



## FSMA Outreach and Education



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Cornell University  
Department of Food Science







## FDA Food Safety Modernization Act

- FSMA signed into law January 4, 2011
  - Produce Rule one of six major areas
- Produce Rule draft January 4, 2013
  - First comment period closed 11-22-13
- Produce Supplemental released 9-29-14
- Produce Rule focused on the growing, harvesting, and post-harvest handling of produce
- AND on the prevention, not detection of issues

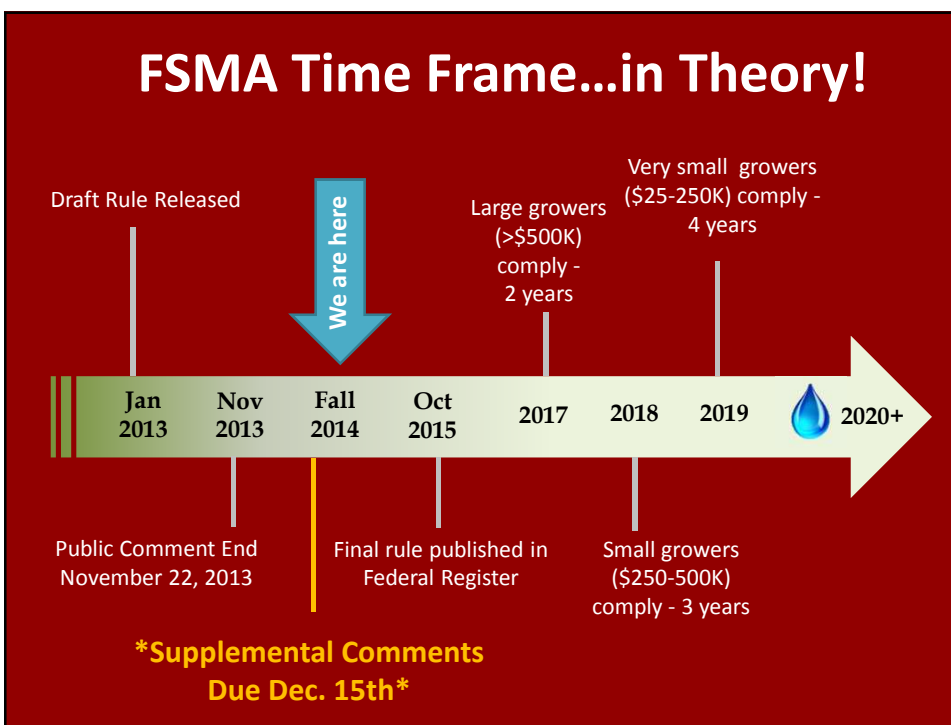



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## What does it really take?

- Commitment
  - Interested farmers, qualified trainers
- Recognition that things are new
  - Regulation AND Buyer Requirements
  - Growers need to have produce safety knowledge and be able to apply it
- Will not be the same for everyone
  - Some people are already there
- Training









## University and Produce Industry Professionals



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## Alliances

**Food Safety Preventive Controls Alliance**  
<http://www.iit.edu/ifsh/alliance/>

**Sprout Safety Alliance**  
[http://www.iit.edu/ifsh/sprout\\_safety/](http://www.iit.edu/ifsh/sprout_safety/)

**Produce Safety Alliance**  
<http://producesafetyalliance.cornell.edu>












## Produce Safety Alliance

*Focused on outreach and education to assist growers with meeting regulatory and market food safety requirements*

- Cooperative agreement between Cornell University, FDA, and USDA
- Established in 2010










## Target Audiences

- Fresh produce growers, packers, and grower cooperatives with special emphasis on small and very small scale farms and packinghouses
  - Not to the exclusion of any farmer
- Regulatory personnel
- All others interested in produce food safety, GAPS, and co-management



