



**SAFE FOOD EN ROUTE'S
FOOD SAFETY CULTURE SERIES**



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PART 1: JUNE 14th, 2023 – 5 WAYS GFSI HELPS BUILD CULTURE

**PART 2: AUGUST 23, 2023 - 10 WAYS TO DEVELOP FOOD SAFETY
CULTURE**

PART 3 FALL 2023 – HOW SOFTWARE HELPS FOOD SAFETY CULTURE

The Journey to SFER



JENNIFER CRANDALL
CEO / FOUNDER

Purdue Food Science Degree + 25 Years in the Industry

Manufacturing Experience (8 years)

- ✓ Production Supervision
- ✓ Buyer/Planner
- ✓ Management/Leadership
- ✓ Quality Assurance
- ✓ Writing HACCP/Food Safety Programs

Corporate Experience (12 years)

- ✓ Managing Supplier Compliance
- ✓ Vetting Suppliers in all areas of Compliance, Understand Direct Imports, etc.
- ✓ Business Lead in Software Development

Founded Safe Food En Route, March 20, 2018

Land Betterment's Board of Director



SAFE FOOD EN ROUTE, LLC

Our vision is to even the playing field with accessible and affordable food safety solutions for the food and dietary supplement sectors. We are doing this by unleashing the right people and processes in a powerful way!



GET TO KNOW YOU

What is your role in your company?

1. Owner/Founder/Executive
2. Sales/Business Development/Marketing
3. Food Safety/Quality Lead/Management/Team
4. Production/Maintenance/Other

PART 1: DEFINITION + GFSI

Beliefs, social forms, and material traits of the workplace that share attitudes, values, goals, and practices that support food safety. These set of food safety driven values are in place in every practice of the company and are an integrated pattern for ALL employees.

Vision and
Mission

People

Consistency

Adaptability

Hazard and
Risk
Awareness

PART 2: A Culture of Food Safety

1. Clear policies & procedures
2. Training
3. Empower Employees
4. Foster Communication
5. Lead by Example
6. Conduct Regular Audits
7. Involve Suppliers
8. Technology
9. Monitor/Measure/Metrics
10. Continuous Improvement





IMPORTANCE OF FOOD SAFETY CULTURE

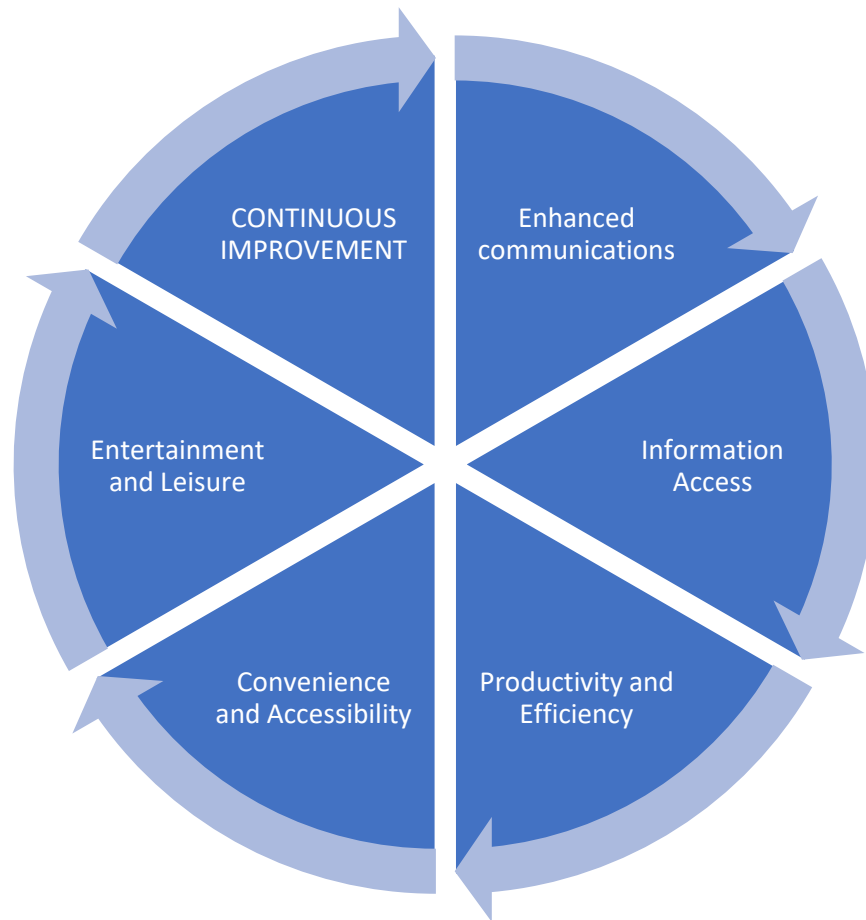
“The secret of all victory lies in the organization of the non-obvious.” – Oswald Spengler

