

# Bending the Curve of Foodborne Illness

Through Leadership, Collaboration,  
Partnerships, & Participation

New Era of Smarter Food Safety



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**“world is changing”**



# A Modern Approach for Modern Times



People-Led \* FSMA-Based \* Technology-Enabled

### Tech-enabled Traceability



### Smarter Tools and Approaches for Prevention and Outbreak Response



### New Business Models and Retail Modernization



### Food Safety Culture



# Proposed Food Traceability Rule

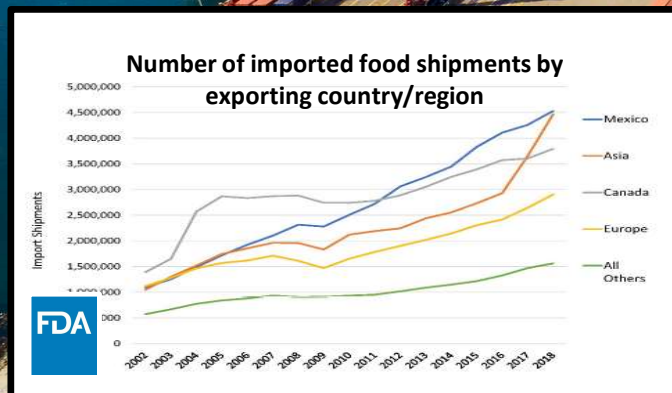


Tech-Enabled Traceability





# Using AI to Prevent Violative Imported Foods from Entering Commerce





# Inspection Modernization

**“Consistent with FDA’s New Era of Smarter Food Safety vision, we plan to further leverage new and emerging technologies and data-driven, predictive analytical approaches to strengthen our compliance oversight work.”**

Resiliency Roadmap for  
FDA Inspectional Oversight

MAY 2021

**FDA** U.S. FOOD & DRUG  
ADMINISTRATION





ZN19  
WD1  
WD4

# Mutual Reliance



## Slide 9

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**ZN19** i like it! but is this a US city? If not, then perhaps we should choose a US city since mutual reliance is an issue with relying on US states

Zimdahl, Nina, 10/8/2020

**WD1** I revised the image - port of Miami

Weingaertner, David, 10/9/2020

**WD4** Please note, I'm not sure where the handshake photo in the middle was taken.

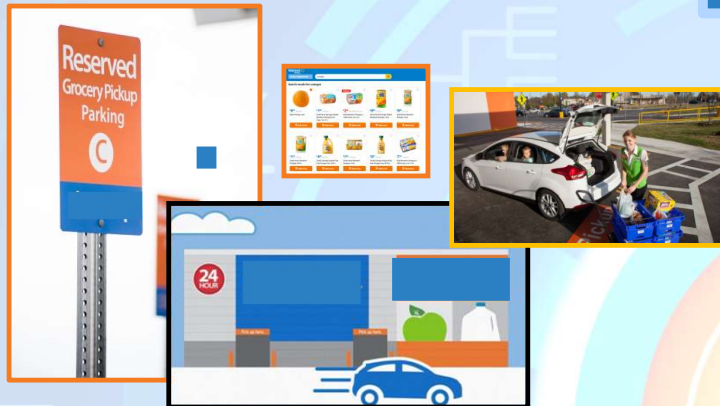
Weingaertner, David, 10/9/2020



# E-Commerce Summit

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## Grocery Pick-Up



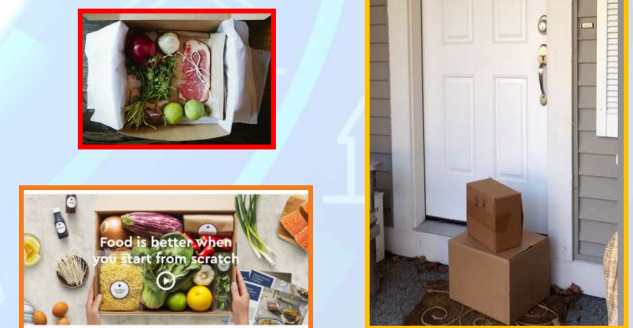
## Home Delivery



## Novel Delivery



## Home Shipping & Meal Kits



# Fresh Look at Retail

## Retail Food Safety Regulatory Association Collaborative:

- Full adoption of FDA Food Code
- Risk-based inspection approaches
- Intervention strategies
- Improving outbreak investigations
- Enhance Food Safety Management Systems

A woman with dark braided hair, wearing a blue shirt and a white apron, is looking down at a tablet computer in her hands. She is in a kitchen setting with stainless steel equipment visible in the background. A large blue curved line separates the text area from the image.

FDA



# Food Safety Culture



Culture is shared patterns of thought and behavior that characterize a social group, which are learned through socialization processes and persist through time.

- Social & Behavioral  
Foundations of Public Health

**Working TOGETHER, we CAN create a  
a more digital, traceable, & safer food  
system.**



**U.S. FOOD & DRUG**  
ADMINISTRATION