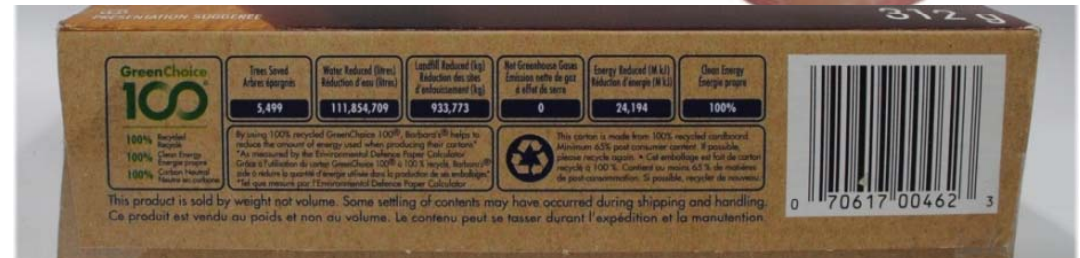


fair trade certified product
directly supports a better life for
farming families through fair
prices, direct trade, community
development, and environment
stewardship



The Case of Carbon

- Food miles
 - (none in Canada)
- CO₂ labeling



Bronco Wine Company produces Down Under By Crane Lake 2008 Chardonnay Wine, a product of Australia. It's available in the USA in a glass bottle that "uses Saint-Gobain Containers' new eco-friendly Revolution bottle." Literature states, "At about 10.5 oz., this bottle weighs nearly 50 percent less than that of most wine bottles in today's market. This revolutionary package **reduces the packaging carbon footprint by 25 percent** and is made with at least 50 percent recycled glass with a recycled label."

Carbon, Plus



Thailand: organic and fair trade certified, and carbon neutral

Austria: organic milk, said to have a 13.4% reduced carbon footprint compared to conventional milks



cage free hens fed a grain diet without antibiotics, medications or preservatives...pack is 100% recycled material...Heart & Stroke foundation logo



aeroponic farm

Farm Canada



The organic farming methods ... combine authenticity and respect for the environment

Food Safety Modernization Act (2011)

Five Key Areas

Big Changes for FDA

Food Safety Modernization Act (2011)

- **Preventive controls** - For the first time, FDA has a legislative mandate to **require comprehensive, prevention-based controls across the food supply**.
- **Inspection and Compliance** - The law specifies how often FDA should inspect food producers. FDA will **apply its inspection resources in a risk-based manner** and adopt innovative inspection approaches.
- **Imported Food Safety** - For the first time, importers must verify that their foreign suppliers have adequate preventive controls in place to ensure safety, and **FDA will be able to accredit qualified third party auditors to certify that foreign food facilities are complying with U.S. food safety standards**.

Food Safety Modernization Act (2011)

- **Response** - For the first time, FDA will **have mandatory recall authority** for all food products. FDA expects that it will only need to invoke this authority infrequently since the food industry largely honors our requests for voluntary recalls.
- **Enhanced Partnerships** - The legislation recognizes the importance of strengthening existing **collaboration among all food safety agencies** - federal, state, local, territorial, tribal and foreign - to achieve our public health goals. For example, it directs FDA to improve training of state, local, territorial and tribal food safety officials.

Safety, Plus Resources

- International Organization for Standardization (ISO)
<http://www.iso.org> ISO 9000, 14000, 22000, (26000)
- GlobalGAP <http://www.globalgap.org>
- Fairtrade Labeling Organization <http://www.fairtrade.net/>
- Codex <http://www.codexalimentarius.net>
- Global Food Safety Initiative <http://www.mygfsi.com/>
- GS1 (Barcodes) <http://www.gs1.org/>

Thanks!

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