



**U.S. FOOD & DRUG
ADMINISTRATION**



NEW ERA OF SMARTER FOOD SAFETY

FDA's Blueprint for the Future

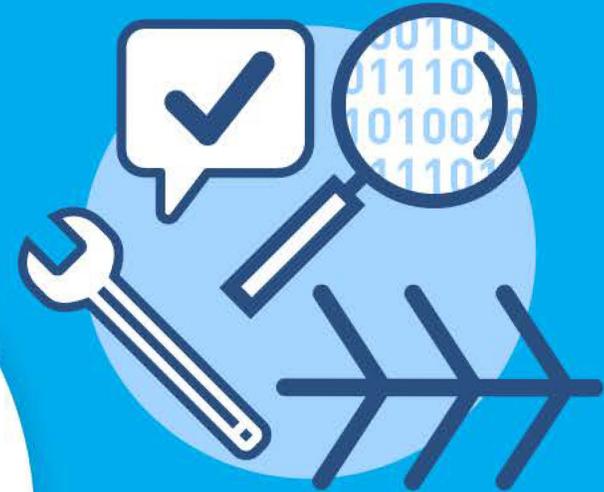
New Era:
a memorable or
important date or
event, especially one
that begins a new
period in our history.



Tech-enabled Traceability



Smarter Tools and Approaches for Prevention and Outbreak Response



New Business Models and Retail Modernization



Food Safety Culture

WORKING TOGETHER

- Leverage existing stakeholder collaborations and forums, and look for new opportunities
- Work with regulatory partners (Federal, State, Local and Tribal)
- Collaborate cross-agency (including OFPR, CFSAN, CVM and ORA)
- Collaborate cross-industry (Commodity groups, technology sector, financial sector)



imagine



New Food Safety
Paradigms



THE FIRST 100 DAYS

TECH-ENABLED TRACEABILITY

CORE ELEMENT 1

MEET CORE ELEMENT 1

Co-Leads



Andy Kennedy, New Era
Technology Team Leader, OFPR



Kari Irvin, Deputy Director of CORE,
CFSAN

Management Team



Chris Waldrop
Communications



Katie Vierk
Policy



Andy Kennedy
Tech Solutions, Industry
Engagement



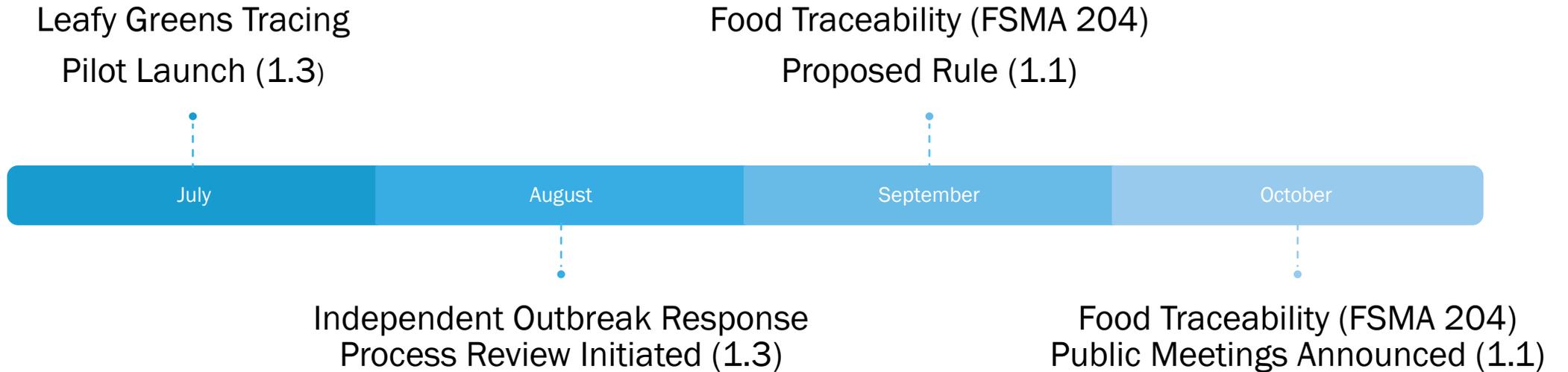
Karen Blickenstaff
CORE-related
Topics/Intersections

