



CONFERENCE FOR FOOD PROTECTION STRATEGIC PLAN 2005

❧Mission Statement❧

The Conference for Food Protection (CFP) is a non-profit organization representing a partnership of regulatory, industry, academia, and consumer professionals who work together to identify food safety issues and formulate recommendations for resolving these issues. The CFP is dedicated to the promotion of uniform laws and regulations and the consistency of their application.

❧Vision Statement❧

The Conference for Food Protection is the premier retail food organization and national food safety leader for identifying problems, formulating consensus on food safety issues among all stakeholders, and promoting uniformity of retail food regulations throughout the United States.

❧Strategic Plan❧

The Conference for Food Protection Strategic Plan is both a short range and long range plan with realistic goals which utilize the best strategies for attaining the vision of the Conference. Strategic Issues are the broad issues of the organization which, when addressed, work toward achieving improvements and meeting the mission of the Conference. Goals focus on defining the organizational objectives and should be achievable and quantifiable. They must be assessed, reevaluated and adjusted to meet the needs of the future direction of the organization. The Action Plan is goal-specific and outlines the methodology to accomplish the goals and strategic issues of the organization.

STRATEGIC ISSUE 1 :: Communication between CFP and it's membership can be enhanced in order to maximize the dissemination of food safety information. The CFP needs to market it's assets and make itself more visible. The CFP produces many documents and models which could be very helpful to state and local agencies as well as the food industry and academia and can be a conduit of information to all stakeholders in the food safety community.

GOAL :: Increase communication between CFP and all stakeholders which include regulatory, industry, academia and consumer professionals.

ACTION PLAN

Continue to update and enhance the CFP website.

- The site should be user friendly and should allow for continuous communication between the CFP and it's stakeholders as well as the public.
- Consideration should be given to include some of the approved Committee products such as the Outdoor Cooking Guidelines, Plan Review Guidelines, and the retail food inspection form.
- The CFP 2004 Membership survey indicated 89% requested that the FDA Food Code (Food Code) Supplements be posted on the CFP website and that members be notified when they are available.
- The website should include links to FDA, USDA, CDC as well as other appropriate food safety sites.
- The site should include timely updates to CFP reports and documents.

Establish a working liaison with governmental agencies, industry, academic institutions, consumer groups, state food safety associations and other entities interested in food safety.

- Develop a comprehensive "CFP Presentation Packet" to include a PowerPoint program with talking points, brochures and other relevant material for use by current members in state, national, and regional forums.
- Use these venues to promote sound, uniform procedures sanctioned by CFP such as the adoption of the Food Code and support for the CFP Standards for Accreditation of Food Protection Manager Certification Programs.

Consider other methods of communication such as a quarterly or semiannual Newsletter.

Improve communication with CFP members on an ongoing basis by expanding the use of electronic messages. Information such as updates on committee work, notification of regional CFP meetings, publication dates of Food Code supplements and other activities should be communicated.

Update the Conference brochure as necessary.

STRATEGIC ISSUE 2 :: As stated in the CFP Constitution and By-Laws, “One of the Conference’s primary purposes should be to promote the formulation and use of uniform model laws and regulations among all government agencies to ensure uniform interpretations and implementation and to eliminate duplication of services.” Since many of the early Food Code issues problematic to the regulatory agencies and the industry have been resolved, the Conference should now promote uniformity at the state and local levels.

GOAL :: Take an active role in promotion and adoption of the Food Code at the state and local levels and encourage and support uniform application in the field.

ACTION PLAN

Establish a regional approach to promote uniform adoption and application of the Food Code in areas where it is lacking. The approach should include a mechanism whereby specific states would be encouraged to promote adoption of the Food Code by local jurisdictions within their state. Primary efforts could be expended during the two years between Conference meetings.

Distribute interpretative clarifications of Food Code provisions as recommended in the Membership Survey. This may be facilitated by a cooperative agreement between the CFP and the FDA and may be accomplished by use of the CFP website or other means.

STRATEGIC ISSUE 3 :: There are ever-increasing concerns in all segments of the food industry and the regulatory community about food defense. The CFP has historically been concerned primarily with food safety issues, however the majority of respondents to the CFP 2004 Membership survey agreed that the scope of CFP should be expanded to include food defense issues.

GOAL :: Explore the possibility of expanding the scope of the CFP to include food defense issues.

ACTION PLAN

Work through the state Food Safety Task Forces to focus on food defense at the retail level by encouraging State Delegates to work with these Task Forces toward unifying the approach to food defense at the federal, state, and local levels.

Assure that the emphasis on food defense is reflected in Conference materials such as brochures and the website.

STRATEGIC ISSUE 4 :: With CFP expanding in scope and stature, the Executive Director's responsibilities have grown in complexity. To ensure that adequate administrative support and resources are available to meet these needs, consideration should be given to the hiring of additional staff when warranted.

In addition, internal documents should be developed or enhanced to facilitate operations and help achieve the Conference mission.

GOAL :: Assure the administrative office is adequately staffed and that internal CFP documents are streamlined.

ACTION PLAN

Continue to develop the newly created Executive Assistant position to provide support for the Executive Director and other CFP leaders.

Establish a committee to develop a Council Procedures Manual for Council Chairs and Vice Chairs to use during their tenure. The Manual should contain timelines for all responsibilities, examples of letters and reports, and any other information which may be useful to them during their tenure. The Manual should be revised as necessary and passed on to successive officers for use.