

# A Journey Through the Past: Applying Lessons Learned From Food Safety Incidents to Current Strategies

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North Carolina State University

April 13, 2015



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EXTENSION**  
Empowering People • Providing Solutions







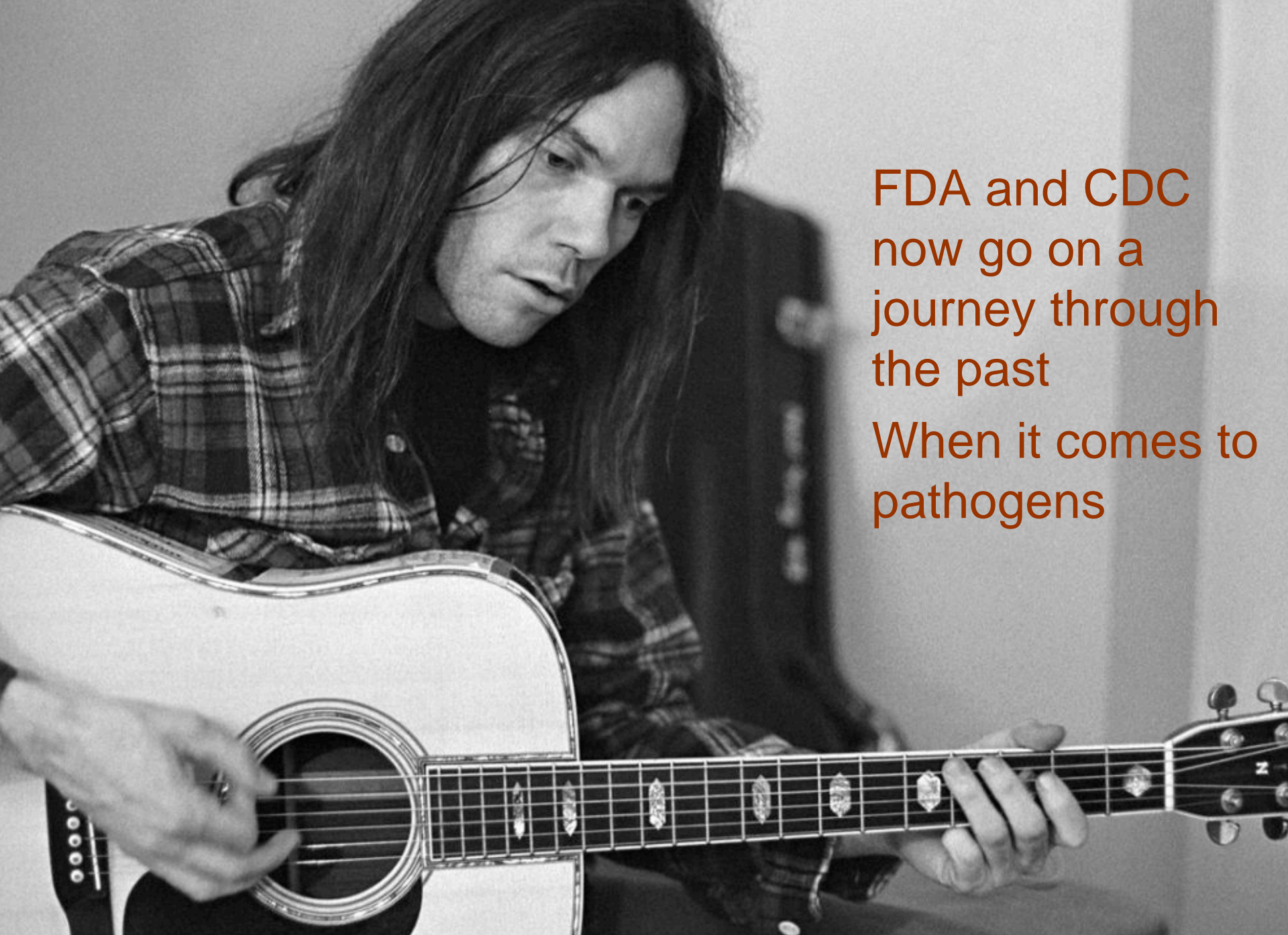


7 deaths, 35 ill

Outbreak strain with  
genetic match was found  
in apple packing plant

Caramel apples

- Is it the apples?
- The caramel? The stick?



