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Food Safety and FSMA – Industry Impact?

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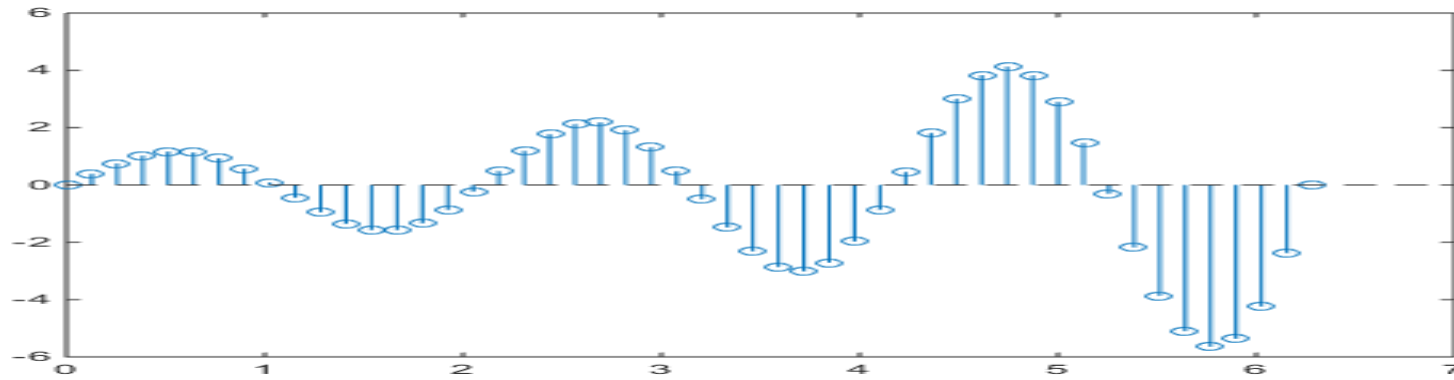
April 10, 2015

Have to look at FSMA within the food safety landscape...



FSMA is only a piece of the food safety environment...

FSMA and the produce industry...



- Or -



Impact of FSMA on the produce industry....



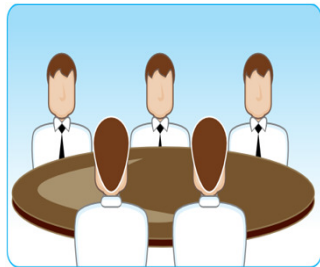
Key learning: FSMA and food safety are complex issues...



Fail to see the real the objective



Keep poop out of food



Key learning: FSMA will be impactful but different



FDA FOOD SAFETY MODERNIZATION ACT



Impact? Depends on where you are and what you have done

Key learning: adulteration still against the law...



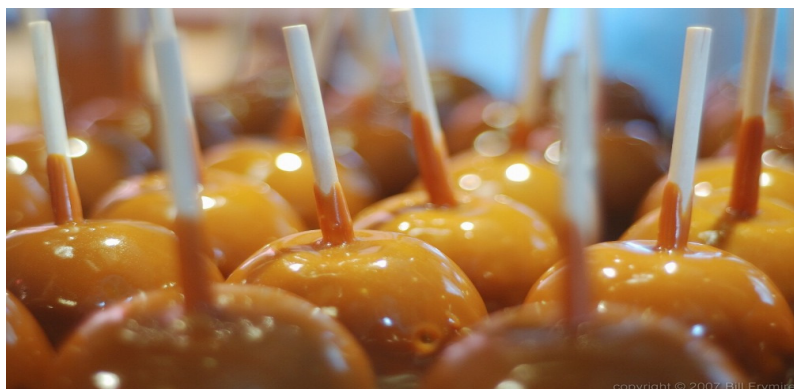
FSMA didn't change this. Gave FDA tools and producers awareness.

Key learning: it won't *will eventually* happen to you...



Every commodity/system has potential risks

Key learning: Importance of cleaning/sanitizing



FSMA brought focus on packinghouses, sanitation and verification

Key learning: hazard analysis and prioritization critical



If everything is a top priority, nothing is a priority



Key learning: You are the best positioned - one size won't fit all!



Food safety plans customized to your business

Key learning: Knowledge important

Access knowledge:

- ✓ Research
- ✓ Experts
- ✓ FDA, USDA, State
- ✓ Ag extension
- ✓ Associations

CPS CENTER for **PRODUCE SAFETY**



PMA resources:

- ✓ Local grower workshops
- ✓ Pma.com
- ✓ CPS research
- ✓ Webinars
- ✓ Experts

Webinar: Implementation of FSMA

Date: April 16, 2015

Time: 2:00 to 3:00 p.m. ET

Cost: FREE to PMA Members

Learn more at
pma.com/events/webinars.

Most important learning: food safety is always personal...



Thank you!

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