OUR THINKING

- The New Era of **tech-enabled traceability** will create a harmonized system of traceability from farm to fork.
- Lay the foundations for traceability by harmonizing key data elements and critical tracking events, **making interoperability possible, and helping scale** different traceability systems
- Encourage development and use of **cost-effective tech-enabled tracing systems** for all foods, yielding greater transparency
- Leverage **additional functionality** to track, trace, and monitor the food system
- Establish **investigational methodologies** to optimize the use of traceability data in solving outbreaks and identifying root causes



THE FIRST 100 DAYS



THE ROAD AHEAD FOR 2021 AND 2022



Finalize the Food Traceability Rule



Build a platform to rapidly receive electronic traceability data at FDA



Initiate further discussions with domestic and international stakeholders about harmonization of traceability efforts



Expand traceability pilot activities beyond leafy greens



Implement changes to digital traceback requests



Efforts to encourage development of simple, low-cost solutions to promote Tech-Enabled Traceability, and to meet requirements of the FSMA Food Traceability Rule when finalized



THE FIRST 100 DAYS SMARTER TOOLS AND APPROACHES FOR PREVENTION AND OUTBREAK RESPONSE

CORE ELEMENT 2

MEET CORE ELEMENT 2

Co-Leads



Mark Moorman, Director of the Office of Food Safety, CFSAN



Vinetta Howard-King, Director, Office of Human and Animal Food Operations – East, ORA

Management Team



Nathan Anderson,
Technical Lead



Les Smoot,
Technical Lead



Glenn Bass, Inspections,
Training, and Compliance
Tools



Scott MacIntire,
Recall Modernization



Timothy Mueller, Domestic
Mutual Reliance



Paul Norris,
Outbreak Response



Marla Keller,
Business Lead



Dianne Milazzo,
Business Lead



Heather DeLloyd
Project Manager

OUR THINKING

- All stakeholders adopt a mindset of **sharing and learning** from adverse events
- Learning is maximized through use of **root cause analysis**
- Effectively mine structured and unstructured data to strengthen our predictive capabilities to keep food safe
- All levels of government **share food safety information**
- Leverage technology for **inspections**
- Create mechanisms for broader **public-private data sharing**
- **State and local foodborne illness data** are rapidly captured at federal level
- One food supply and **one collective recall notification** from federal agencies
- **Product recalls** to consumers are communicated in near real time

