Have to look at FSMA within the food safety landscape...

FSMA is only a piece of the food safety environment...
FSMA and the produce industry…

- Or -

pma
Impact of FSMA on the produce industry....
Key learning: FSMA and food safety are complex issues...

Fail to see the real the objective  
Keep poop out of food
Key learning: FSMA will be impactful but different

Impact? Depends on where you are and what you have done
Key learning: adulteration still against the law...

FSMA didn’t change this. Gave FDA tools and producers awareness.
Key learning: it won’t *will eventually* happen to you…

Every commodity/system has potential risks
Key learning: Importance of cleaning/sanitizing

FSMA brought focus on packinghouses, sanitation and verification
Key learning: hazard analysis and prioritization critical

If everything is a top priority, nothing is a priority
Key learning: You are the best positioned - one size won’t fit all!

Food safety plans customized to your business
Key learning: Knowledge important

Access knowledge:
- Research
- Experts
- FDA, USDA, State
- Ag extension
- Associations

PMA resources:
- Local grower workshops
- Pma.com
- CPS research
- Webinars
- Experts

Webinar: Implementation of FSMA

- Date: April 16, 2015
- Time: 2:00 to 3:00 p.m. ET
- Cost: FREE to PMA Members

Learn more at pma.com/events/webinars.
Most important learning: food safety is *always* personal...
Thank you!

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