

International Conference on **Food Safety & Regulatory**
&
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The importance of food safety and technology

When food safety protocols are established: (a) Mistakes are reduced (b) Foodborne illnesses are reduced or eliminated (c) Profitability increases (d) Employee morale increases (e) Employee turnover is lower (f) The company's reputation remains secure. If food safety is neglected, the risks of foodborne illness outbreaks increase. This can critically damage a company's reputation, result in criminal negligence, expensive lawsuits, and cause a company to go bankrupt. In this session, food safety expert Francine L Shaw will discuss:

The importance of establishing a food safety culture. This involves a commitment to continually operate in a safe manner, being proactive at eliminating hazards, training employees, and establishing consistent food safety protocols.

Internal inspections: Internal food safety checklists are proactive measures to ensure food safety standards are being met. Many corporations have several forms that must be completed during any particular shift—in addition to multiple other responsibilities. Items that are devised to support and encourage food safety behaviors become burdensome tasks that frequently don't get completed properly, if at all.

Third party inspections: Hiring outside food safety inspectors is an expense, to be sure, but it's a worthwhile investment. And just ask Chipotle-taking preventative measures is far more affordable than dealing with the aftermath of a foodborne illness outbreak: paying attorney's fees, settling lawsuits, losing customers, seeing sales decline, and watching stock prices plummet. Using technology to track trends in specific districts, regions, or areas could stop a potential problem in its tracks.

Food safety training vs food safety education: Food safety education is an ongoing effort to teach food service professionals about more than just the "basics." It's helping them understand why food safety is so important, the proper protocols to follow, how to prevent contamination, etc., on an ongoing basis. Food safety must be looked at as an education program rather than part of a one-time training program where material isn't reinforced or remembered. Each food service organization's are different, but everyone's goal is the same-keep guests safe.

Biography

Francine L Shaw is President of Savvy Food Safety Inc. which offers a robust roster of services, including consulting, food safety education, food safety inspections, crisis management training, writing norovirus policies for employees, writing norovirus clean-up procedures, curriculum development, responsible alcohol service training, and more. The Savvy Food Safety team has more than 100 combined years of industry experience in restaurants, casinos, and convenience stores and has helped numerous clients prevent foodborne illnesses. She is a well-respected international speaker, and has been featured as a food safety expert in numerous media outlets, including the Dr Oz Show, the Huffington Post, iHeartRadio, Food Safety News, Food Management Magazine and Food Service Consultants Society International.

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