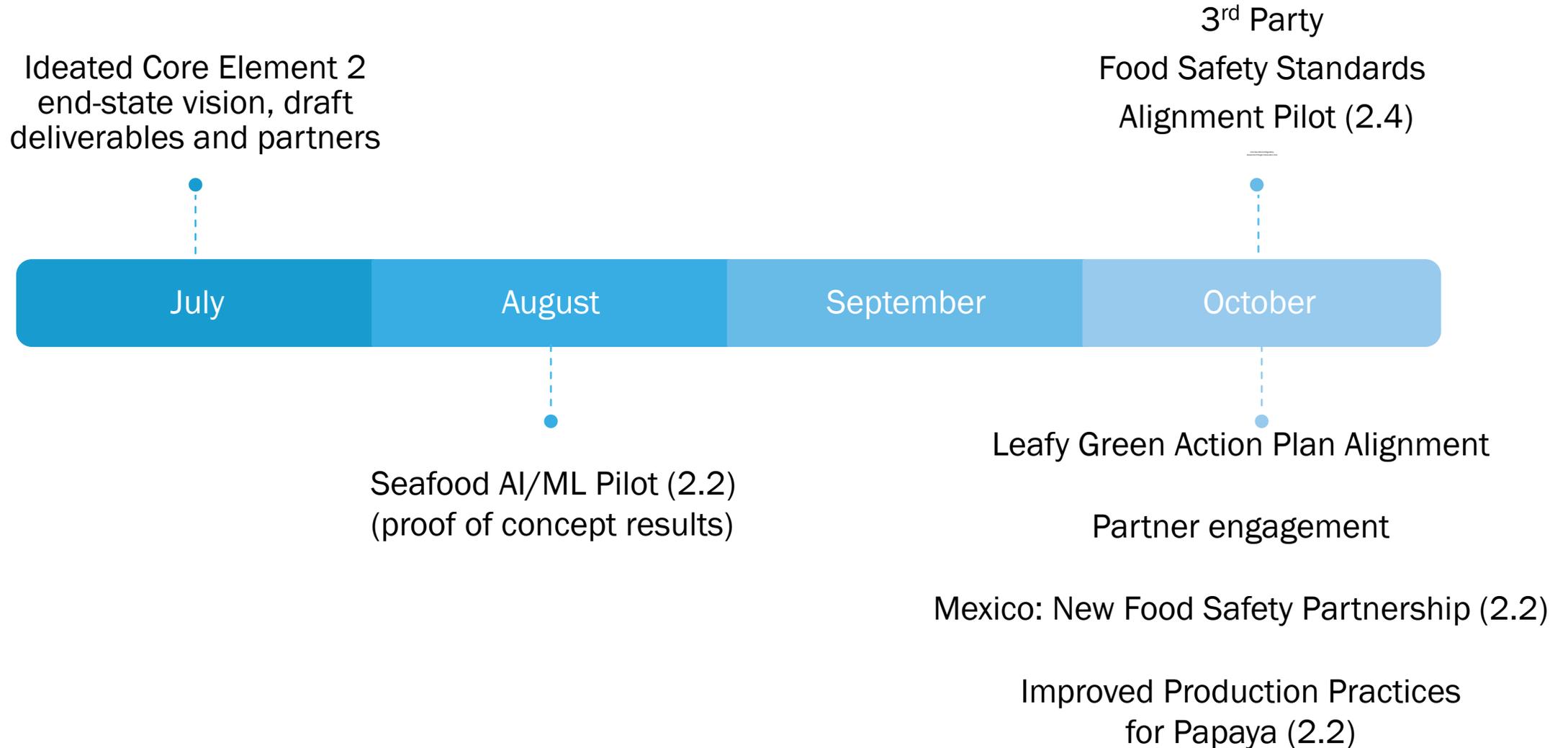


COMMON THEMES ACROSS CORE ELEMENT 2

- Collaboration
- Information sharing
- Data storage, data sharing and data mining
- Guidance and standards development
- Technology, sensors, tools
- Research and analytical tools
- Training and outreach
- Social media to consumers



THE FIRST 100 DAYS



THE ROAD AHEAD FOR 2021 AND 2022



Workshop(s) to engage stakeholders in Root Cause Analysis tool(s), adoption and sharing of outcomes



Exploration & development of Food Safety Information Network to share food safety related information with partners



Build on success of seafood AI pilot by leveraging the use of artificial intelligence in risk prioritization



Advance Domestic Mutual Reliance through expansion of the non-contract inspection data sharing program



Advance Inspection, training, and compliance tools



Modernize recalls. Explore harmonizing communications with USDA and evaluate the feasibility of a government recall app