PERCEPTION: ARE WE ~~ROBOTS?~~

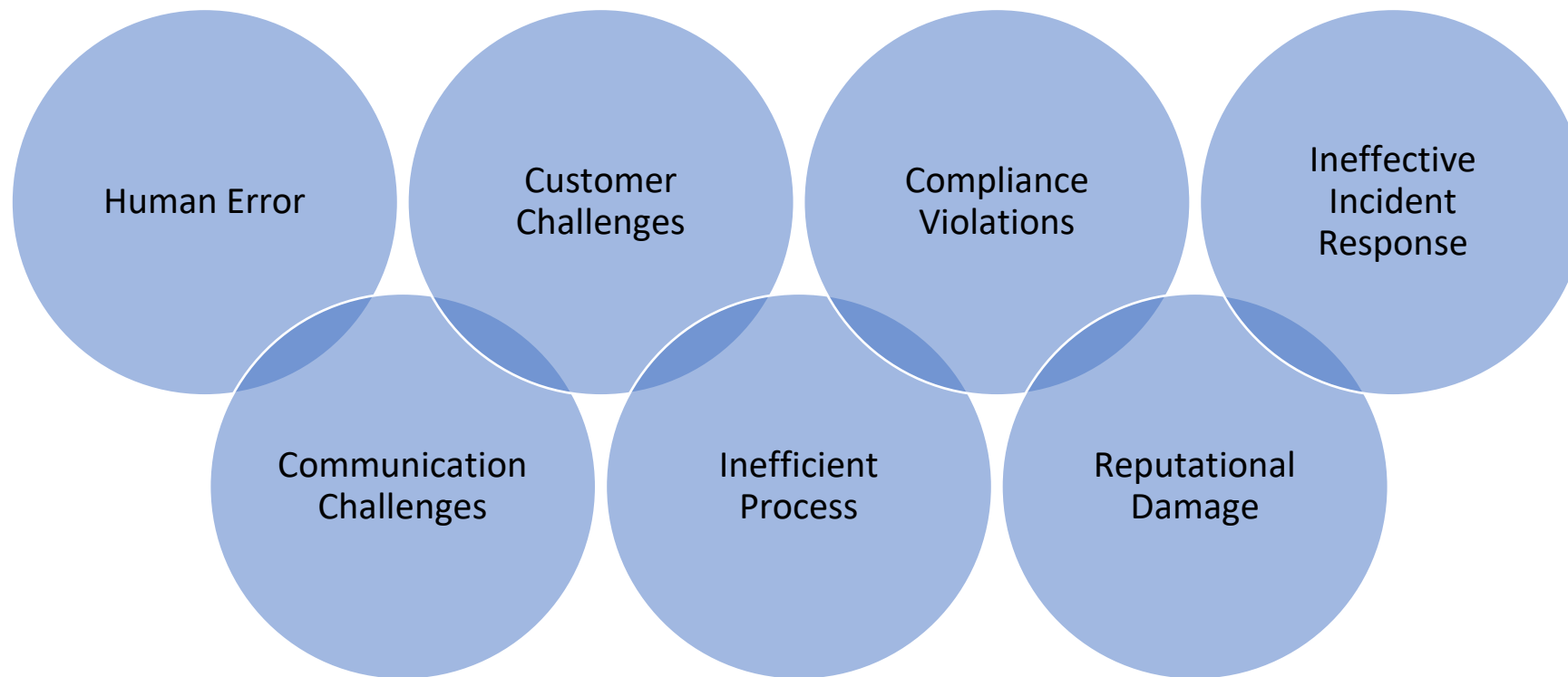


<https://crystalwashington.com/>

TECHNOLOGY AND LIFE



RISKS OF NOT USING ~~TECHNOLOGY~~



AND...REGULATION SAYS SO



Tech-enabled Traceability



Smarter Tools and Approaches for Prevention and Outbreak Responses



New Business Models and Retail Modernization



Food Safety Culture from farm to fork

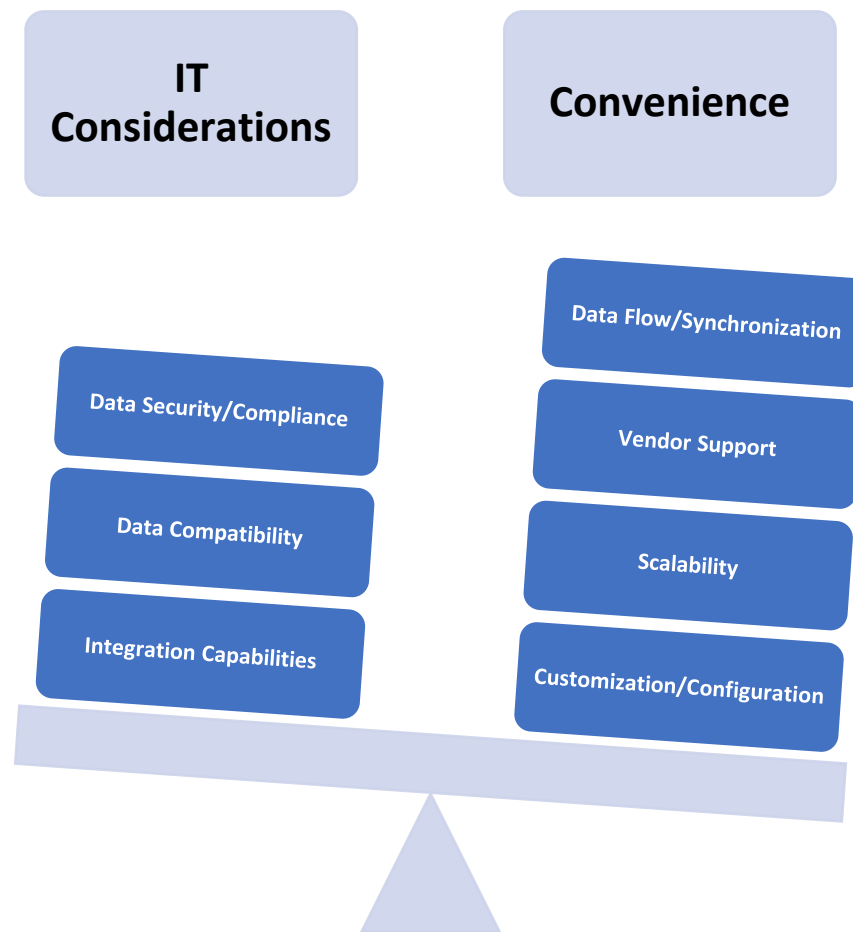


POLL QUESTION

What are your company's biggest obstacles to adopting new food safety culture?

1. Technology is a low priority
2. We have a lot of software already
3. Budget – most software is too expensive
4. We don't have the programs written, let alone can add them into software.
5. Continual Improvement

THINGS TO CONSIDER



THINGS TO CONSIDER



Practicality

- Testing and QA
- Change Management
- Costs / ROI
- Long-Term Strategy



Business Continuity





LAST POLL QUESTION – RESULTS NOT SHOWN

Would you like Safe Food En Route to reach out to you regarding your Food Safety Culture and Software Needs?

1. Yes, contact me asap.
2. Not yet but add me to 2024 list.
3. Newsletter only please
4. N/A

SUMMARY - DEFINITION

