

# Building Capacity: Customized Food Safety Education and Outreach in Rhode Island

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United States Department of Agriculture  
National Institute of Food and Agriculture

**Goal:** Build capacity of RI food manufacturers to comply with the FSMA PCHF rule.

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**Objectives:** Conduct an assessment to understand the food safety education and outreach needs of RI food manufacturers subject to PCHF rule.

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Customize, develop and/or expand upon food safety training materials and provide education/outreach opportunities to RI manufacturers.

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Evaluate the impact of the training program for continuity and sustainability.

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1. Big Picture

2. Engaging Small \& Medium Producers  
FSOP Project

3. SWOT Goal NECAFS 2023 Preventive  
Controls Working Group

4. Outcomes From SWOT

# Big Picture

- ▶ Conversations in the fall with all of you
- ▶ Lit review
- ▶ Review of responses to our surveys

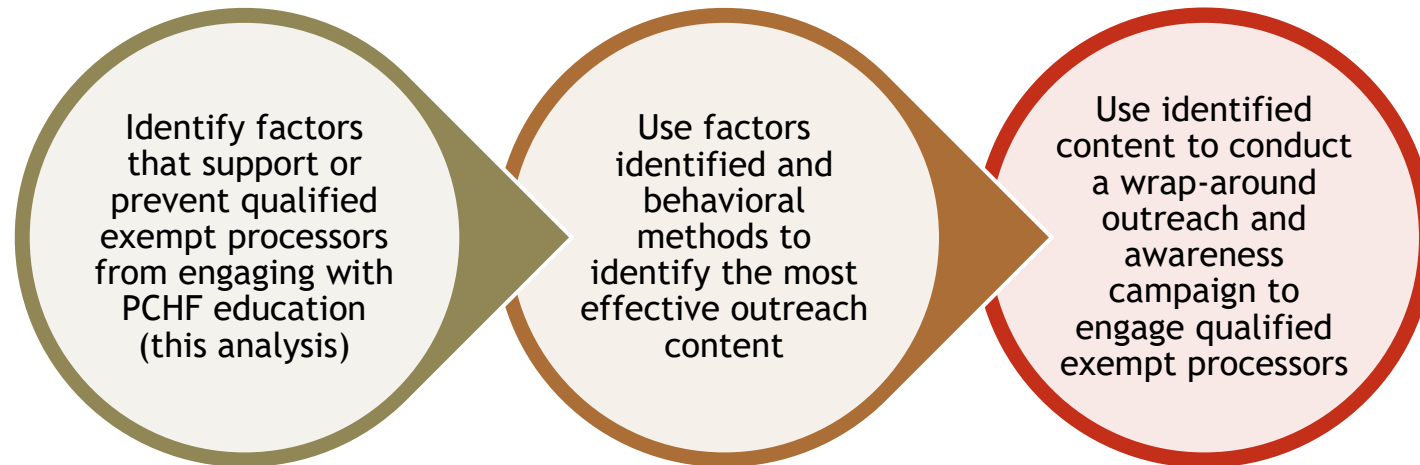
# BIG PICTURE

Pre-FSMA: Reactive Food Safety

FSMA: Proactive Food Safety

Is FSMA Working as Intended?

# Engaging Small & Medium Producers FSOP Project



- ▶ Objective: Increase the number of processors that file Attestations with FDA
- ▶ Challenge: Understanding what motivates qualified processors to produce safer foods and comply with regulation
- ▶ Measured through the rate of processors filing attestations
- ▶ Today's session will lay a groundwork of what current outreach looks like, what works, what doesn't



▶ **Research Question:**

- ▶ How do Food Safety Educators increase the number of processors that file Attestations with FDA?

# What is a SWOT Analysis?

- ▶ A process to allow a group to identify the strategic path forward to attain a goal.
- ▶ It helps groups examine their strengths, weaknesses, opportunities, and threats, and provides an unbiased view of what can be accomplished.





## Internal Factors:

- ▶ Strengths
- ▶ Weaknesses

## External Factors:

- ▶ Opportunities
- ▶ Threats



## Research Question:

- ▶ How do Food Safety Educators increase the number of processors that file Attestations with FDA?

## SWOT Goal:

- ▶ Identify Strategic Path for Food Safety Educator Community to engage SMPs at QEFs to File Attestations with FDA to comply with FSMA PC Rule

# SWOT Outcomes

- Synthesis of findings into pre-report, including strategic path/key leverage points
- 2 Online focus groups with 8-12 SMPs (total) to gut-check
- Report that identifies factors that could support or prevent SMPs from Engaging in PC
- Social Sciences research to identify motivations
- Use results from research to test motivations
- Evaluate impact of social science research outcomes
- Provide justification and support for future work

## Research Question:

- ▶ How do Food Safety Educators increase the number of processors that file Attestations with FDA?

## SWOT Goal:

- ▶ Identify Strategic Path for Food Safety Educator Community to engage SMPs at QEFs to File Attestations with FDA to comply with FSMA PC Rule



## Pre-FSMA: Reactive Food Safety

- Food producers take responsibility for implementing food safety practices
- Regulator Responsible for Enforcement, but happens only after event
- Low enforcement costs for regulator, but unacceptably high rates of illness
- Some risk for producer, depends on how much they invest to minimize risk
- High information costs for producer, because there are not uniform federal guidelines

# FSMA: Proactive Food Safety

- Food producers take responsibility for implementing food safety practices
- “Co-regulation”/ “public-private regulation”. That is, regulator takes limited additional responsibility for enforcement, but primarily relies on the private sector to regulate itself
- Still low enforcement costs for regulator
- Lower information costs for producer, because there are uniform federal guidelines. But high implementation costs for producer. Unclear risks of non-compliance.
- To date, unclear whether results in lower rates of illness, and if so, acceptable?

# Is FSMA Working as Intended?

- Is FSMA Working as Intended?
- Federal Regulator perspective: Hard to know. On one hand, yes - any additional food safety measures adopted are better than before FSMA. On the other hand, no - recent report suggests that internal FDA issues are creating roll-out and enforcement problems.
- Food Safety Educators: Creates challenges. FSOP and the Regional Center structure help.
  - Food businesses: If they know about FSMA, it is daunting. But a lot don't even know
- 33% Survey responses educate QE to become FULLY COMPLIANT with PC
- 50% Survey responses educate QE to file a Qualified Facility Attestation

# Reflection Poll

- ▶ <https://wall.sli.do/event/hYWaeTMRTZedcmFSRcZGCf?section=43f4db83-e9bd-430c-9b52-607c6c8055a7>