THE FIRST 100 DAYS

NEW BUSINESS MODELS AND RETAIL MODERNIZATION

CORE ELEMENT 3

MEET CORE ELEMENT 3

Co-Leads



Andreas Keller, Director,
Multi-Commodity Foods, Office
of Food Safety, CFSAN



Laurie Farmer, Director, Office
of State Cooperative
Programs, ORA

Management Team



Glenda Lewis,
Business Lead



Alan Tart,
Business Lead



John Marcello,
Business Lead



Chris Smith,
Team Member



Tress Madden-McGill,
Team Member



John Stoll,
Team Member



Jennifer Erikson,
Team Member



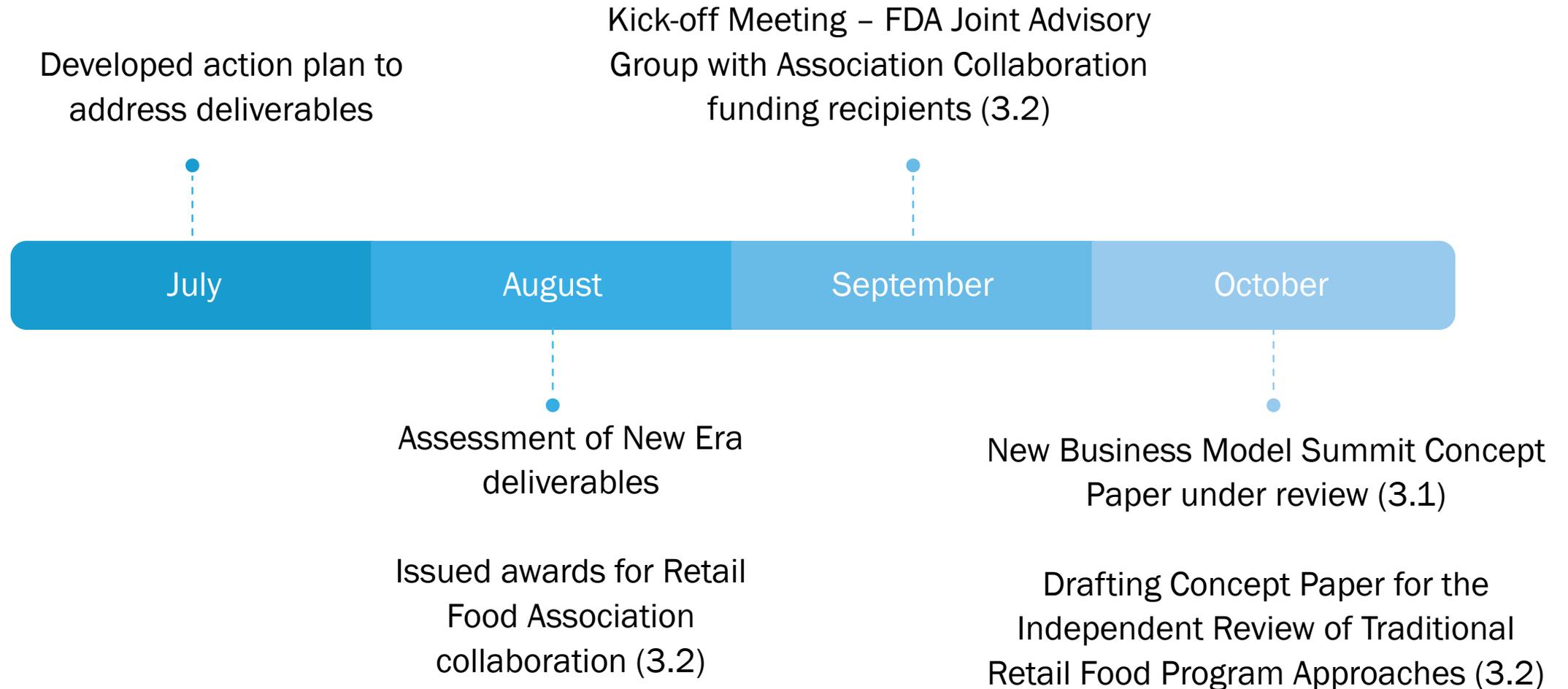
Heather DeLloyd
Project Manager

OUR THINKING



- Encourage development and use of **state of art** “smart” kitchen technologies and equipment design
- Create a structure to assess **effectiveness of retail food regulatory programs** based on public health impact
- Incorporate **risk-based methodology and root cause analysis** into all inspection and investigations
- Facilitate the implementation of well-developed **food safety management systems** throughout the retail food industry
- Implement interventions that positively impact **food safety behaviors and practices**
- Explore how **changing consumer preferences** (e.g. rise in e-commerce) may impact FDA’s actions to protect public health

THE FIRST 100 DAYS



THE ROAD AHEAD FOR 2021 AND 2022



Plan New Business Model Summit - 2021



Coordinate the Concept Paper for the Independent Review of Traditional Retail Food Program Approaches



