

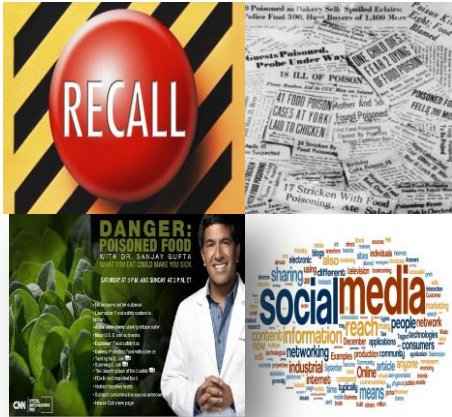


FMI – Industry Update from Top Thought Leaders

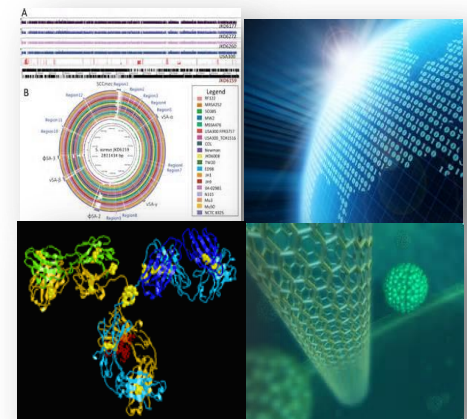
Bob Whitaker
Chief Science & Technology Officer
PMA

June 25, 2015

Top issues: PMA member priorities



- 60% do not have good knowledge of food production
- 45% don't see transparency
- 77% Moms want to know more



PMA priority: FSMA at a pivot point...



FDA FOOD SAFETY MODERNIZATION ACT



Impact? Depends on where you are and what you have done

PMA FSMA focus on education...



- Supply chain focus
 - ✓ Producers/buyers
 - ✓ Commodity groups
 - ✓ C-level connections
- FSMA resource page
 - ✓ Summaries
 - ✓ Proposals
 - ✓ PMA Comments
- Webinars
- Issues Leadership blog
- Linked-In blogs
- PMA events/roundtables
- Evolving outreach

PMA priority: risk and science-based food safety programs



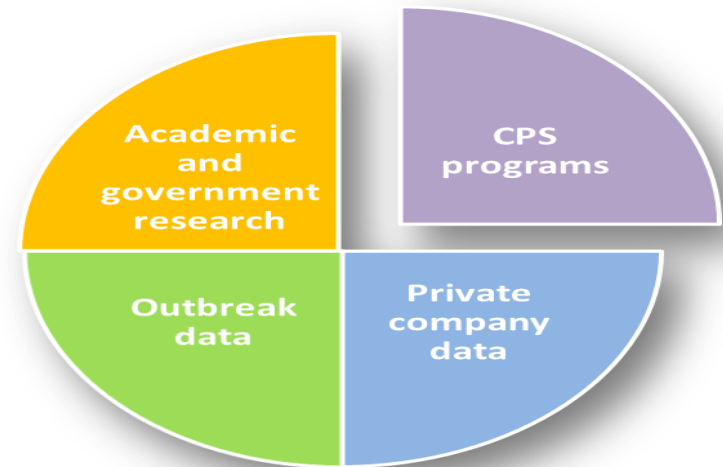
Important to focus on objectives




Keep poop out of food

CPS CENTER for PRODUCE SAFETY

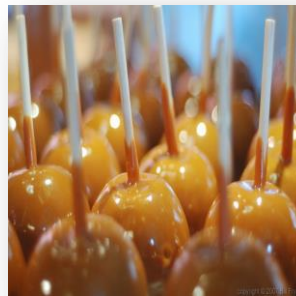
- Identify needs
- Prioritize
- Fund research
- 100 projects, \$16.4M, 32 institutions
- Public/private
- Communicate results



PMA priority: Lead, educate or convene

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- Every commodity/system has potential risks – food safety process driven...
 - Risk assessment
 - Core content
 - Webinars
 - Key learnings derived from research
 - Supply chain educational events
 - C-level discussions
 - Blogs

Engage industry – key science issues

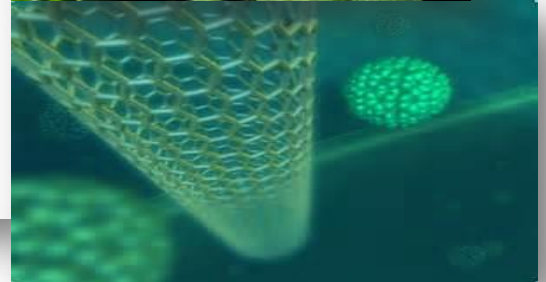
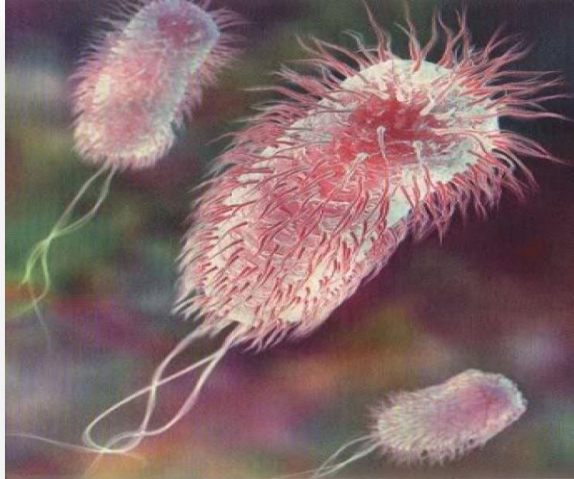


FSMA/recent events brought focus - packinghouses, sanitation and verification

PMA priority: technology – an important piece of the puzzle...



Technology portfolio – future of food safety?



PMA technology focus...

- Educate and connect
- Web content – go to resource
 - ✓ Overviews
 - ✓ Curation
- Events
 - ✓ Tech Talks – innovation
 - ✓ Tech Knowledge - technology
- Webinars
- Linked-In blogs



"If you have always
done it that way, it is
probably wrong."

*Charles Kettering
American Inventor, Engineer,
Businessman*



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