



Building a coalition of food safety culture champions across your organization

March 18, 2022 | Moderator: Lone Jespersen, PhD



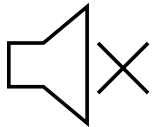
Alliance to
Stop
Foodborne Illness



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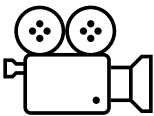
Housekeeping



Everyone will be muted. Please use the **Q&A function** to ask questions.



You can **“up vote”** a question. We may not be able to get to all of them.



This event is being **recorded** and will be posted on the STOP website and YouTube.



You can earn **1 continuing education credit** for this webinar, and 1 per webinar moving forward. A form will be attached to a follow-up email.

Welcome

Setting the stage

A pyramid of
culture champions

Creating
champions

Q&A

Closing and next
webinar



Alliance to Stop Foodborne Illness



Agenda

Welcome – Donald Prater and Conrad Choiniere (FDA)

Setting the stage – Lone Jespersen (Cultivate)

A pyramid of culture champions – Dale Estep and Ellison Beasley (McKee Foods Corporation)

Creating champions – Charlean Gmunder (Blue Apron)

Q&A – Lone and Vanessa Coffman (Stop Foodborne Illness)

Closing and next webinar – Lone, Donald, Conrad, and Vanessa

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New Era for Smarter Food Safety Food Safety Culture



Promote food safety culture throughout the food system



Further promote food safety culture throughout the agency



Develop and promote smarter food safety consumer education campaign



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Building a coalition of champions for FSC in your organization

Lone Jespersen, Ph.D., Cultivate SA

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Champions “bond”





Why invest in a coalition of champions?

- 1 in every 3 food safety changes that you make are likely to succeed¹





Tips from social science



The power of personalizing¹
Champions



The guiding coalition²
More than a team

1. Reference: "Mindset - Changing The Way You think To Fulfil Your Potential, Dweck, 2017
2. Reference: "The Heart of Change" Kotter and Cohen, 2002



Tips to your coalition of champions



Champions

Bond with food safety at a personal level
Impactful, informal leaders
Growth mindset/love of learning

Example
“Nova Scotia Mary”

Food safety coalition

Willing to have the honest conflict
Leadership capacity
Organizational credibility

Example
“A bone to pick”



MAY 18, 2022



DALE ESTEP FOOD SAFETY & QUALITY ASSURANCE MANAGER
ELLISON BEASLEY CORPORATE FOOD SAFETY SCIENTIST

WE BAKE
AND THE WORLD
SMILES!

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Setting the stage

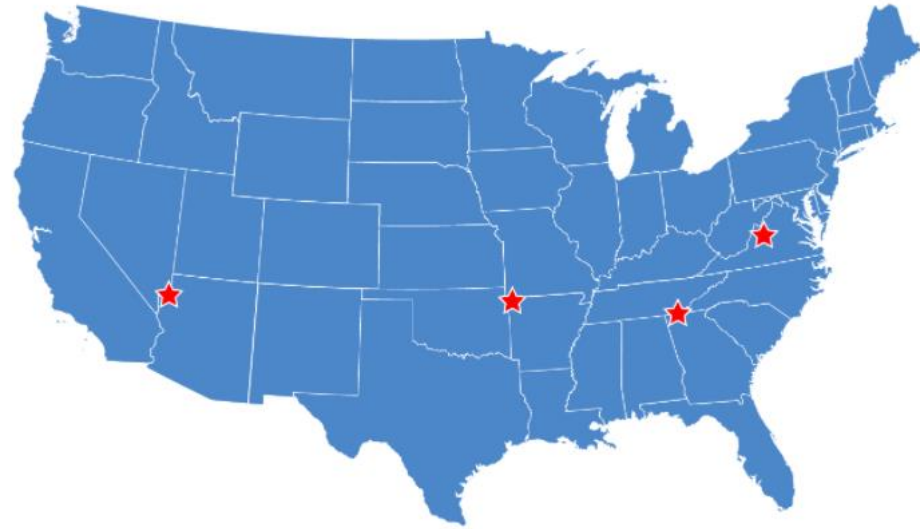
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OUR BRANDS



