

Consumer Confidence: A Shared Objective of the Consumer Packaged Goods Industry and Policymakers

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Product Safety is the #1 Priority

- Consumers must be able to trust the brands they buy and the food they eat
- Food and consumer products companies invest hundreds of millions of dollars in safety and security each year

Consumer Confidence

Recent events have exposed weaknesses in our food safety net and shaken consumer confidence in the safety and security of the food supply

Spinach



Peanut Butter



Pet Food



Consumer Confidence

- A recent Food Marketing Institute survey found that consumer confidence in the food supply has dropped from 82% to 66% in the last 12 months

The Problem

- A vast increase in the amount of food imported from overseas – 13% of the average family's food is now imported from over 150 countries around the globe
- Sweeping changes in consumer demands – fresh and organic is one of the fastest growing food categories
- Average grocery store carries 15,000 items
- Lack of FDA Resources

Industry Framework for Success

- Increased vigilance by food companies “from farm to fork,” both domestically and overseas
- While inspections are critical, industry understands that we cannot inspect our way to a safer food supply
- Industry must continue to deliver on its food safety promise by strengthening its food safety programs and by advocating for a stronger FDA



Commitment to Consumers:

THE FOUR PILLARS OF FOOD SAFETY

Mandatory Foreign Supplier Quality Assurance Program

- New mandatory requirement.
- All importers of record must establish supplier programs to ensure imported foods meet FDA safety and quality requirements.
- Food companies would utilize FDA guidance to adopt foreign supplier food safety programs and practices.

Voluntary Qualified Importer Food Safety Program

- Prioritize imports to target FDA inspections, resources, and relieve congestion at ports.
- Permit importers who meet high safety standards and who voluntarily share additional testing and data to be eligible for expedited entry.

Capability Building Foreign Focus

- Expand capacity of foreign governments to prevent and detect threats to food safety.
- Expand FDA training and science outreach overseas.
- Expand FDA access to foreign facilities and data.
- Expand efforts to harmonize food safety standards globally.

Capacity Building U.S. Border Focus

- Dramatically expand FDA resources, including personnel, laboratory capacity, and scientific expertise.
- Increase and target inspections.
- Improve FDA's analytical testing and use of information technology.

PREVENTION

Commitment to Consumers: The Four Pillars of Imported Food Safety

- Developed by the GMA/FPA staff and member companies
- Unveiled at September 18 press conference
- Designed to strengthen imported food safety system
- Focus is on industry's role in preventing incidents

Commitment to Consumers: The Four Pillars of Imported Food Safety

- **Pillar I: Mandatory Foreign Supplier Quality Assurance Program**
 - Food companies and importers of record must establish program to ensure foreign suppliers meet FDA standards
 - FDA would be required to issue guidance to food companies
 - Mandatory requirement based on Congressional action

Commitment to Consumers: The Four Pillars of Imported Food Safety

- **Pillar II: Voluntary Qualified Importer Food Safety Program**
 - “Needle in a haystack” approach – reduce the pool of high risk products and congestion at ports by sharing data and test results with the FDA
 - Allows FDA to focus on risk-based approach to inspections
 - Products that qualify as low risk receive expedited entry

Commitment to Consumers: The Four Pillars of Imported Food Safety

- **Pillar III: Capacity Building – Foreign Focus**
 - Expand capacity of foreign governments to prevent and detect threats to food safety
 - Expand FDA training overseas
 - Expand FDA access to foreign facilities and data
 - Expand efforts to harmonize food safety standards globally

Commitment to Consumers: The Four Pillars of Imported Food Safety

- **Pillar IV: Capacity Building – U.S. Border Focus**
 - Dramatically expand FDA resources (personnel, laboratory capacity and scientific expertise) by doubling FDA's budget over the 5 years
 - Increase and better target border inspections
 - Improve FDA's analytical testing and use of information technology

Key Elements of The Four Pillars

- Best In Class: Many companies currently have “best in class” foreign supplier food safety programs in place
- Farm to Fork: Under the Four Pillars proposal, every food manufacturer must meet best in class standards and apply those standards across the entire supply chain
- Private-Public Partnership: Strengthening the private-public food safety partnership is critical to restoring consumer confidence

Passion vs. Solution: Food Safety Legislative Arena

Imports

- User Fees
- Certification/Testing
- Port Restrictions
- Country of Origin Labeling

Domestic

- Single Food Agency
- Process Controls/Mandatory HACCP
- Tolerances
- Mandatory Recall
- Civil Monetary Penalties



Keys to Success

- Prevention is the key
- We must be reasonable and responsible
- Industry – ag, manufacturers, suppliers must be unified
- Consumers must have faith in our approach and our commitment to product safety

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