Work with Stakeholders

Food Code Adoption Strategy & Tool Kit

Food Safety Management Systems with retail food establishments

Risk-based inspection methods and root cause analysis

Intervention strategies that positively impart behavioral change

State of the Art – Facility and Equipment Design



THE FIRST 100 DAYS

FOOD SAFETY CULTURE

CORE ELEMENT 4

MEET CORE ELEMENT 4

Co-Leads



Conrad Choiniere, Director, Office of Analytics and Outreach, CFSAN



Donald Prater, Associate Commissioner, OFPR

Management Team



Chris Waldrop
Technical Lead



Greta Tessman
Technical Lead



Carolyn Brickey
Technical Lead



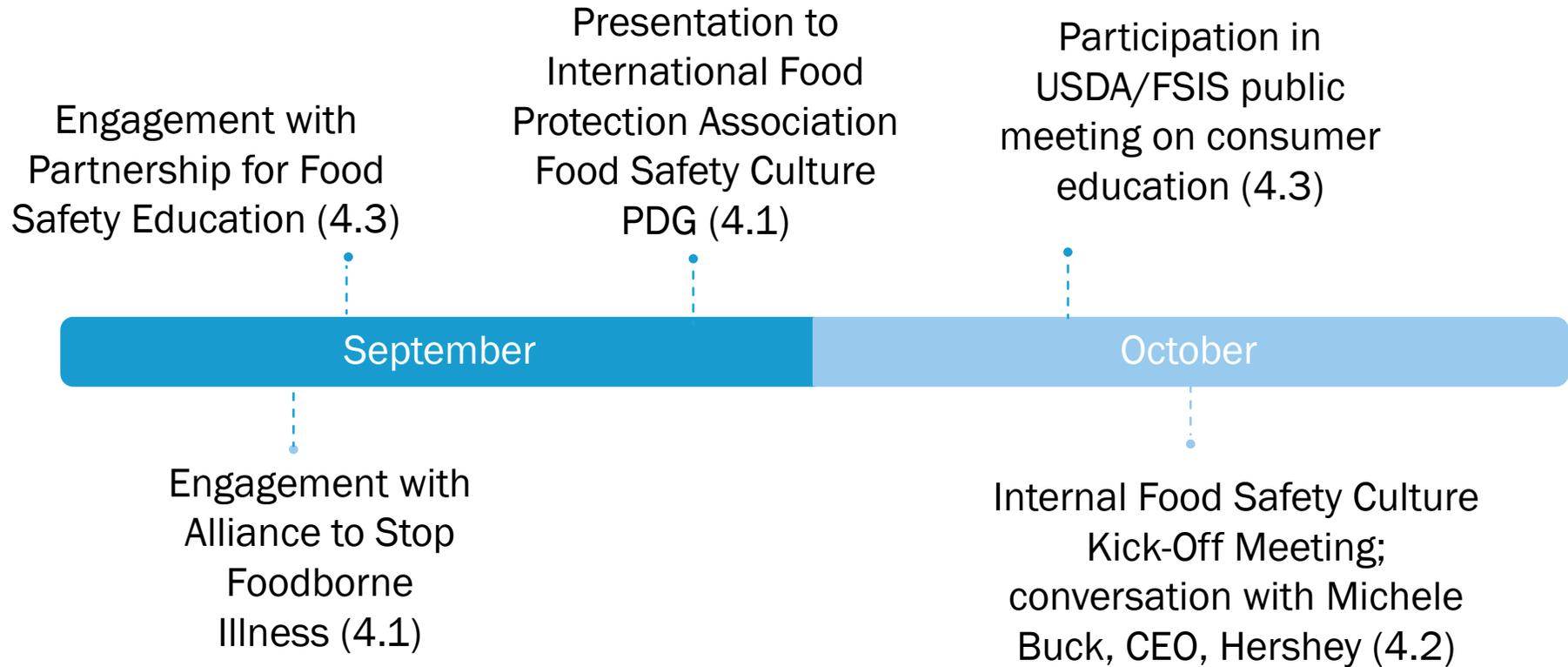
Victoria Hall
Project Manager

OUR THINKING

- Identify the challenges, barriers and opportunities to **influence attitudes and modify behaviors** related to food safety culture
- Further strengthen **internal understanding** of food safety culture
- Encourage and **support a culture of food safety** in the establishments we regulate
- Support approaches to **adequately assess** food safety culture in establishments
- Identify **new messaging, tools and strategies** to promote food safety culture among consumers



THE FIRST 100 DAYS



THE ROAD AHEAD FOR 2021 AND 2022



Conduct literature review on challenges, barriers, and opportunities to influence attitudes and modify behaviors related to food safety culture.



Strengthen communication from FDA on importance of food safety culture



Assess FDA's internal food safety culture and identify ways to strengthen it



Work with industry and academia on development and harmonization of food safety culture assessment tools



Support and participate in scientific review of consumer food safety messaging



**U.S. FOOD & DRUG
ADMINISTRATION**



NEW ERA OF SMARTER FOOD SAFETY

FDA's Blueprint for the Future

**We will get there TOGETHER,
stronger and more resilient than ever.**

