



August 16, 2012

Hello Produce Safety Alliance Members!

We hope this update finds clouded skies delivering much needed rain for those who need it, which sadly, is most everyone. Thanks to the Working Committee efforts, the PSA focus this summer has been on finalizing curriculum goals and learning objectives to define what knowledge and skills learners should gain after attending the training program. The summer has flown by, but we are excited to keep moving forward with the PSA's progress and the creation of content in the very near future!

PSA Executive and Steering Committee Meet

On June 28th, 2012, the PSA Executive and Steering Members convened in Davis, CA to review the PSA's progress to date and discuss curriculum goals and objectives. The productive working meeting enabled us to review and share new information we collected from the ten working committees as well as the farmer focus groups. We would like to thank the Executive and Steering Committee members for their continued guidance and effort through this process.

Farmer Focus Groups Held Completed

Earlier this spring, the PSA met with 89 producers of fresh fruits and vegetables from around the country. Through this process, we learned what farmers wanted from a produce safety training program. The key outcome identified the desire for an effective and efficient, one-day educational training program that included practical examples to help them understand and implement GAPs. Farmers also expressed the need for information to be science-based and designed to address actual risks.

The importance of maintaining and growing their businesses was critical to all farmers; therefore the production of safe, whole fresh fruits and vegetables has come to the forefront of attention. Growers searching for produce safety information often were triggered by the need for specific, solution-oriented, and scientifically sound reference material. Additionally, growers listed Extension agents and specialists as their top source for produce safety related information next to their peers and specific commodity groups. A full summary of the focus groups will be made available on the PSA website.

Working Committee Summaries Available

Through the effort of twenty dedicated working committee co-chairs and that of over 170 committee members, the PSA has made great strides in the identification of critical components to be included in the curriculum as well as the challenges that growers, educators, and industry members face related to

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food safety on the farm. We are confident these efforts will allow us to reach our goal of producing a science-based curriculum that will assist growers with understanding and implementing food safety practices on the farm to help ensure the safety of fresh fruits and vegetables. All WC summary documents as well as meeting notes are available to download from the PSA website at: <http://producesafetyalliance.cornell.edu/summary.html>

Spotlight Series

The [Ohio State University Fruit & Vegetable Safety Team](#) was formed as a result of requests from growers for GAPs education in Ohio. The current program is a 2-3 hour course that introduces growers to risk assessment and encourages them to assess their individual farms by applying knowledge gleaned from the program. The target audience is small farmers of Ohio and also gives special attention to reaching the Plain, or Amish, communities. The team routinely seeks feedback and advice from grower participants on program content. Their goals have been to reach farmers who have never attended a course or considered implementing GAPs on their farms. 2012 has seen double attendance of previous years. For more information, please visit <http://producesafety.osu.edu/>.



Join Us!

Our listserve is always expanding and we hope you'll join us! To sign up, please visit our website at <http://producesafetyalliance.cornell.edu/psa.html>.

Once the proposed rule is released, our newsletter below will help identify ways you can stay involved in the process.

[Proposed Produce Safety Regulation: How to Stay Involved](#)

As always, please do not hesitate to contact myself or Betsy Bihn (eab38@cornell.edu) if you have any questions.

Enjoy the last few weeks of summer,

A handwritten signature in cursive script that reads "Gretchen".

Gretchen Wall

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