FDA and CDC  
now go on a  
journey through  
the past

When it comes to  
pathogens



## Press Release

**For Immediate Release:** March 14, 2012

**Contact :** [CDC Division of News and Electronic Media](#)

(404) 639-3286

### CDC research shows outbreaks linked to imported foods increasing

*Fish and spices the most common sources*

Foodborne disease outbreaks caused by imported food appeared to rise in 2009 and 2010, and nearly half of the outbreaks implicated foods imported from areas which previously had not been associated with outbreaks, according to research from the Centers for Disease Control and Prevention, presented today at the International Conference on Emerging Infectious Diseases in Atlanta.

"It's too early to say if the recent numbers represent a trend, but CDC officials are analyzing information from 2011 and will continue to monitor for these outbreaks in the future," said Hannah Gould, Ph.D., an epidemiologist in CDC's Division of Foodborne, Waterborne and Environmental Diseases and the lead author.

CDC experts reviewed outbreaks reported to CDC's Foodborne Disease Outbreak Surveillance System from 2005-2010 for implicated foods that were imported into the United States. During that five-year period, 39 outbreaks and 2,348 illnesses were linked to imported food from 15 countries. Of those outbreaks, nearly half (17) occurred in 2009 and 2010. Overall, fish (17 outbreaks) were the most common source of implicated imported foodborne disease outbreaks, followed by spices (six outbreaks including five from fresh or dried peppers). Nearly 45 percent of the imported foods causing outbreaks






- Food industry is not well trusted (outbreaks and recalls contribute to this)



- 84% of Americans pay attention to food recalls
- 81% report to others
- <60% American check their homes for a recall food item.



## 2015 Recalls, Market Withdrawals & Safety Alerts

| Date       | Brand Name                       | Product Description   | Reason/Problem           | Company                            | Details/Photo   |
|------------|----------------------------------|---|--------------------------|------------------------------------|---|
| 04/10/2015 | Baxter                           | Sodium Chloride, Dextrose, and Lactated Ringer's Injections | Particulate Matter       | Baxter International Inc.          |    |
| 04/09/2015 | Texas Pecan Company Inc.         | Macadamia Nuts  | Salmonella               | Texas Pecan Company Inc.           |   |
| 04/08/2015 | Sabra                            | Classic Hummus  | Listeria monocytogenes   | Sabra Dipping Co., LLC             |   |
| 04/08/2015 | Central Market                   | Teriyaki Salmon Jerky                                       | Undeclared Soy and Wheat | World Wide Gourmet Foods           |   |
| 04/08/2015 | La Guadalupana                   | Salsa Verde Vegan Tamales                                   | Undeclared eggs          | La Guadalupana Wholesale Co., Inc. |   |
| 04/08/2015 | La Guadalupana                   | Salsa Verde Vegan Tamales                                   | Undeclared eggs          | La Guadalupana Wholesale Co., Inc. |   |
| 04/07/2015 | Blue Bell                        | Ice cream and sherbet                                       | Listeria monocytogenes   | Blue Bell Creameries, LP           |    |
| 04/07/2015 | Nature's Eats and Central Market | Macadamia nut products                                      | Salmonella               | Texas Star Nut and Food Co., Inc.  |    |
| 04/06/2015 | Deer                             | Cumin powder  | Undeclared peanut        | Best Foods                         |    |





Absolutely  
Positively  
Listeria  
Free!

## Survival of *Salmonella enterica*, *Escherichia coli* O157:H7, and *Listeria monocytogenes* on inoculated walnut kernels during storage.

Blessington T<sup>1</sup>, Mitcham EJ, Harris LJ.

### Author information

<sup>1</sup>Department of Food Science and Technology, Department of Plant Sciences, University of California, Davis, Davis, CA 95616, USA.

In some cases, the time of storage at 23° C did not influence bacterial levels, and in other cases the calculated rates of decline for *Salmonella* (0.05 to 0.35 log CFU/g per month) and *E. coli* O157:H7 (0.21 to 0.86 log CFU/g per month) overlapped and were both lower than the range of calculated declines for *L. monocytogenes* (1.1 to 1.3 log CFU/g per month).