TEAM OBJECTIVES

Create a Food Safety Culture True North

Establish metrics

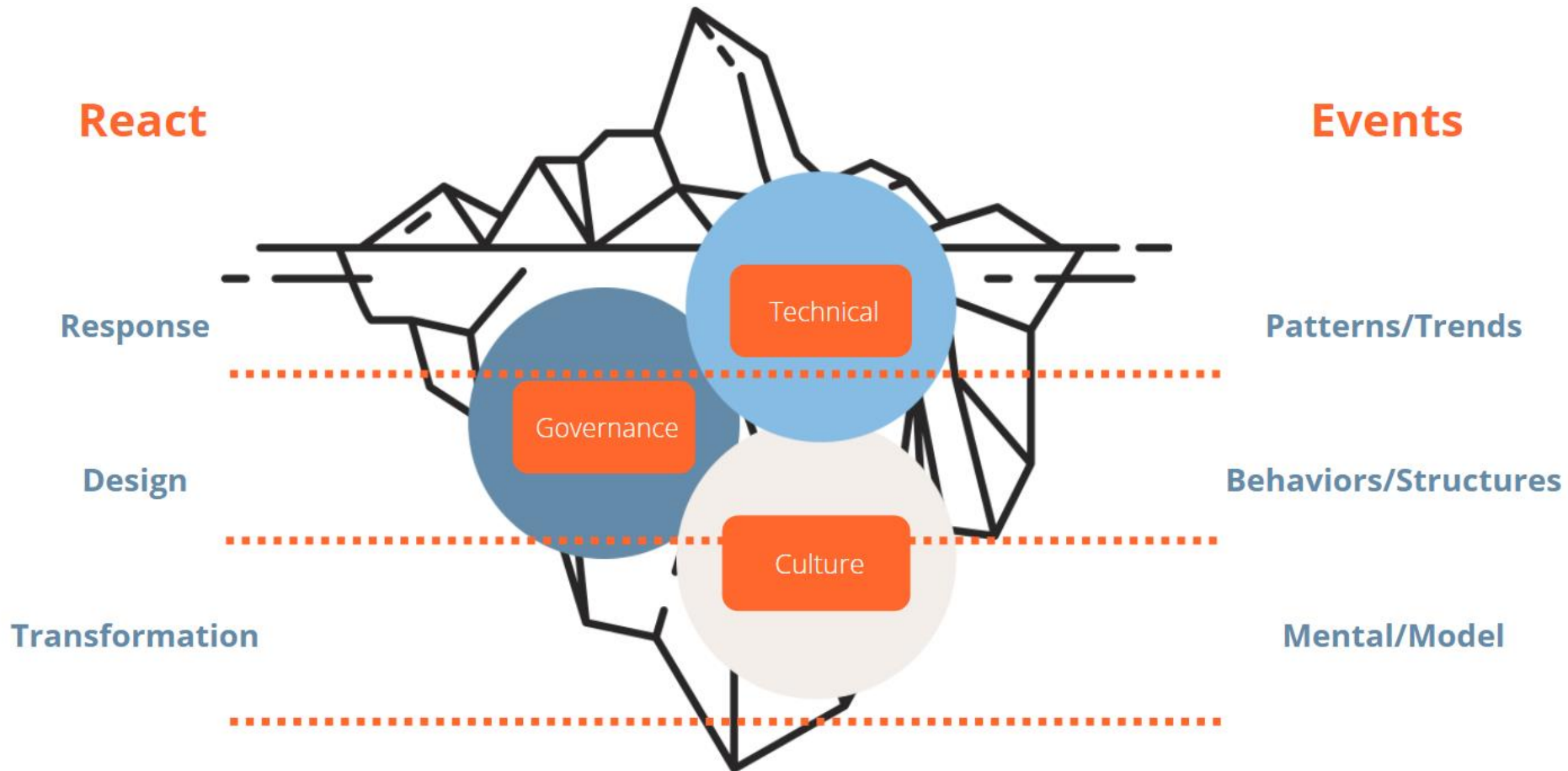
Survey current culture to establish baseline

Develop a comprehensive and intentional multi-year strategy focusing on high priority initiatives in Food Safety utilizing behavioral science driven techniques and approaches

