

10:30 to 11:30 a.m. — Thursday, April 1, 2010

***Building a food safety culture - Creating a passion for food safety resulting in behavioral change***

More than nine in 10 U.S. consumers have recently read or heard reports of food safety issues and recalls. Almost one-fourth say the recalls will change their long-term food-buying behavior, according to a study by Burson-Marsteller and Penn Schoen & Berland Associates (via Retailer Daily). That means that food businesses need to focus on how food safety procedures are practiced by their employees. This presentation will focus on how companies can move beyond the traditional training and inspection/audit format of food safety to using behavioral science methods to motivate employees to practice food safety every day. Practical examples will be shared for building a passionate food safety culture within your food business. Attendees will be able to explain factors that impact human behavior in the work force; describe three basic methods that adults learn; and list five training techniques to affect the company culture. Presented by Gina Nicholson, food safety manager, The Kroger Co. Columbus Division

**Notes:**

**Action items:**