*Salmonella* Paratyphi B  
71 illnesses  
9 hospitalizations  
Pathogen traced to starter  
culture



# And here's a reason why supplier verification is highlighted

*For us it means that we've identified the point of entry. It had nothing to do with our sanitation, protocol or Blue Ridge Food Ventures. It did not originate in Asheville and it was unknowingly passed along to us. So it's a big relief to us. Now we can look at moving forward — it's up to the FDA to trace this further.”*

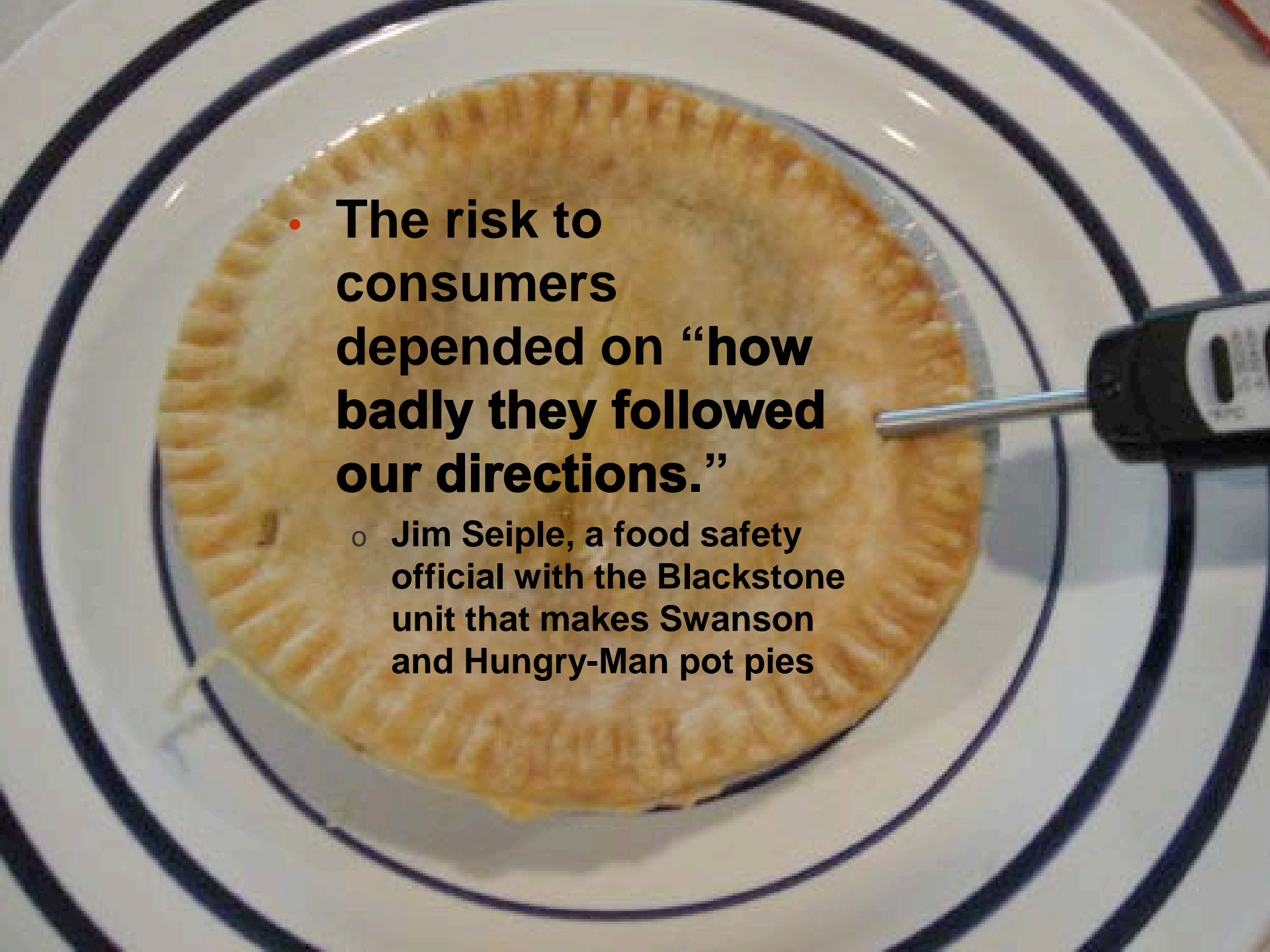


# ConAgra Pot Pie outbreak 2007

- Over 400 ill  
in 41 states





- 
- A top-down view of a round, golden-brown pot pie with a crimped crust, resting on a white plate with a blue concentric circle border. A black digital thermometer with a silver probe is inserted into the right side of the pie. The background is a light-colored surface.
- **The risk to consumers depended on “how badly they followed our directions.”**