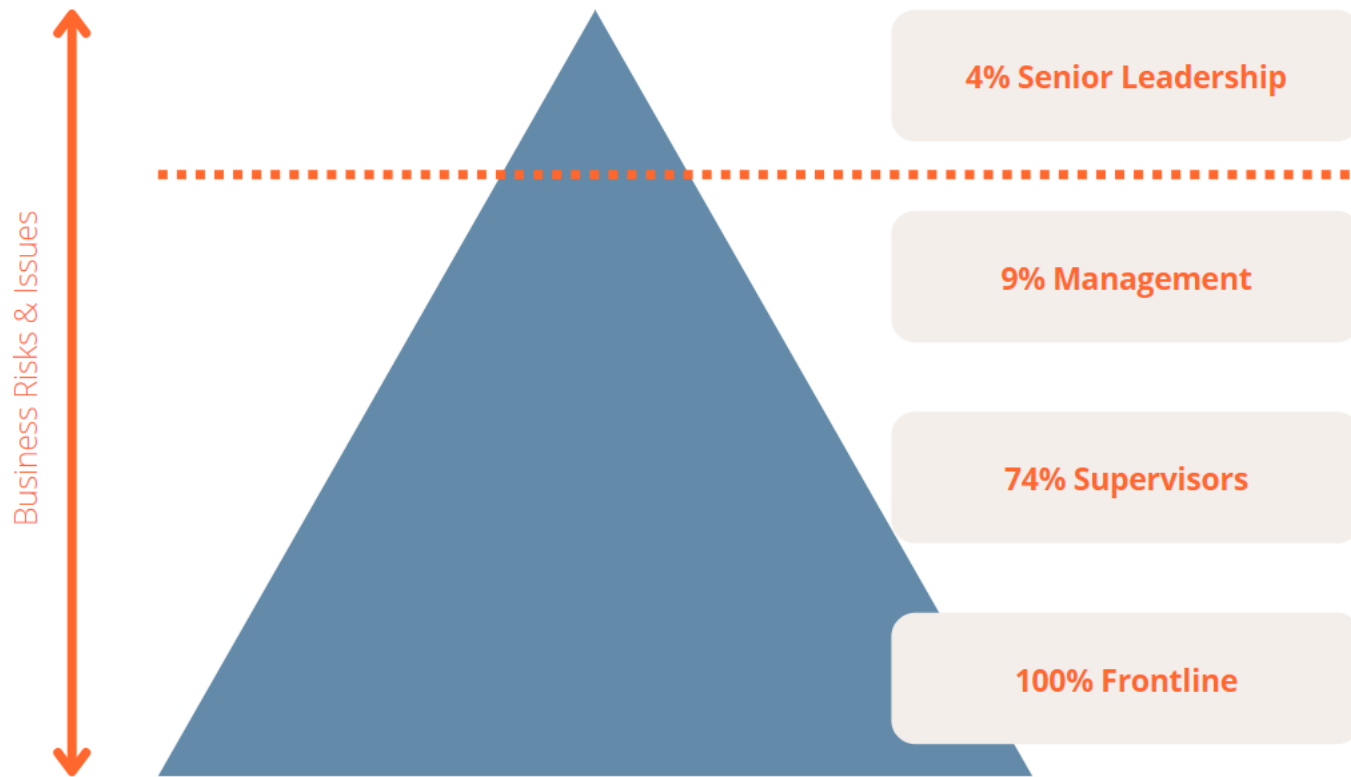
Implement the Food Safety Culture strategy at all locations utilizing Plan Try Reflect Standardize to identify best practices and areas for continuous improvement



THE MOS ICEBERG



PYRAMID OF VISIBILITY



Yoshida, 1989
Adaptation of "The Iceberg of Ignorance"

MC(KEY) TAKEAWAYS



BUILD A TEAM

SPEND TIME BUILDING TRUST WITHIN THAT TEAM

DON'T OVER-STRATEGIZE FOOD SAFETY CULTURE

THINK SPHERE OF INFLUENCE AND FOCUS ON
INDIVIDUAL CONVERSATIONS

BE PATIENT...



THANK YOU!

**WE BAKE
AND THE WORLD
SMILES!**



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Building a Coalition of Food Safety Culture Champions Across Your Organization

May 2022



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Blue Apron
empowers people to
create incredible culinary
experiences at home

VISION

Better living through
BETTER FOOD™

MISSION

Spark discovery,
connection, and joy
THROUGH COOKING



Blue Apron at a Glance



Founded in 2012



Intelligently Design,
Culinary-Driven Recipes
Using Fresh, Seasonal Ingredients



Over 2,010 employees¹



Fully-Integrated Ecosystem



Coverage of the Contiguous
U.S.



