

Processors'
Food Safety
Toolkit:
Overview
and early
usage trends

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We need your help to spread the word!

- For our outreach toolkit, scan the QR code or take a photo of this slide for later. It includes:
 - Info about the website
 - Email templates
 - Sample social media posts
- To provide feedback, use the “Contact” link at pchf.necafs.org
- Submit your contact info to the Specialists Map at pchf.necafs.org



Thank you!

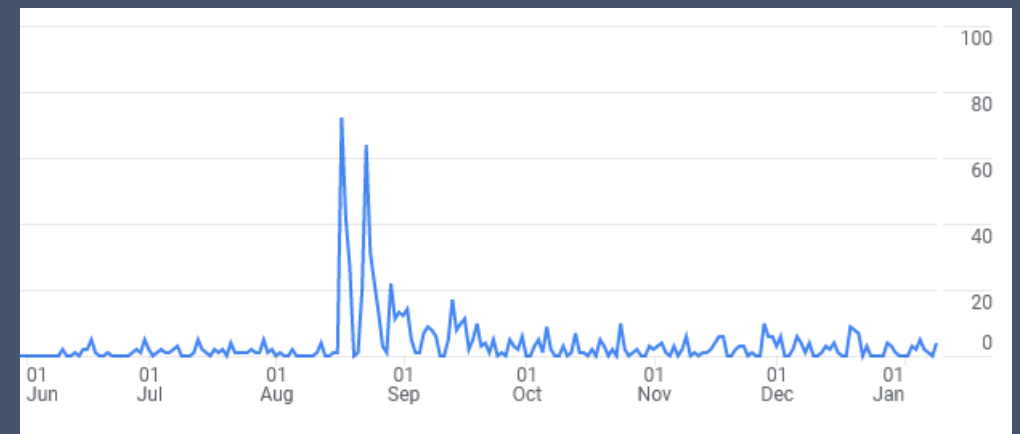
Ongoing outreach

- As part of a strategic plan to promote the website, we are working with small and very small processors and the food safety community to extend our outreach. Some activities include:
 - Attending the 2022 Fancy Food Show to connect directly to processors
 - Recording a promotional video in partnership with the Association of Food and Drug Officials for their members
 - Partnering with stakeholders for a targeted social media campaign
 - Speaking to regional and professional groups about the Toolkit at conferences



Initial results

- Since its launch, 655 unique users visited the website 1,117 times and viewed 3,370 total pages for an average time of 1m 39s
- Top three resources:
 1. Guidelines for the validation of food safety control measures from UC Davis
 2. Writing Sanitation Standard Operating Procedures (SSOPs) from Penn State Extension
 3. FSMA FAQs: What are the Basic Requirements of FSMA's Preventive Controls Rules for Human Food? from the Carolina Farm Stewardship Association
- Top three topic areas:
 1. Complying with the PCHF Rule
 2. Validation Studies and Processes
 3. Good Manufacturing Practices



Daily viewership since the Toolkit launch via Google Analytics


Peer review

- A survey of food safety communicators (defined as those who provide food safety outreach, education, and technical assistance; n=12) found that the resources are good quality
- Recommendations for additional resources included:
 - Resources in other languages and formats (i.e., videos, interactive tools)
 - Resources specifically about one topic (i.e., supply chain controls)
- Suggestion to provide shorter introductions to each topic
- Some recommended simplifying the site to be a bare-bones introduction or creating a detailed guide to tell processors what to do

Feedback from small and very small processors

- 100% (n=17) said they would recommend the site to fellow processors
- Feedback incorporated:
 - Making the FAQ section more visible
 - Adding a broken link bot
 - Renaming sections to be more transparent
- Feedback for future updates:
 - Create a responsive user guide
 - Improve the search feature to search by any term, not just keywords


Connect to Resources



A Beginner's Guide

Explore key resources available to help you meet requirements in the FDA's Food Safety Modernization Act Preventive Controls for Human Food (PCHF) rule.


[Find out more](#)



FAQs

Find answers to your questions about the Preventive Controls for Human Food (PCHF) rule.

[Find out more](#)



Talk to Someone

Find preventive controls educators, experts, and specialists in your area.