- **Jim Seiple, a food safety official with the Blackstone unit that makes Swanson and Hungry-Man pot pies**



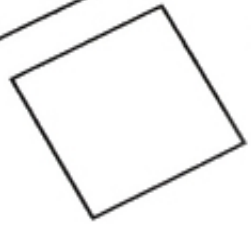
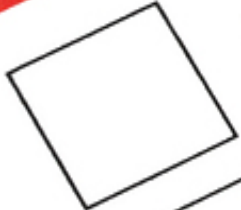
FOOD  
SAFETY  
CULTURE



# AUDIT CHECKLIST



**Audit Satisfactory**



**Nonconformances Found**  
**Observations Made**



# Third-Party Audits



- “The contributions of third-party audits to food safety is the same as the contribution of mail-order diploma mills to education. ... I have not seen a single company that has had an outbreak or recall that didn't have a series of audits with really high scores.”
- – Mansour Samadpour, president, IEH Laboratories, Seattle





“No one should rely on third-party audits to ensure food safety.”

— *Will Daniels, food safety, Earthbound Farm*







DEPARTMENT OF THE ARMY  
HEADQUARTERS, UNITED STATES ARMY VETERINARY COMMAND  
2050 WORTH ROAD  
FORT SAM HOUSTON, TEXAS 78234-6000

REPLY TO  
ATTENTION OF

August 6, 1996

Approved Sources  
Division

Odwalla  
1900 Davis Drive  
Dinuba, California 93618

Gentlemen:

We received the report of the June 6, 1996,  
initial sanitary inspection of your establishment.

We reviewed the deficiencies noted in the report,  
which our inspector discussed with you at the time of  
the inspection. As a result, we determined that your  
plant sanitation program does not adequately assure  
product wholesomeness for military consumers. This  
lack of assurance prevents approval of your  
establishment as a source of supply for the Armed  
Forces at this time.

We reviewed the deficiencies noted in the report,  
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Approved Sources Division



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What do they do?

How do they do it?

What do they  
value?

Take experts to visit

Provide buyers  
more than gene

Be familiar with  
specific risks/st  
up to date on  
literature



Audit? Sure, but do something with it

- Try not to make people sick
- Create a culture of food safety in your organization
- Embrace evidence-based microbiologically safe food
- Market it (and back it up)
- Be the bug





LOTS OF  
ACCESS TO  
REAL PEOPLE



# Pink Slime For School Lunch: Government Buying 7 Million Pounds Of Ammonia-Treated Meat For Meals

First Posted: 03/05/2012 4:19 pm : Updated: 03/08/2012 1:56 pm

React >

Amazing

Inspiring

Funny

Scary

Hot

Crazy

Important

Weird

Follow >

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SHARE THIS STORY

63,000

797

3,284

489



Share



Tweet



Email



+1

Pink slime -- that ammonia-treated meat in a bright pink, Pepto-bismol shade -- may have been rejected by fast food joints like McDonald's, Taco Bell and Burger King, but is being brought in by the tons for the nation's school lunch program.

The U.S. Department of Agriculture is purchasing 7 million pounds of the "slime" for school lunches, *Daily reports*. Officially termed "Lean Beef

# THE ELECTRIFYING SOUNDS OF THE KNEEJERK REACTIONS



■ SELF DESTRUCT ■ BORN DAMAGE, FOR ME ■ WISDOM'S SLAP ■ THROW A SCORN, HELL YOUR HAND ■ YOU ELECTRIFY ME ■ VINCE THE GUTTER HEOP  
■ TELL FOR US ■ I AMT THE KING OF THE WORLD ■ I ONLY IN MY MIND ■ BORN TO DESTROY YOU LOVE ■ NOW LET YOU SEE ■ SCORN BEYOND THE CLOUD

