

# Strategic Planning Committee

## Minutes

24 March, 2009

**Preparer:** Roger Hancock, Chair

**Charge:** No outstanding charge exists.

### **Committee Members:**

Present

<u>Members</u>	<u>Organization</u>	<u>Affiliation</u>	<u>Phone</u>
Barbara Gerzonich	New York Dept of Health	State Regulatory	518.402.7600
Kendra Wise	Tulsa Health Dept	Local Regulatory	918.595.4322
Lydia Strayer	Chemstar Corp.	Industry	601.661.8412
Stan Hazan	NSF International	At Large Industry	734.769.5105

Absent

Cas Tryba	Big Y Foods	Retail Food	413.504.4450
Dianna Pasley	Schnuck's	Retail Food	314.994.4346
Richard Linton	Purdue University	Academia	765.494.8922
Wayne Derstine	SGS North America	At Large Industry	850.509.2501

The members of the Strategic Planning Committee of the Conference for Food Protection met at 2:00 p.m. MDT via conference call on March 24, 2009.

Following introductions of the members present, the Committee moved to general discussion about the Strategic Plan for the Conference. Discussion included statements from the Conference web site that are included here for reference:

### Mission

The Strategic Planning Committee develops a strategic plan which includes better ways to market the Conference and proposes short-range and long-range strategic direction using the mission and vision of the Strategic Plan.

## Conference for Food Protection

### *Constitution and Bylaws*

#### *Article I Objective*

**Section 1.** The objective of the Conference shall be to promote food safety and consumer protection by:

**Subsection 1.** Identifying and addressing problems in the production, processing, packaging, distribution, sale and service of foods;

During the discussion, the following comments were made about strategic planning in general, and the direction the committee should head:

Lydia – most of the Conference focus has been on the retail segment (food service and retail) and its interaction with regulators. The big question is whether to continue as before, or take the time and energy to expand.

Roger – As background to my thinking, the retail segment is getting impacted more and more by the manufacturing segment and the global nature of the food supply. Think of the peanut recall that we are still in the middle of, the pet food recall, and the melamine in dairy products recall. Bringing the manufacturers into the Conference will provide a forum for addressing food safety issues more broadly, instead of just from the end of supply chain. The Europeans are making progress on this through the Global Food Safety Initiative (GFSI) that is part of the CIES Business Forum.

Brenda – I recommend that we talk with Cory about the GFSI and possibilities to get more information about what they are doing.

Lydia – CFP has a history of standard setting. Also, CFP needs to be distinct in reaching all segments of industry. AFDO works some with manufacturers, and industry also is involved with AFDO, but not to the extent it is with the CFP. I really hate to get away from the retail focus, and don't want to lose that.

Brenda – There is interest in an international presence among the Board. We have tried in the past to have a representative to the Board from both Canada and Mexico. We haven't had a whole lot of success with those efforts though.

Kendra – It's hard to imagine where the Conference wants to go with all of this.

Lydia – We need to pursue a more inclusive direction. I personally feel like the focus needs to be retail, but also agree that we need to bring in the broader industry without losing focus.

Brenda – I like what Lydia is discussing. We don't want to limit or exclude processors. Also, we need to be concerned about consumers and other trends in the food industry such as allergens, trans fats, calories, and obesity, all of which are getting attention in New York.

Lydia – We need to get more members on our committee who can represent the industry and give us their input.

Stan – There is a trend toward regulatory recognition of accredited third parties helping the agencies with inspections and so forth. This might be looked at by the Strategic Planning Committee. My perception of the CFP is that it is always associated with the Food Code for two purposes:

1. Give stake holders a voice into the Food Code;
2. Standardize the Food Code across states.

It seems to me like this would be a good direction for the CFP - to embrace how to make that happen.

The meeting was then wrapped up with Roger suggesting a regular meeting to continue this discussion, and thanking members for their excellent participation.

As an additional item, below is the link to the Strategic Plan for 2004-2005 as an example of something we might develop.

The meeting was adjourned at 3:00 pm MDT.

<http://www.foodprotect.org/media/positionreport/4-05StrategicPlanCommittee.pdf>