[Find out more](#)

Processors' Food Safety Toolkit and how to use it

<https://pchf.necafs.org>

Processors' Food Safety Toolkit

A resource collection to help very small and small processors get started with Preventive Controls for Human Food (PCHF) and Good Manufacturing Practices (GMPs)

[Home](#)

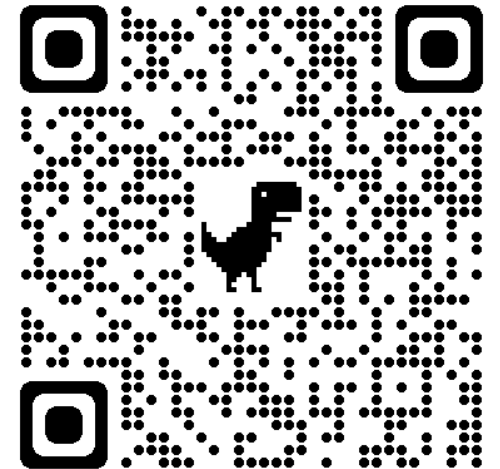
[About Us](#)

[Contact](#)

[FAQs](#)

[Resource Categories](#)

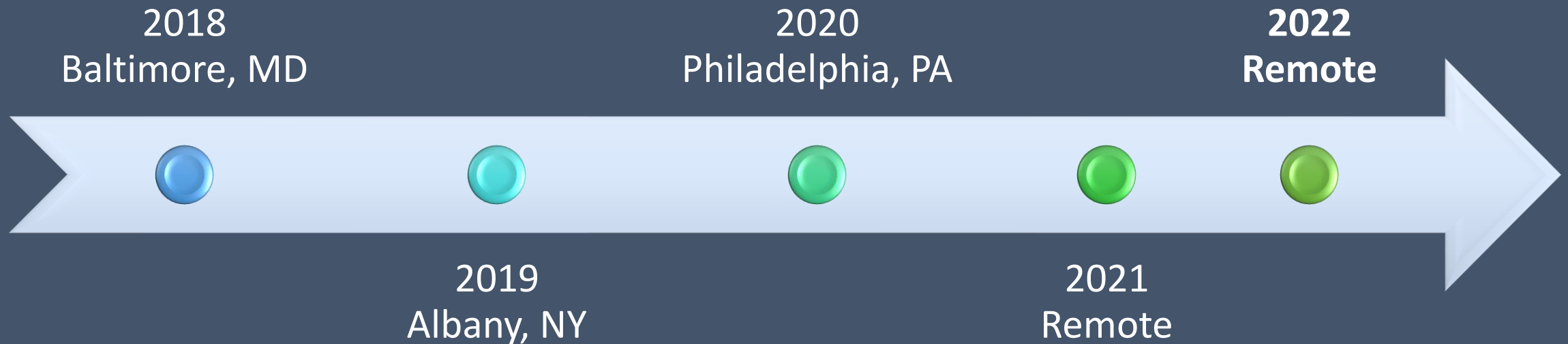
This site is designed to help very small and small processors find and connect with resources that help and inform implementation of food safety practices. The resources collected on this site align with various food safety goals including personal commitment to produce safe food, market access, or regulatory compliance.



<https://pchf.necafs.org>

Development of Processors' Food Safety Toolkit: Resources working group project from idea to launch

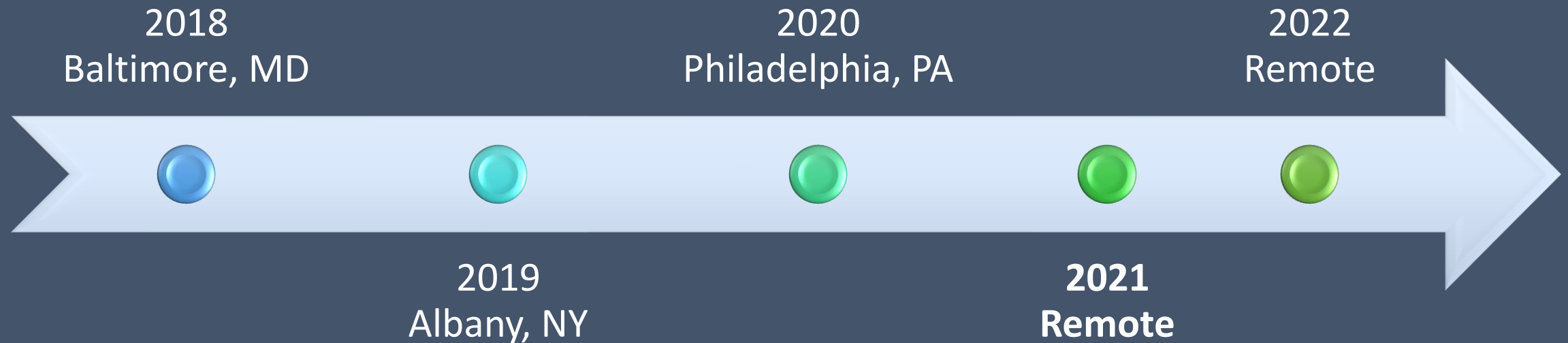
NECAFS Annual Meetings and Project Milestones



