

Produce Safety

ALLIANCE



Cornell University
Department of Food Science





Produce Safety Alliance

- Cooperative Agreement between Cornell University, FDA, and USDA
- Established PSA in October 1, 2010
- Project length: 3 years



Primary Goals

- Education and outreach to improve understanding and implementation of Good Agricultural Practices (GAPs) and co-management strategies
- Developing a standardized training and education program to assist with the implementation of FDA's requisite produce safety regulation



Primary Goals cont.

- Developing a standardized training and education program to assist in understanding benefits of co-management and integrating these principles while meeting the regulation
- Collecting and providing access to information related to produce safety, GAPs, co-management and FDA's produce safety regulation



Target Audiences

- Fresh produce growers, packers, and grower cooperatives with special emphasis on small and very small scale farms and packinghouses
- Regulatory personnel
- All others interested in produce food safety, GAPs, and co-management



Prior to Rule

Focus is on increasing grower/packer

- Fundamental knowledge of on-farm produce safety issues and importance of preventing contamination
- Ability to assess risks
- Implementation of food safety practices to prevent contamination and reduce risks
- Documentation of on-farm food safety practices
- Understanding of the benefits of co-management of food safety and the environment



Post Rule Release

- Promote the understanding of, and compliance with, the FDA Produce Safety Regulation
- Integrate new scientific findings and current research results on produce safety and environmental co-management into GAPs educational materials as it evolves



PSA Guidance

- Executive Committee
 - Oversight to ensure cooperative agreement is properly executed in time allotted
- Steering Committee
 - Diverse representation from produce industry
 - Leadership for the WCs
 - Guidance for curriculum development
 - Prioritizing topic areas
 - Content inclusion
 - Focus group facilitation



PSA Guidance (cont.)

- Working Committees
 - Open participation from all sectors of produce industry
 - Ensure all curriculum topic areas are reviewed
 - Identify challenges to understanding and implementation
 - Facilitate identification of educational materials that are effective and functional
 - Ensure best science available is reviewed

Curriculum Development Process





Identifying GAPS Challenges

- Asking WC members to think broadly and openly about challenges to both understanding and implementing GAPS with a focus on small scale operations
- A big, messy, time consuming exercise
- Many things may be not be a surprise but it needs to be done to ensure nothing is missed and to provide an opportunity for new things to be identified
- Helps inform the goal setting process

Set Goals

- Of all the challenges identified, what are the things farmers need to know to reduce risks
- Prioritize the list of topics to identify the most critical areas
- Create a list of goals that can be achieved within the project time/resources
 - Example: All workers on the farm are trained in proper hygiene practices to reduce food safety risks





Develop Learning Objectives

- Working from the goals, define things that must be learned to reach the goals. Learning objectives could include
 - Farmers should understand that foodborne pathogens can be transmitted by people
 - Farmers should understand the importance of worker training to reducing risks
 - Farmers should understand basic concepts of adult learning so that they can offer effective training programs

Create Content

- Develop information that allows the learner to gain the necessary knowledge
- Identify materials and media that facilitate the learning process
- Incorporate content into curriculum that utilizes effective materials and media
- Test curriculum through focus groups and gather evaluation data
- Refine content/materials/media





Questions about this CDP





Important Attributes of the PSA

- Open participation to all those interested in produce safety
 - Website
 - General Listserve
 - PSA Conference
 - Working Committees



Important Attributes of the PSA

- Starting at a point of strength
 - Collaborating with those who already know the research and are active in training
 - Identifying materials already in use
 - Many good things available



Important Attributes of the PSA

- Focus resources for best outcome
- Target areas where information for farmers is lacking or needs updated based on best science
- Expand the collection of materials that are available
- Support others to reach farmers across the US



Up to Date

- Website is active
www.producesafetyalliance.cornell.edu
- Many signed up for the general list serve and Working Committees (WCs)
 - Farmers, Industry representatives, Government personnel
- WCs #1-7 have started to meet
 - WCs # 8-10 will be scheduled soon



Questions?

Contact information

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