

Strategic Planning Committee

Minutes

28 July, 2009

Preparer: Roger Hancock, Chair

Charge: No outstanding charge exists.

Committee Members:

Present

Members Organization Affiliation Phone

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

Cas Tryba, Big Y Foods, Retail Food, 413.504.4450

Wayne Derstine, SGS North America, At Large Industry, 850.509.2501

Absent

Dianna Pasley, Schnuck's Retail Food, 314.994.4346

Richard Linton, Purdue University, Academia, 765.494.8922

Arian Gibson, DC Department of Health, Local Regulatory, 202.535.2346

Roger opened the meeting with a summary of past conference calls and an overall statement of purpose. Each member was then asked to give a brief statement of their thoughts about the Strategic Plan for the Conference.

Barb - A lack of participation from both consumer groups and international constituencies. Feels that part of the reason may be an unclear definition of their role in the Conference.

Cas - Strengths include collaboration and progress that has been made on big goals. Now it seems like the Conference may be losing its energy. The retail focus needs to remain, but the net needs to be widened to include other stakeholders. Perhaps it's time for another shake up. The last one happened in 1988 if memory is correct.

Kendra - Food legislation is very important, even including what goes on in other countries. The Conference needs to be involved in educating consumers (i.e. what to do with recalled product), and fixing problems that we see in the food industry.

Lydia - Reviewing work done by past Strategic Planning Committees, three areas of activity can be recognized.

1. Increase communication between the CFP and all stakeholders;
2. Continue to pursue uniformity of Food Code adoption and use, perhaps working with the FDA and AFDO;
3. Expand the scope of the CFP to include Food Defense.

Stan - Considerable effort needs to focus on establishing uniformity in food code adoption and associated rules so that there is more uniformity in practice. This effort needs to extend into the legislative arena.

Wayne - CFP has the opportunity to become international in scope, looking at standards and practices, for instance audit programs and GFSI. Moving forward the Conference can bring an international flavor to its work and deliberation.

Roger suggested that these comments seemed to suggest two tracks for further development:

1. Uniformity track that includes promoting uniformity of Food Code adoption, involvement in legislative processes to drive and/or maintain uniformity, etc.
2. Expansion track that includes widening the net of the CFP to involve participants that represent all segments of industry from the farm to the consumer, possibly including re-organizing the structure of the Conference to better involve this broader participation.

The Committee expressed general agreement with these two tracks. Lydia suggested that these two tracks could have goals associated with each of them. Cas agreed and offered that Uniformity might fit into the development of short term goals and actions, while Expansion fits better into long term goals and actions.

Each person then selected a group to work on, and they created the following work groups:

Uniformity Expansion

Lydia Strayer Barb Gerzonich

Stan Hazan

Cas Tryba

Kendra Wise

Wayne Derstine

Rich Linton (by nomination from Cas)

Next the discussion turned to the work ahead. Roger suggested that each group work on a desired outcome/goal and process steps to get to the goal.

Barb clarified that a committee report is due to the Executive Board. After review and deliberation on the Report, the Board may decide that Issues for deliberation from the Conference may be appropriate. If so, the Committee will draft and submit the issues.

A short discussion developed around how to motivate membership. Cas stated that he didn't think workshops and seminars provided the carrot that is needed. Roger suggested that

involvement in the process with the ability to influence outcomes up to and including the Food Code seems to be a primary motivator for many who are involved. Giving others this ability may be a good motivator.

Roger will call Jeff and Dave to understand the time frame for submission of the Committee's report and any further work on issue submission.

The meeting was adjourned at 3:05 pm MDT.