

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



Plan to Increase Awareness

**Stage
1**

**Identify FSC
Conduct survey**

Educators

Organizations

Media

Regulators

Food hubs

Grocery store chains

**Stage
2**

**Develop
awareness materials**

Presentations

Print materials

News articles

Mailing pieces

**Stage
3**

**Dissemination
to FSC**

Educators

Organizations

Media

Regulators

Food hubs

Grocery store chains

**Stage
4**

Evaluate

**Facilities become more aware,
seek out assistance, take action**

Progress and Plans

1) Identify Food Safety Communicators

- Began with the FSC Directory taken from FSPCA lead trainers
- Created a web form for those willing to become FSCs
 - <http://go.uvm.edu/fscommunicator>



Northeast Center to Advance Food Safety Preventive Controls Specialist

The name and photo associated with your Google account will be recorded when you upload files and submit this form.

* Required

Preventive Control Support Background

Please tell us how your background provides support for learning preventive controls.

Are You a FSMA PCQI Lead Instructor *

Yes

No

Please select your role/experience with Preventive Controls for Human Food (PCHF)? *

Professional Educator

Cooperative Extension Specialist

State Regulator

FDA Regulator for PCHF








Progress and Plans

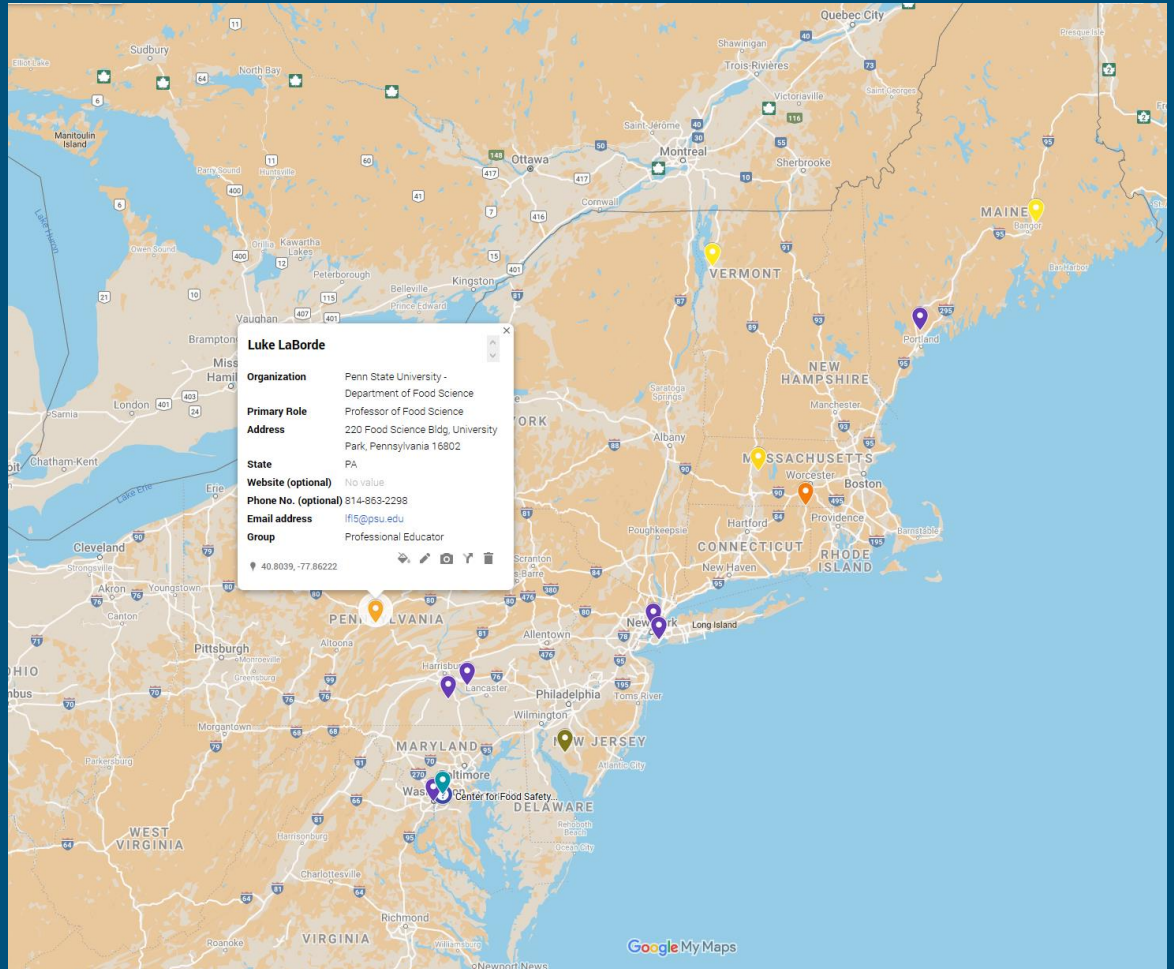
2) Create Awareness Materials

- Postcard (other formats possible)
- Presentations (to present or insert a few slides at meetings)
- Website-- Coming soon!
 - Directory of services (FSC Network)
 - Resources
 - Funding and training opportunities
- 1-hour webinar about PC (30-minute of content)



Contacts

-  Consultant/Auditor
-  Cooperative Extension Specialist
-  Professional Educator
-  Extension Educator
-  FDA Regulator for PCHF
-  Process Control Expert
-  State Regulator



IS YOUR BUSINESS READY FOR NEW FOOD REGULATIONS?

Learn about FSMA federal regulations and how they could affect your operations.



> LEARN MORE necafs.org



The challenge. The U.S. Food Safety Modernization Act (FSMA) is a federal law that requires all food processors to develop and document procedures to minimize product contamination and the potential for foodborne illnesses. Deadlines for implementation have already passed. Act now to learn how FSMA regulations could affect your food business.

The solution. The Northeast Center to Advance Food Safety (NECAFS) is one of four federally funded regional centers working closely with USDA, FDA, and state and local agencies to increase awareness and understanding of FSMA food safety regulations. NECAFS food safety experts are drawn from University extension and industry experts who can

Funding for NECAFS is made possible, in part, by the Food Safety Outreach Program grant no. USDA-NIFA-FSMA-006546 from the USDA National Institute of Food and Agriculture.

help you learn how your business fits into the new regulatory climate and where you can find food safety education and training opportunities near you.

Don't wait for a federal or state food safety inspector to find food safety problems in your facility! Prepare yourself now by accessing the free technical support and food safety resources on the NECAFS website.

Learn more. Visit the NECAFS website at necafs.org (tentative URL) to find FSMA food safety experts in your area, get access to food safety and regulation resources tailored to small and medium sized food processors, and find upcoming training programs you will need to comply with the FSMA Preventive Controls Rule.

Get started



Learn which federal and state regulations affect your food business



Find training opportunities to help you comply with regulations and customer expectations



Contact a NECAFS expert who can guide you through your state's laws and regulations



Know that you are doing all you can to sustain your business and keep your customers safe and healthy.

**CONTACT ME
FOR ASSISTANCE**

LEARN MORE
necafs.org



Progress and Plans

3) Dissemination

- Upload materials to the NECAFS preventive controls website
- Distribute materials to Food Safety Communicators:
 - Send postcard to roster of processors who are registered exempt from FDA
 - Send postcard mailings directly to processors registered under state regulations
 - Send postcard to regulators (State and Federal) who as food safety communicators will distribute to processors during visits and inspections



Progress and Plans

4) Evaluate the extent to which materials were used by food safety communicators

Questions?