GO TO  
WHERE PEOPLE  
ARE



**DUDE IT'S  
BEEF!**







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ENGAGE



PROVIDE

EVIDENCE

# Yogurt Juggernaut Chobani Has Mold Problem

Sept. 5, 2013

By ALAN FARNHAM via [GOOD MORNING AMERICA](#)





# Mucor circinelloides

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*noun*

1. A mold commonly found in the dairy environment.



Cho  
Like

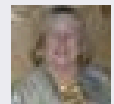
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Please find m

Like · Comment

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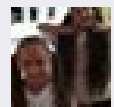
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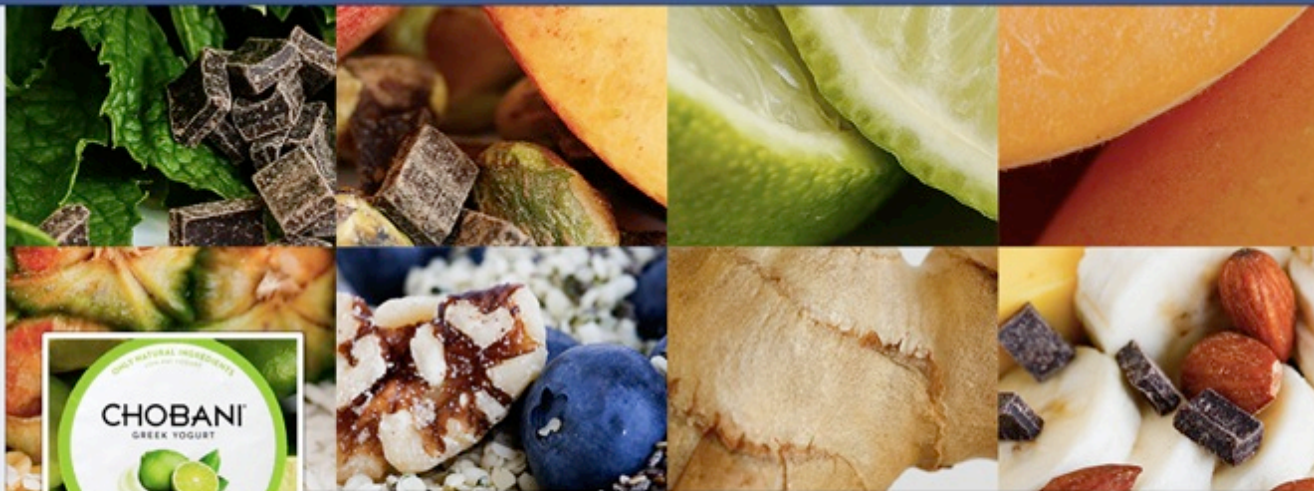
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surroun  
and pay  
blessing  
milk to  
Like · Re



C



**Liz Har**  
actually

**Chobani** ✓

835,178 likes · 2,071 talking about this

✓ Liked

Message



## Food/Beverages

We believe everyone deserves delicious, nutritious yogurt made with only natural ingredients. Grab a spoon and share your love for Chobani with us!



5 ▾



**Tammy Flowers** Had the blueberry one, tasted like rotten milk! Horrible 😞

Like · Reply · 1 · August 25 at 11:47pm via mobile



**Chobani** Tammy, we are sorry to hear you got anything less than a perfect cup. Would you mind shooting us an email at care[at]chobani dot com? We will gladly work to make it up to you if you'd like to chat. Thanks!

Like · August 26 at 11:08am



Write a reply...



# If I was them



- Would have immediately been a partner in the discussion
  - **instead of responding to complaints begin to tell a story.**
- Starts at the first complaint they had (consumer/retail) get the people involved to sit and say what they heard and what they did