- **Built, piloted and launched website with the Processors' Food Safety Toolkit**

Development of Processors' Food Safety Toolkit: Resources working group project from idea to launch

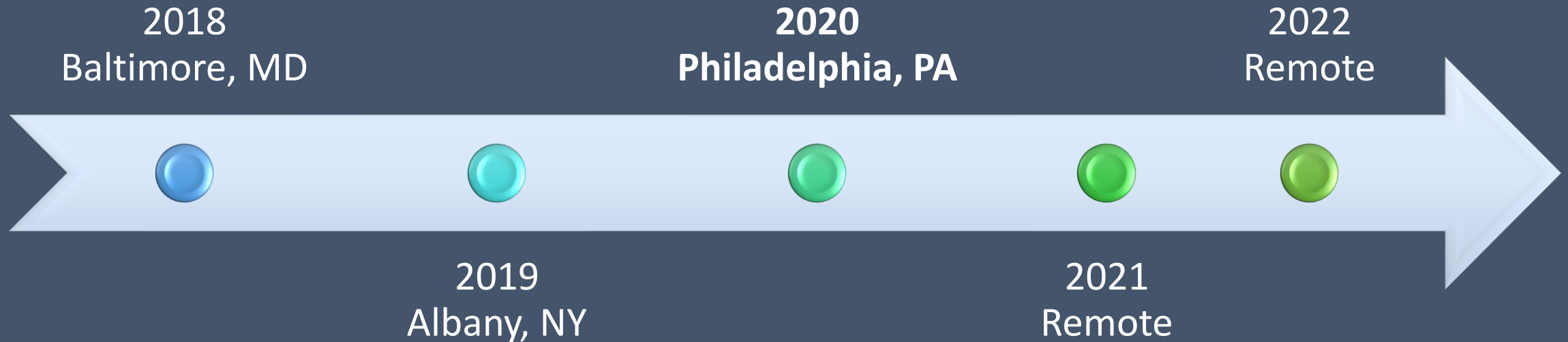
NECAFS Annual Meetings and Project Milestones



- Identified, pooled, reviewed and catalogued resources
- Started to build website

Development of Processors' Food Safety Toolkit: Resources working group project from idea to launch

NECAFS Annual Meetings and Project Milestones



- **Finalized roadmap/toolkit categories and peer-reviewed rubric for assessing resources**

Problems to address and project plan



How do small processors know what resources they need to find?



How do small processors know where to locate resources?



How do small processors know when they find resources if they are reliable?

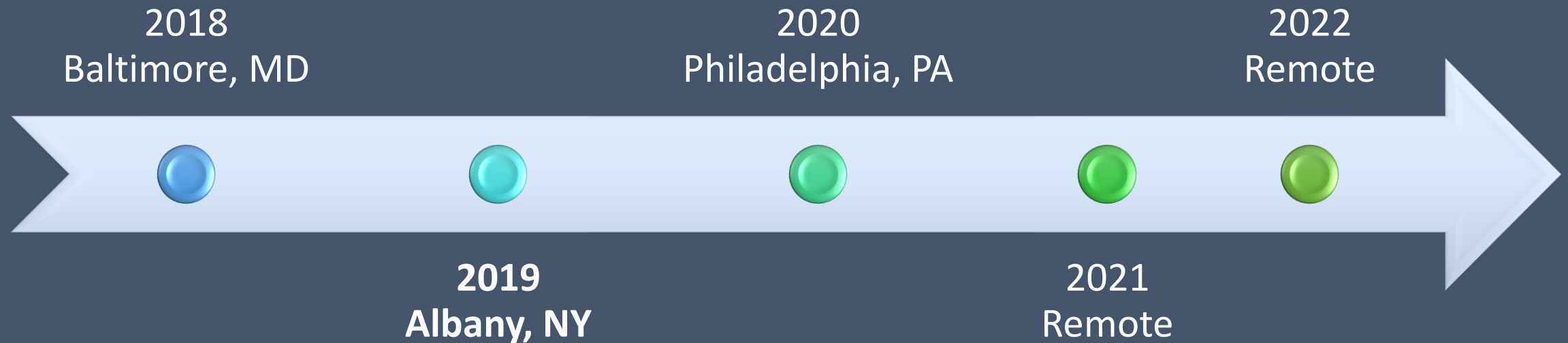


How do small processors know who to ask for help?

