NECAFS Awareness Campaign
Work Group

Tools Development and Dissemination
Problem

All food facilities that manufacturer/processor FDA-regulated foods are covered under at least some parts of the Preventive Controls for Human Food Rule (21CFR 117).

Even if eligible for a qualified facility exemption, smaller operations may lack time and resources to acquire a basic understanding of how the rule will affect them and how to proactively prepare for compliance.
Project Summary

The overarching goal is to increase awareness of the FSMA Preventive Control Rule regulation among smaller sized facilities.

We will initially identify, and seek comment from, “Food Safety Communicators” on the scope of the problem and possible solutions, build a portfolio of PC awareness communication tools, disseminate these materials back to communicators who, in-turn, will use them to reach out to their local and regional stakeholders.
Audience

1°- Smaller food processing facilities
   (food sales < $1,000,000/year)

2° - Food Safety Communicators (FSC)

Food Safety Communicators (FSC) = Individuals and organizations that communicate directly to small and medium processors (including on-farm processors).

FSC - e.g. extension, consultants, buyers, state and federal regulators, commodity and marketing orgs, food hubs; grocery store chains; commodity, sustainable, or marketing groups; food tech/marketing media
Approach

We hypothesized that:

1. Many small or very small food manufacturers/processors are not aware of their regulatory status under the Preventive Controls for Human Food Rule

2. Development and dissemination of focused messages on how the rule might affect them, we will:
   • Increase their awareness of the regulation
   • Cause them to seek more in-depth information and training resources from local experts, and
   • Incentivize them to take action to become compliant
Plan

**Stage 1:** Identify food safety communicators (FSC) and conduct an awareness assessment (i.e. Is there an awareness problem?, What products are needed to raise awareness)

**Stage 2:** Develop usable/adaptable/brandable outreach awareness products that they can deliver to them (e.g. presentations, print materials, open source news articles, formatted mailing pieces)

**Stage 3:** Disseminate materials to FSC and other NECAFS stakeholders e.g. NECAFS website, annual NECAFS meeting, and other affiliate meetings and organizations

**Stage 4:** Evaluate the extent to which materials were used by FSC
Plan to Increase Awareness

Stage 1: Identify FSC
- Conduct survey

Stage 2: Develop awareness materials

Stage 3: Dissemination to FSC

Stage 4: Evaluate

Facilities become more aware, seek out assistance, and take action
Key Learnings – Awareness, Knowledge & Progress Towards Compliance with PCHF Rule (n = 103)

✓ Respondents believed that most small and very small food processors (97%) had no to average awareness of PCHF requirements.

✓ Respondents also believed that most small and very small food processors (92%) had no to average awareness of risk-based PCHF requirements for writing a food safety plan.

✓ 74% of responders felt that “Lack of awareness and understanding of the regulation” was very or extremely challenging.
Next Steps – Stage 2

1. Awareness communication portfolio tool kit – NECAFS logo with local affiliation brand (template for easy print adaptable materials).

   Materials Include:
   • presentations,
   • print materials,
   • open source news articles,
   • mailing pieces materials

2. Expand our database for outreach to increase access to FSC (2°) and processors (1°)
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