

Quality.  
Organic Integrity.  
Food Safety.



## Collaborative Food Safety Forum

*Enhancing Early Outbreak Investigations—  
Information-sharing and Response*  
December 11, 2012



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# Acting Swiftly for Public Health

- Spinach outbreak of 2006
  - Word to produce industry in the summer that action would be swift
  - Sept. 14, 2006: many participants on call
  - Govt. announces not to eat spinach
  - Sept. 15: focus solely on Earthbound Farm





# Opportunities for better communication

- FBI raid in October
  - Most of the information they wanted the FDA already had
- Tomato/pepper outbreak in 2008
  - Simple question to industry would have enhanced the investigation greatly and shifted focus early



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# Can Industry Help?

- Most knowledgeable of process/product
- Value in data?
  - Earthbound Farm's pathogen testing program
    - FDA/NASA risk modeling tool
- Voluntary Net
  - Industry, CDC and UGA collaboration
  - Industry database of pathogens in the food system
  - Provide industry and CDC with historical information for risk assessment of regions or food products
  - Provide an early warning of emerging outbreak and link for companies to take early action



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# What's Preventing Collaboration?

- History and storytelling
- Fear from industry?
- Lack of trust from regulators?
- Academic disconnect?
- Time to move forward
  - Actions speak louder than words
  - Model good behavior
  - Government agencies must work together
  - Industry must protect themselves

Trust?..... TRUST!



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**Q & A**



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