

# FDA's Food Safety Agenda

Comments by

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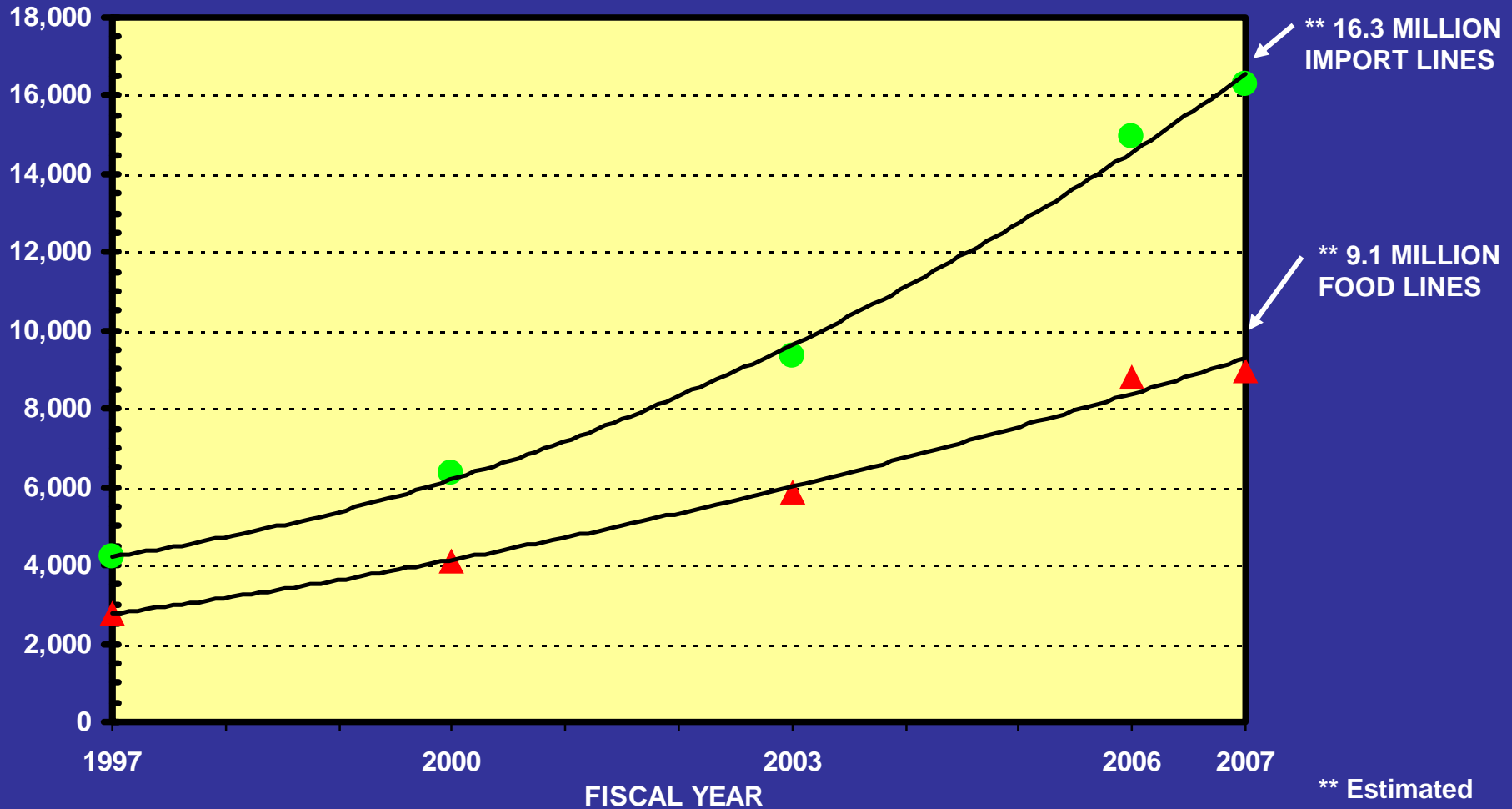
# Changes and Challenges

## *Trends in Consumption*

- Consumer demand for items 24/7, year round
- Convenience foods are increasing in popularity
- Increasing global food supply
  - Approximately 15% of food is now imported

