



Discussion with FDA:
*Educator Perspectives of the
Produce Safety Rule*

June 18th, 2013

3PM EDT



Cornell University
Department of Food Science

Agenda & Panelists

- **Introduction**

Dr. Betsy Bihn, PSA Director

- **Active polling**

- **Discussion & Questions: FDA Produce Safety Staff**

Dr. Samir Assar, Director, FDA Produce Safety Staff

Dr. Linda Harris, Cooperative Extension Specialist, UC Davis

Ms. Sue Challis, Health Comm. Specialist ,

Office of the Dpty. Comm. for Foods & Vet Medicine

Ms. Scarlett Salem, FDA Staff Fellow



Instructions

- **All participants are muted.**
 - To ask a question or make a comment, please ‘raise your hand’ using the small button on the right hand panel
 - We may not get around to all comments/questions, BUT you may leave additional comments in the comment box to be compiled after the session
- **We will open 7 active polls during the session.**
 - Please respond to the polls promptly. You do not have to answer any questions you do not feel comfortable with.

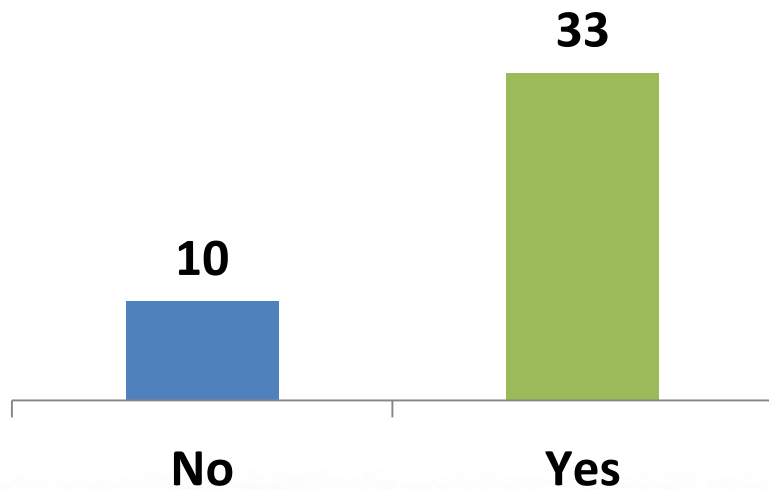


Pre-Registration Questions



Q1: Does your state or organization currently have a team of educators capable of delivering outreach and preparing farmers to comply with the proposed produce rule?

- 26 States Represented

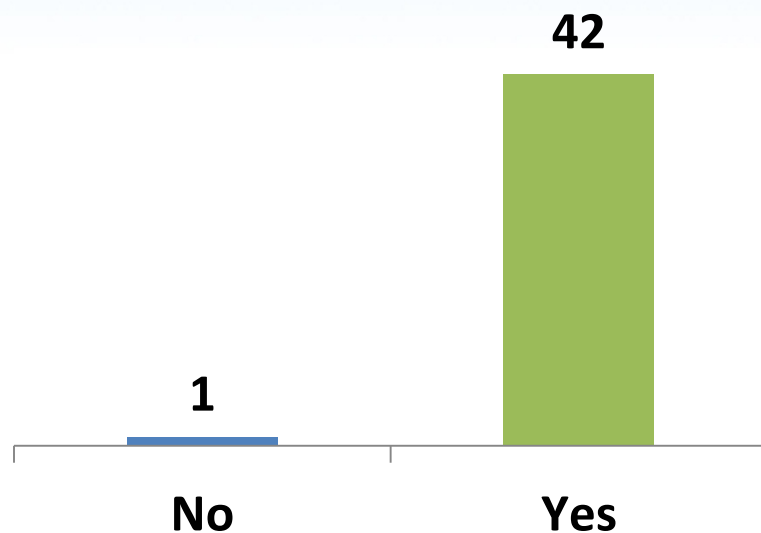


Q1: If no, please describe what resources and/or assistance might be needed in your state to establish a cadre of qualified educators.

- Small core of people willing, but need additional training
- Additional funding; No active or institutional funds to support any sustained program or coordinated effort
- Specifics of FSMA and how to help farmers comply
- Standard curriculum, including presentations and worksheets for producers
- Funding for a full-time person to do this in our organization
- Practical information, such as where farms can have their water tested
- More commitment from state wide extension educators to teach



Q2: Does your state/area have a high proportion of small fruit and vegetable farmers in need of educational outreach related to the produce rule?



Q2: If yes, are they currently being served by any organization to help them understand and implement produce safety practices?

1. University Extension
2. State Division/Dept. of Agriculture
3. University/Dept. of Ag Collaborations
4. Third-party auditing companies
5. County sanitarians
6. State websites, newsletters, grower self-access information



Additional Thoughts & Comments

- No unified consistent effort
- Ag agents are already jack-of-all-trades, but produce safety is new and the need for additional training is great
- Small teams available, but not sufficient to reach all the people who need education and training
- Resources are stretched thin!
- Small, grassroots organizations have provided misinformation and aggravated growers
- Need for science based, standardized curriculum for all to use



Poll 1

What is your biggest area concern or confusion area about the proposed produce rule?

CHOOSE YOUR TOP 3

- a. Exemptions
- b. Agricultural water
- c. Soil amendments
- d. Domestic and wild Animals
- e. Growing, harvesting, packing and holding activities
- f. Equipment, tools, buildings and sanitation
- g. Health, hygiene and training for workers
- h. Recordkeeping and Compliance
- i. Enforcement
- j. Other



Poll 2

What are your biggest concerns related to water?

CHOOSE YOUR TOP 3

1. Frequency of testing
2. Minimum water standards as proposed
3. Who has to test/follow the regulation
4. What water sources need tested
5. When the water rule would go into effect
6. Availability of resources to educate growers
7. Understanding the microbiology and calculating water standards (CFU/MPN, rolling geometric mean, etc.)



Poll 3

I feel completely prepared to answer grower's questions about the proposed rule and how it will impact them.

- a. Yes
- b. No



Poll 4

What are the most effective ways for FDA to support clarification of proposed rule?

YOU MAY CHOOSE MORE THAN ONE.

- a. Work with Extension personnel to maximize outreach efforts (multiplier effect)
- b. Create more resources such as 1-page handouts, slides, or other educational tools
- c. Conduct in-person regional meetings and/or listening sessions
- d. Write more public media articles for print/radio/television to clarify each section



Poll 5

What media do your farmers/clients/constituents trust and prefer to utilize to receive information about produce safety?

YOU MAY CHOOSE MORE THAN ONE.

- a. Extension workshops
- b. Extension publications
- c. Grower newsletters
- d. Online social media (Facebook, Twitter)
- e. Web media (websites, web articles)
- f. Newspapers
- g. Agricultural radio
- h. Industry publications
- i. Other



Poll 6

Is there an interest in having monthly calls between Extension educators and the FDA?

- a. Yes
- b. No



Poll 7

Does your organization provide produce safety outreach and education to tribal nations?

1. Yes
2. No



Contact Us

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