2 FDA Regulated & SQF-Certified
Fulfillment Centers
(NJ & CA)



~5.3 Million
Customers²



465 Million Meals
Shipped³

¹ As of March 31, 2022

² Customers is defined as consumers who have paid for at least one Order across any product (meals, wine or marketplace) in the indicated reporting period; August 2012 - May 2022.

³ Meals is defined as the number of individual servings sent in each Order; August 2012 - May 2022.

We create Food Safety Champions by:

1

Establishing expectations around food safety culture from day one

2

Scheduling regular interactive training sessions for all levels

3

Driving accountability cross-functionally

4

Leveraging tools and technology





Food safety culture is embedded from day 1





Learning never stops

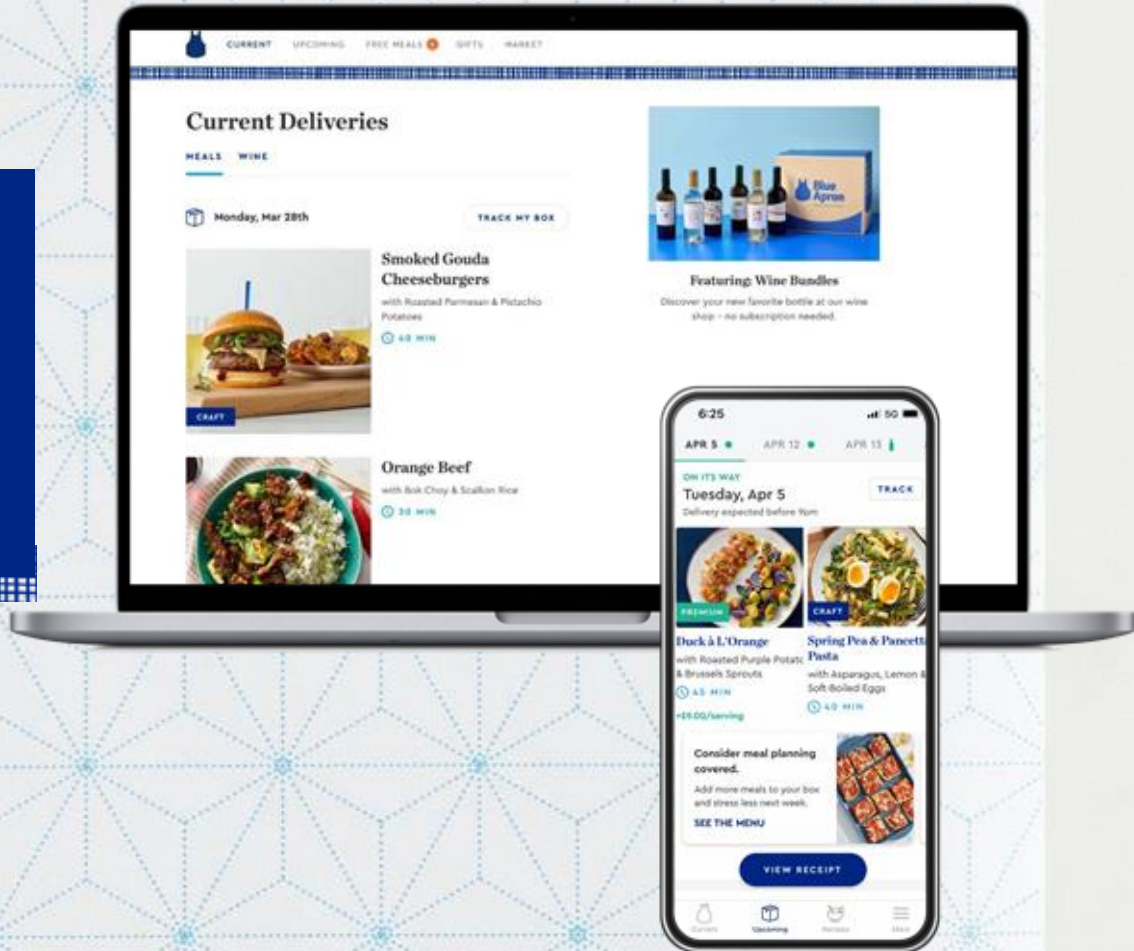




Accountability is key

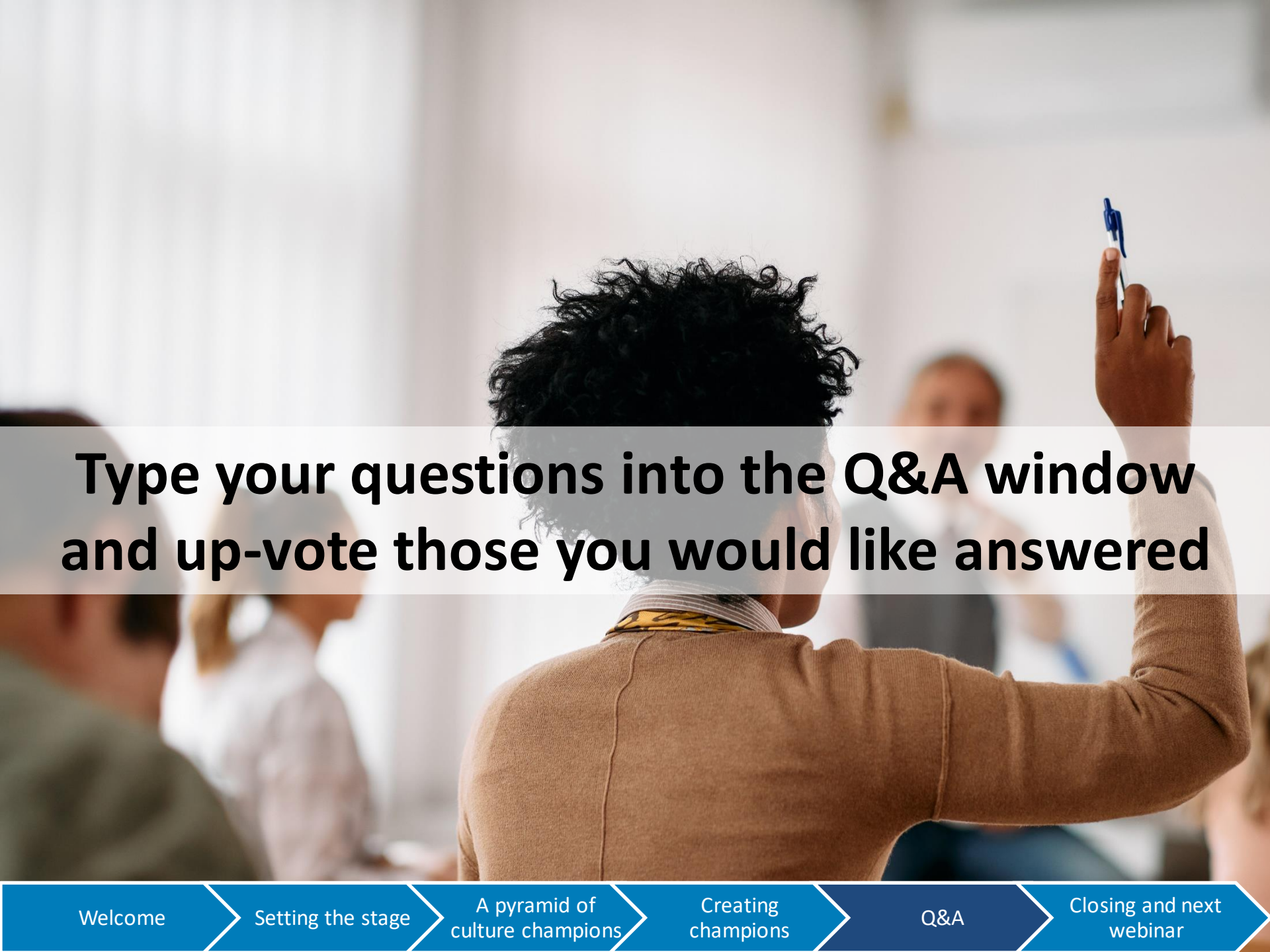


Data drives everything we do





Thank You



**Type your questions into the Q&A window
and up-vote those you would like answered**

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Webinar #4: LIVE! From IAFP!

Wednesday August 3, 2022 | 12:15pm EST



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