

**Conference for Food Protection
2016 Issue Form**

Issue: 2016 II-027

Council Recommendation:	Accepted as Submitted _____	Accepted as Amended _____	No Action _____
Delegate Action:	Accepted _____	Rejected _____	

All information above the line is for conference use only.

Issue History:

This is a brand new Issue.

Title:

CBP 2 – Revision of CFP Commercialism Policy

Issue you would like the Conference to consider:

Several past incidents have occurred where the Conference for Food Protection (CFP) name and/or logo have been used or misused, without the consent of the Conference body or the Executive Board, to endorse or promote a product, process or service by brand name. Examples of such incidents include an article in a food safety related publication concerning CFP committee activities and the use of the CFP name and/or logo endorsing training programs. Additionally, there has been recent concern expressed by CFP members on the endorsement of products, processes or services by brand name during CFP committee meetings. As a result, the CFP Executive Board charged the Constitution, Bylaws and Procedures Committee with reviewing the existing Commercialism Policy with regards to these concerns and to "discern whether it is sufficient to apply to situations where the CFP name or logo is used in an unsanctioned manner by entities other than the CFP."

Upon review and deliberation of these concerns, the Constitution, Bylaws and Procedures Committee has drafted a more comprehensive policy addressing the development of committee Issues and/or supporting documents, the Issue submission process, and the intellectual property of the Conference.

Public Health Significance:

The Constitution and Bylaws/Procedure Committee shall submit recommendations to improve the Conference administrative functions through proposals to amend the *Constitution and Bylaws and Conference Procedures*.

Recommended Solution: The Conference recommends...:

the current CFP Commercialism Policy (established 2000) be revised as provided below (language to be added is in underline format):

COMMERCIALISM POLICY

PURPOSE

This policy has been developed by the Executive Board to establish guidelines for the use of:

- 1) commercial names, logos, or other information in Issues submitted to the Conference and in Issues or documents developed through the Conference for Food Protection (CFP) committee process and,*
- 2) CFP intellectual property including the Conference for Food Protection name and/or logo, without the express approval of the CFP Executive Board.*

POLICY

Approval for use of the Conference for Food Protection name and/or logo is done through request and approval via the Conference for Food Protection Executive Board.

Issue Submission:

- The Conference for Food Protection shall not endorse the use of a product, process or service by brand name.*
- Issues submitted for consideration at a Biennial Meeting will be reviewed; and those where brand names are used in the Issue, rationale or solution will be rejected.*
- The Issue Submission Form will contain a statement that reads, "It is the policy of the Conference for Food Protection to not accept Issues that would endorse a brand name or a commercial proprietary process."*

Intellectual Property:

- The use of Conference for Food Protection (CFP) name and/or logo for commercial, promotional and/or endorsement purposes is prohibited by any entity other than the CFP without the express approval of the CFP Executive Board. Prohibited usage may include, but is not limited to research, press releases, product promotions, etc.*

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