



# Food Safety, Produce & Your Bottom Line

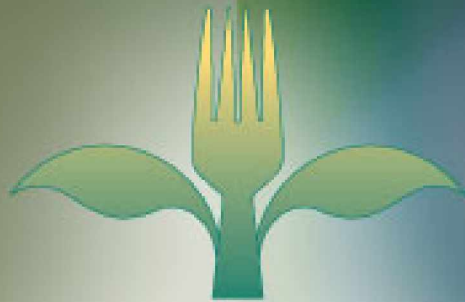
Foodservice Conference and Expo 2007

Monterey, California

Saturday, July 14

9:25am – 10:40am

Produce  
Marketing  
Association



**FOODSERVICE  
CONFERENCE  
& EXPOSITION**



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**Produce  
Marketing  
Association**



# California Leafy Green Products Handler Marketing Agreement

Scott Horsfall, CEO

Produce  
Marketing  
Association

# The Marketing Agreement

- An unprecedented commitment to food safety
  - Enforces mandatory food safety standards audited by government inspectors
  - Consumer confidence in leafy greens and our livelihoods depend on the success of this program



# The Marketing Agreement

- “The purpose...is to **license Signatory Handlers to certify safe handling, shipment and sale of leafy green products** to consumers by adopting Leafy Green Best Practices and declaring that leafy green products purchased from growers without growers first using Best Practices and trace-back systems is considered unfair trade practices; by using an official mark to make such certification; to advertise and promote use of the mark, and to educate consumers about the meaning of the mark”



# The Marketing Agreement

- Who Manages the LGMA?
  - Advisory Board of Industry Members
    - Representatives from all growing districts
    - Appointed by the Secretary of Agriculture
    - Advisory to the Secretary of Agriculture
  - Have contracted with CDFA Inspection Services to conduct compliance audits



# The Marketing Agreement

- Signatories
  - LGMA is a Handler Marketing Agreement
    - Handlers agree to market product only from growers who use the accepted “Good Agricultural Practices”
    - Assessments paid on all leafy greens received
    - Handlers use the Service Mark



# The Marketing Agreement

- Staff
  - LGMA Staff has several responsibilities
    - Oversee compliance function
    - Handles program administration and communications
    - Works with CDFA, USDA, other agencies and outside organizations



# GAPs (Metrics) - Metrics

- The Marketing Agreement enforces mandatory standards developed by a panel of academics and scientists
  - Represent the best practices available today to prevent food borne illness
  - Will evolve over time as science advances
  - Target water and inputs, wildlife and worker hygiene



# GAPs (Metrics)

- The marketing agreement accepts the Good Agricultural Practices, it does not create them
  - Industry groups, with input from academia and science, are responsible for creating them



# GAPs (Metrics)

- Audit Checklist
  - Designed to tie rigorously to the GAPs
  - Provide a guide to what auditors will be looking at during audits



# GAPs (Metrics)

- Where to find the GAPs
  - Posted at [www.CALeafyGreens.ca.gov](http://www.CALeafyGreens.ca.gov)
  - Posted at [www.WGA.com](http://www.WGA.com)



# Compliance Audits

- Field audits by USDA-trained CDFA inspectors provide government involvement and enforce food safety standards
  - Mandatory audits will be conducted, beginning July 23, 2007
  - Auditors will use a uniform checklist linked to the metrics



# The Service Mark

- Represents compliance with the Marketing Agreement
  - Assures customers that products have been growing to highest food safety standards
  - Loss of the service mark can lead to lost business



# The Service Mark



# The Service Mark

- How it is used
  - Use of the service mark on bills of lading is *mandatory* for signatories
    - Handlers can begin using it on July 23<sup>rd</sup>
  - Certification mark for use on packaging or product will come later



# The Service Mark

- LGMA will publicize the importance of the mark to buyers
  - Buyers will be reminded to look for the mark as a symbol of certification by the Marketing Agreement



# Compliance and Penalties

- Handlers violating the Marketing Agreement standards face a range of penalties, the most severe of which is the loss of the service mark
  - Flagrant violations – those that significantly undermine food safety – will result in loss of certification
  - All violations require corrective action



# Compliance and Penalties

- Companies decertified will be posted on the LGMA web site
- Decertification can be for a specific time period ranging from two weeks to two years



# Timeline

- May 2007 – Information Audits Began
- June 8, 2007 – GAPs Accepted by the LGMA
- June 29, 2007 – Audit Checklist Approved by LGMA
- July 9 – 19, 2007 – Industry Workshops
- July 23, 2007 – Compliance Audits Begin





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# Food Safety Environment

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# How We Got Here?



"Young children and people older than myself...are going to have a long, long line of problems because of eating poisonous food," -Terri Kaiser.

**Confidence Lost**



# How We Got Here

- CDC Data
- Government Actions
- Industry's attitude towards Food Safety
- Products of Concern

## Lessons Learned



# What's Now, What's New

- Center for Produce Safety
- Industry Coordination
- California Leafy Greens Marketing Agreement
- Other commodity efforts
- AFDO model safety code
- Government hearings, legislation
- Communications
- Plans for September 14



# Center for Produce Safety

- Organization
- Funding
- Research – clearinghouse, funder
- Training – growers



# Industry Coordination

- Common desires
  - Federal oversight, applies to domestic/imports
  - Commodity-specific, based on risk
- Ideas on right path
  - USDA
  - FDA
- Coordinating efforts



# CA Leafy Greens Mktg Agreement

- Strong, swift effort by industry, CA state government
- Voluntary to sign, mandatory if signed
- Nearly 100% of production represented
- Fast, essential first step – confidence-building
- Strong, robust metrics
- Transparent, inclusive process



# Other Commodity Efforts

- Tomatoes
  - Industry commodity-specific guidance
  - Regulatory efforts in FL, CA
- Mushrooms
  - Research and promotion order
  - Adding food safety component
- Almonds
  - Pasteurization in its regulatory scheme



# AFDO Model Safety Code

- Requested by tomato industry
- Expanded by AFDO
- Broad GAPs type program
  - Water, soil amendments
  - Worker health, hygiene
  - Field, facility sanitation
  - Transportation, traceback



# Government hearings, legislation

- DeLauro, Hort Committee hearings
- Harkin legislation
- Traceability meeting
- Tomato Safety Initiative, Lettuce Safety Initiative



# Communications

- Media trained spokespersons
- Message platform, response kit
- Case studies on best practices examples
- Fact sheets for spokespersons on key issues
- Communicators' network (in progress)
- Working with women-focused publications



# What to Expect from Foodservice Customers

- Partnership Approach to understand how your products are grown, packed, transported & delivered
- Set Minimum Expectations for Food Safety Requirements from Suppliers
- Strong Verification programs from Accredited 3<sup>rd</sup> Parties
- Strong Tracking Requirements





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