- Develop a roadmap/toolkit to direct small processors who are impacted by the FSMA PCHF rule to relevant resources
- Build a catalog of resources under defined categories specific to the needs of small processors
- Electronically publish and distribute the roadmap/toolkit

Development of Processors' Food Safety Toolkit: Resources working group project from idea to launch

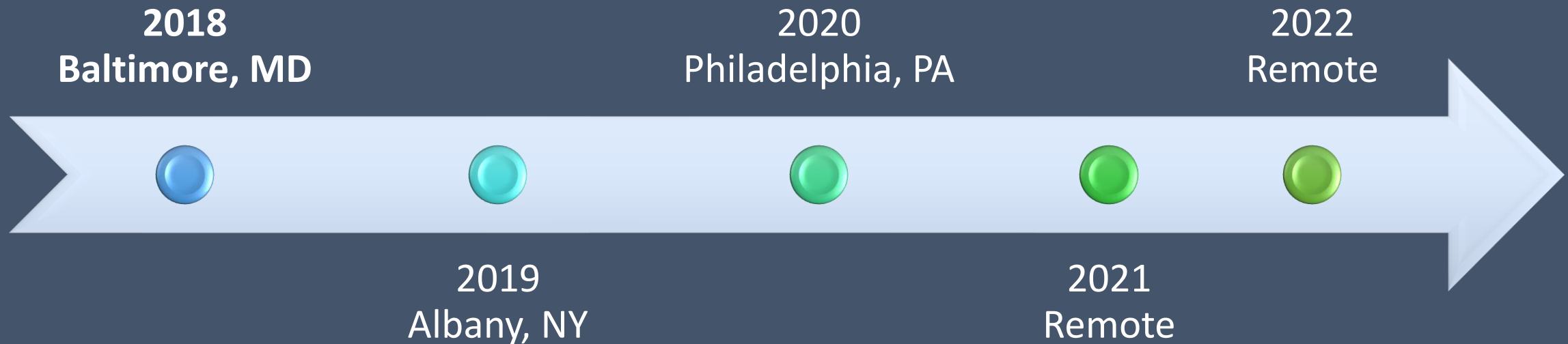
NECAFS Annual Meetings and Project Milestones



- Presented project proposal for developing Roadmap to Resources/Processors' Food Safety Toolkit

Development of Processors' Food Safety Toolkit: Resources working group project from idea to launch

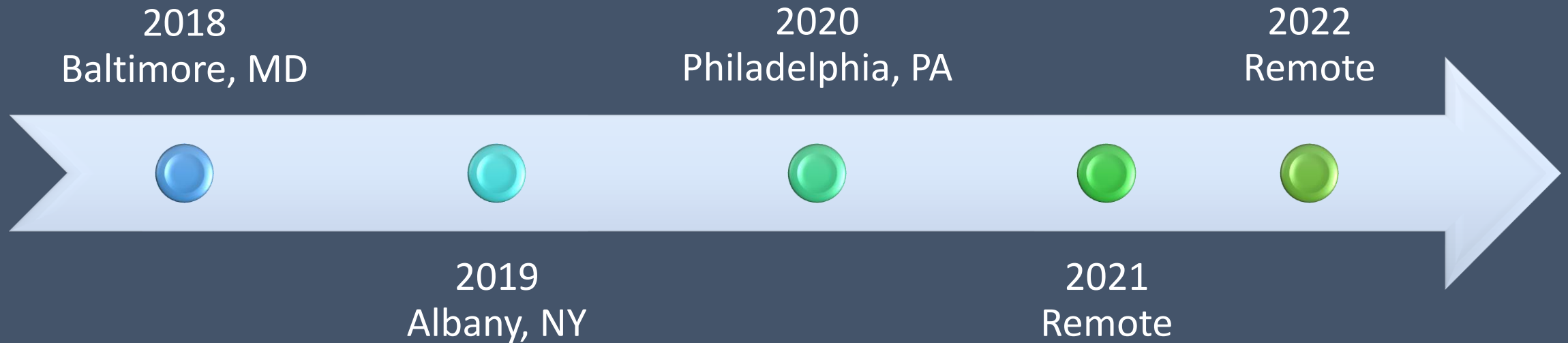
NECAFS Annual Meetings and Project Milestones



- **Formed Resources Subgroup**

Development of Processors' Food Safety Toolkit: Resources working group project from idea to launch

NECAFS Annual Meetings and Project Milestones



Acknowledgements

PCHF Resources Subgroup Participants

- Jason Bolton, PhD, Extension Professor and Food Safety Specialist, Program Administrator for Aquaculture, Food, Innovation, and Nutrition, University of Maine Cooperative Extension, Area Coordinator of the Innovation Program, University of Maine Business School
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- Cathy Davies, CEO, Food Industry Employment Program
- Chelsea Matzen, former FSMA Project Director, National Farmers Union
- Billy Mitchell, former FSMA Training Coordinator, National Farmers Union
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