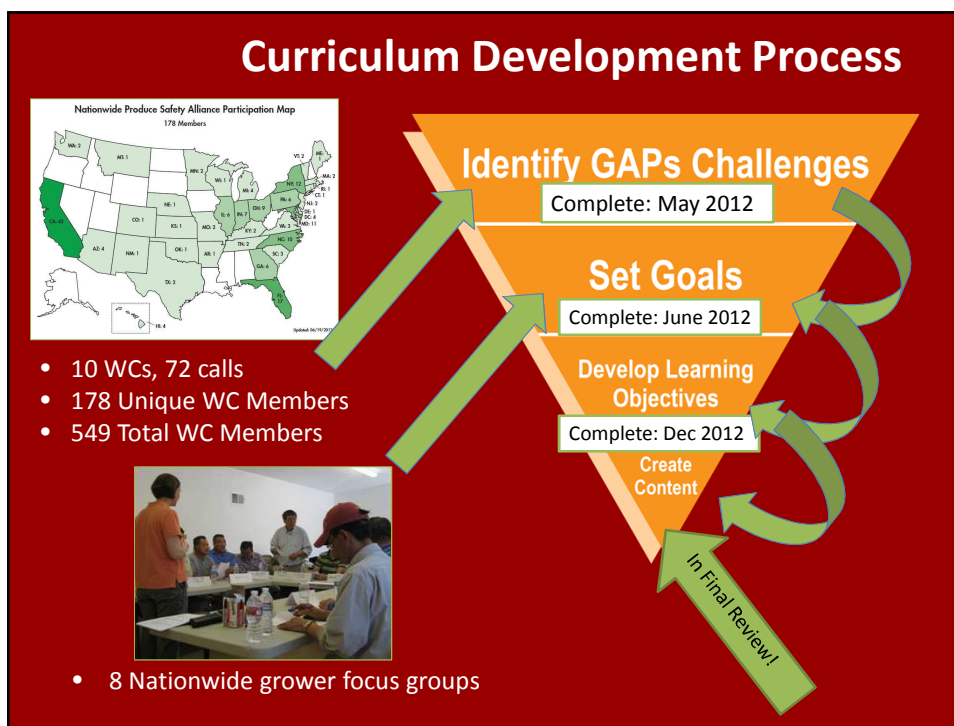
## Primary Goals

- Education and outreach to improve understanding and implementation of **Good Agricultural Practices (GAPs)** and **Co-Management** strategies
- **Collecting** and providing access to information related to produce safety, GAPs, co-management and FDA's produce safety regulation
  - GAPs Education and Training Materials Conference in June 2011
  - [www.producesafetyalliance.cornell.edu](http://www.producesafetyalliance.cornell.edu)



## Primary Goals cont.

- **Develop** a standardized educational curriculum to increase understanding of produce safety issues and co-management strategies to reduce risks to fresh produce
  - As proposed, training will be required as part of the FSMA Produce Safety Rule
  - Collaboration is key to reaching farmers in every state
- **Train** trainers to build cadre of qualified instructors AND **conduct** grower trainings nationally
- **Collaborate** for international training



## Produce Safety Alliance Curriculum







Seven hours of dedicated instruction including:

- Worker Health, Hygiene, and Training
- Water
- Soil Amendments
- Wildlife and Domestic Animals
- Facilities, Equipment, and Tools
- How to Develop a Farm Food Safety Plan

**Completion of course results in certificate from Association of Food and Drug Officials (AFDO) to meet regulatory requirement for training**







## Challenges to Developing a Cadre of Qualified Trainers

- Diverse expertise required
  - 3 competency areas
- Ability and desire to be involved
  - Extension people are already very busy
  - Private trainers need to make it pay
- Funding
  - Growers have limited funds to pay for all associated expenses
  - See above concerns about trainers
- Trainers required to be trained
  - Expense and effort involved







## Qualified Trainers & Competencies




- 1 • **Effective Training Delivery**
  - Ability to present technical scientific information and regulatory language to a diverse audience
- 2 • **Produce Safety Scientific Knowledge**
  - Basic microbiology, bacteria, viruses, parasites
- 3 • **Fruit & Vegetable Production Knowledge**
  - Understand produce safety risks in an agricultural environment




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## Challenges to Reaching Growers

- Located in rural locations and in every state
- Diversity in geographical location, commodities, farming practices, markets
- Many are exempt from the regulation
- Sell into markets that do not have produce safety pressure...yet
- An expectation that growers safety knowledge



## PSA Right Now!

- Ready for Launch!
  - Pilot Train the Trainer in December 2014
  - Pilot Grower Training in January 2015\*
- Building collaborative networks
  - Educators Group
  - General Listserve
- Expanding the PSA
  - Anticipate hiring regional PSA personnel

\* It is anticipated that training will begin BEFORE release of the final produce rule.





## PSA-GAPs Training in NY

- Intend to incorporate PSA training **INTO** current multi-day GAPs training
  - Day 1: PSA certification
  - Day 2: Farm food safety plan writing
- Successful and productive
  - Already have great collaboration throughout NY with CCE and NYSDAM
  - Long-term survey data shows progress
- Logical to make transition
  - Meet regulatory and market demands



## Multi-Day Produce Safety Training



- Growers need training that improves their knowledge AND resulted in a written farm food safety plan
- All farms are different, so simply creating one plan to give to all farmers was not feasible
- Needed to create a template but growers needed to have food safety literacy to edit the template to reflect THEIR practices







## Summary

- The NEW regulation of fresh produce will take some time to understand and implement
- There is time but do not wait! Start now!
- There are programs and people focused on outreach and education.
- Still time to comment on Supplemental Sections of the Produce Rule (Dec 15)!









## The PSA Website

<http://producesafetyalliance.cornell.edu/>

- Provides a way for people to join and be involved with the PSA
- All progress, updates, and outcomes are available for review
- Easy way to reach us!
- Continues to evolve and improve





## Questions?



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