



**Joan Menke-  
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Chief Global  
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# **“Critical Industry Food Safety Issues” The Path Forward**

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ASTA's 2010 Annual Conference

Naples, Florida

# Agenda

- Who is ConAgra Foods?
- ConAgra's Food Safety Journey
- Current Landscape
- Call to Action

# Who is ConAgra Foods?

Hunt's  
**MANWICH**

**PAM**

  
Gilroy  
Foods & Flavors™

**Banquet**

**Rosarita**  


*Marie Callender's*

**Kid Cuisine**

**Parkay**  
Fresh & Creamy Taste

**PEMMICAN**  
Premium Cut  
BEEF JERKY

**LA CHOY**  


**Lamb Weston**

**Healthy Choice**

**Hunt's**

**Crunch 'n Munch**

**SLIM JIM**

**Our Brands**

  
**DAVID**

**Snack Pack**

**HEBREW NATIONAL**  
WE ANSWER TO A HIGHER AUTHORITY

**ACT II**

**egg beaters**  
SMART NUTRITION  
real eggs  
GREAT TASTE

**Orville Redenbacher's**  
GOURMET POPPING CORN

**Chef BOYARDEE**

**Reddi-wip**  
**Peter Pan**  
PEANUT BUTTER

**VanCamp's**

**Pure Wesson**  
100% NATURAL

  
ConAgra Mills

**SWISS MISS**

**RO★TEL**

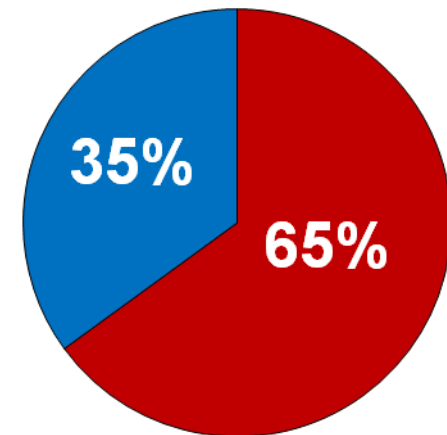
**Ultra Grain**  
Made With  
Whole Grain Nutrition. White Flour Enriched.

# Who is ConAgra Foods?

- Leading branded food company focused on delivering sustainable, profitable growth

■ Food & Ingredients ■ Consumer Foods

- Serving millions of consumers through **Grocery, Retailers, Restaurants & other Foodservice** establishments
- **96% of American households** have at least one ConAgra Foods product in their pantry, refrigerator or freezer
- **\$12.7 Billion in Net Sales** – Fiscal 2009
- **25,000 Employees**
- Headquarters in **Omaha, Nebraska**



*“Nothing is More Important  
than the Safety and Purity  
of Our Food”*

# ConAgra's Food Safety Journey – Tipping Points

- Peter Pan Peanut Butter
  - 2007
  - Salmonella Tennessee
  - RTE
  
- Banquet Pot Pies
  - 2008
  - Salmonella I,4,[5],12:i-
  - NRTE

# ConAgra's Food Safety Journey

- SWAT Team Audits Completed Across All Plants
- \$275mm Capital Dollars
- 140 Food Safety & Quality Experts Hired
- Hygienic Restoration Program Implemented
- Created Internal Quality & Food Safety Audit Team

# ConAgra's Food Safety Journey - Continued

- Enhanced HACCP Plans, Raw Material Specs, Equipment Reviews, Thermo Validations
- Employee Training
- New Technology & Research
- Key Culture Changes –  
Open/Transparent, Operator Quality Ownership



# ConAgra's Food Safety Journey - Highlights

- It takes diligence every day.

It's not just talk; it's action behind the talk.

- Food Safety is not a competitive advantage.

It's a point of entry.

- We are all a consumer of food.

Public health is our top priority!

# Current Landscape – Regulatory & Legislative



**S510, FDA Food Safety Modernization Act**

**Increasing Focus, Heightened Expectation, Faster Action**

# Current Landscape – Increasing Surveillance

- Food Net – Foodborne Disease Active Surveillance Network  
10 States (MN, OR, NM, TN, GA, MD, CT, NV, CO, CA)
- Pulse Net – U.S.  
Molecular Subtyping Network for Foodborne Disease Surveillance
- Pulse Net – International  
6 International networks dedicated to tracking foodborne infections worldwide.

# Consumers, Advocacy Groups & Lawyers

- 2 – 4 Recalls Each Day
- Consumer Confidence (Low)
- Consumers' Cooking Knowledge (Low)
- Safe Tables Our Priority (STOP) <http://www.safetables.org/>
- Center for Science in the Public Interest (CSPI) <http://www.cspinet.org/>
- Center Foodborne Illness & Prevention (CFI) <http://www.foodborneillness.org/>
- Bill Marler <http://www.marlerblog.com/>
- Doug Powell <http://barfblog.foodsafety.ksu.edu/barfblog>

# Call to Action – All Food Manufacturers

- Know Your Processes
- Understand Risks, Document & Validate Thermo/Treatment Processes
- Know Whom You Buy From – Back to the Manufacturing Plant/Farm
- Train Your People – Both the What & the Why
- Invest in Technology
- Know How Your Products are Used – Coatings, Bottled, Canned
- Be Curious – Look outside your industry to learn
- Be Open & Transparent, Partnerships are Critical

# 3 Things to Do – Provide True Food Safety

- Continually drive improvements in HACCP & prerequisite programs
- Know whom you buy from. Boots on the Ground – Back to the Manufacturing Plant/Farm
- Know who your customers & consumers are. Know how they use your products.



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**Questions?**