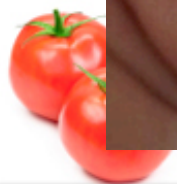
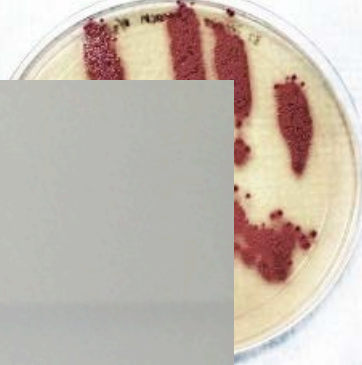
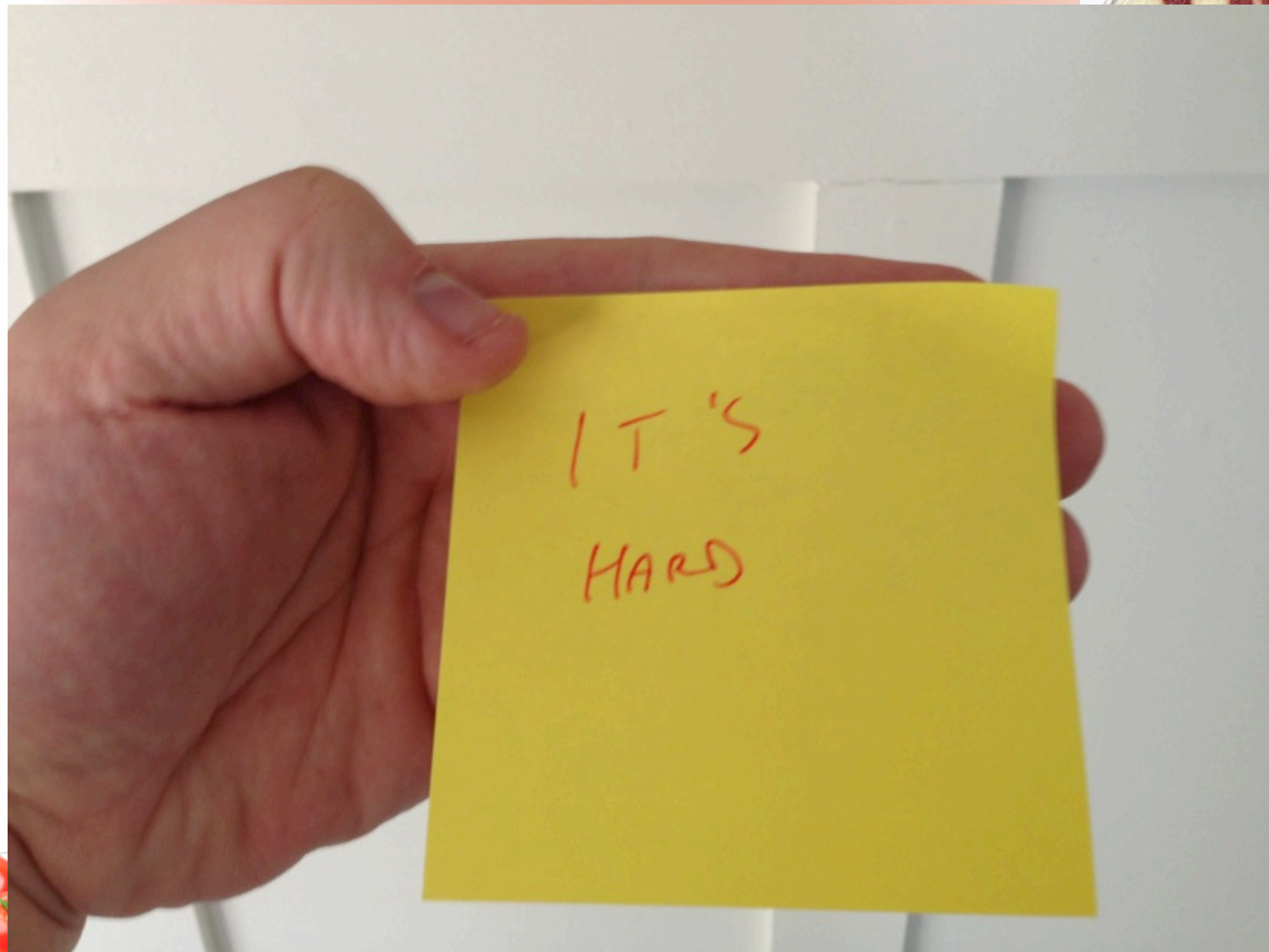


# Chobani continued

- 1-2 min vignettes from customer service, QA/food safety, COO
  - Say how they got from Aug 24 to today. And continue these vignettes through the process of figuring out what the issue was
  - Explain the mold, what the possible sources are and exactly how they are trying to find the problem/fix it







Have a story

Have science/data to back that story up

- There is never zero risk – consumers have been led to believe that there are guarantees

Tell your story in a genuine way

The End

Dr. Ben Chapman

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**Food Safety Talk**