# Changes and Challenges

## Global Food Supply



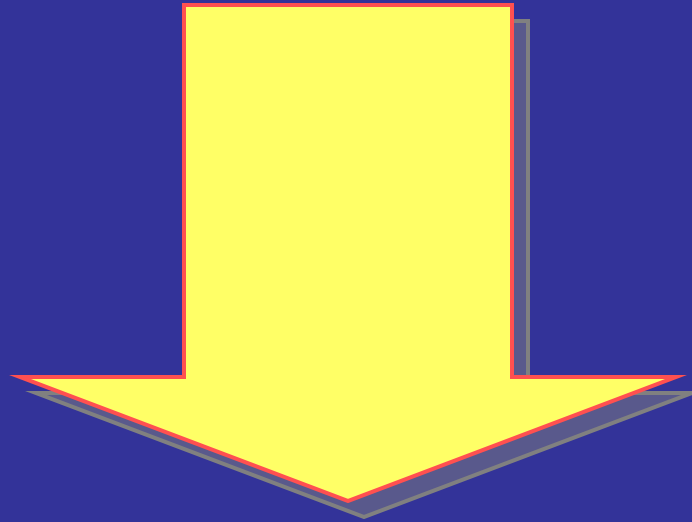


# Changes and Challenges

- Increasing numbers of high risk individuals
  - Elderly
  - Immune compromised
- New questions emerging
  - Melamine, BPA etc.
  - Risk/benefit analysis
- New pathogens
- Bioterrorism
- Deliberate adulteration for economic gain
- High profile outbreaks in recent years
  - Diminished consumer confidence

# Time for a New Approach

**Reactive**



**Proactive**

# Food Protection Plan

In May 2007, the Secretary of HHS and the Commissioner of Food and Drugs charged FDA with developing a comprehensive, integrated Food Protection Plan

- Food for people and animals
- Domestic and imported
- Food safety and food defense

# The Food Protection Plan

## FOOD PROTECTION

- ▶ **PREVENTION:** *Build safety in from the start*
- ▶ **INTERVENTION:** *Risk based inspections and testing*
- ▶ **RESPONSE:** *Rapid reaction, effective communication*

**FOOD  
SAFETY**



**FOOD  
DEFENSE**

# Food Protection

## *Cross-Cutting Themes*

- Focus on risks over a product's life cycle –
- Target resources to achieve maximum risk reduction
  - Gather the science
  - Rank products based on risk
  - Focus prevention and intervention
- Integration of food safety and food defense
- Use science and modern technology systems



# Current Major Focus

- **Establishing a Risk Based Approach**
  - Focus on inspections, research needs, imports
- **Outreach**
  - States and locals - St. Louis meeting
  - Foreign governments
  - Industry
- **Track and trace systems**
  - Public meetings in the fall (D.C. and CA) – See 73 FR 55115
- **Voluntary certification programs**
  - FR notice published – See 73 FR 17989; April 2, 2008
  - Shrimp pilot to determine feasibility – See 73 FR 39705; July 10, 2008
- **Import strategies**
  - Greater sophistication for risk based inspections (PREDICT)
- **FDA beyond our borders**
  - FDA presence in various parts of the world

# FDA – Beyond our Borders

- **China**
  - MOA signed December 2007
  - Establish an office in 2008
- **India**
  - Technical team visit in March 2008
  - Establish a presence in 2008
- **South/Central America**
  - Development of an MOU/office
- **Europe**
  - Presence planned
- **Middle East**
  - Presence planned

# Success Depends on Partnerships

- Between regulators
  - Federal/State/Local/Tribal
  - Foreign governments
- With industry
  - Domestic
  - Foreign
- With academia
- With consumers

# Industry

- Preventative controls
  - Basic standards
  - Risk-based focus
- Supply chain
  - Ability to track product
  - Know your suppliers
- Reaction to consumer complaints, illness
- Find ways to interact with FDA

# Summary

- Changes in the food supply necessitate a new approach to food protection – much greater focus on prevention
- The Food Protection Plan is an integrated approach with greater emphasis on **prevention**, plus effective **intervention** and **rapid response**
- We need to build partnerships to address the global food supply
- This is a long term activity