



American Spice Trade Association
2011 Annual Meeting & Exhibits
Scottsdale, Arizona



President Report

Roger Lawrence

ASTA President 2010 -2011



ASTA Mission

“ Voice of the US Spice Industry, works to ensure clean, safe spices and address public policy on behalf of the global industry.”



Key Messages to Share

- Recap of the Past Year.
- Focus on ASTA Guidance Document – Best Practices for Pathogen Control in Spices.

Burning Platform Established

- Members voiced the desire for ASTA to take more proactive measures to bring about change.
- 2010 Annual Meeting culminated in a Call to Action for ASTA to demonstrate increased leadership in raising the bar on food safety throughout the industry, particularly with non-members.



June, 2010 BOD Meeting

- Board of Directors unanimously agreed on a course of action
- ASTA to develop comprehensive spice industry guidance on controlling microbiological contamination in spices.
- Active engagement with the FDA on this.



Activity Leading to Present

- Considerable staff, member company and consultant time and effort in:
 - Developing the Guidance Document.
 - Conferring and consulting with FDA.
 - Formalizing document for release this week.

Next Steps

- Turn our attention to rollout and outreach.
- Work with FDA to shape spice legislation with respect to Food Safety Modernization act (FSMA).
- Encourage ASTA members to assist with and support adoption of the Guidance Document upstream in the supply chain.



A Final Word

- Thanks for your member support and involvement.
- Thank the Staff for dedicated and professional service on our behalf.
- Without these ASTA could not have the credibility the organization has established



Thank You