Beliefs, social forms, and material traits of the workplace that share attitudes, values, goals, and practices that support food safety. These set of food safety driven values are in place in every practice of the company and are an integrated pattern for ALL employees.

SWOT ANALYSIS – FOOD SAFETY ~~CULTURE~~

Strength

- Clear policies/procedures
- Training programs
- Employee empowerment
- Communication culture
- Leadership Commitment
- Regular Audits

Weakness

- Resource Intensive
- Resistance to Change
- Complacency

Opportunities

- Technological Advancements
- Global Standards
- Consumer Trust
- Regulatory Compliance

Threats

- Emerging Foodborne Pathogens
- Supply Chain Vulnerabilities
- Reputation Damage
- Competitive Pressure
- Regulatory Changes

SWOT ANALYSIS - TECHNOLOGY

Strength

- Training and Education
- Real-time monitoring
- Data-driven Feedback
- Compliance Assurance

Weakness

- Resistance to Technology
- Initial Investment
- Cybersecurity Vulnerability
- Complexity

Opportunities

- Improve Training Effectiveness
- Regulatory Compliance
- Continuous Improvement
- Global Collaboration

Threats

- Technological Obsolescence
- Cybersecurity Risks
- Regulatory Complexity
- Competitive Pressure

SUMMARY

FOOD SAFETY CULTURE



QUESTIONS?



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