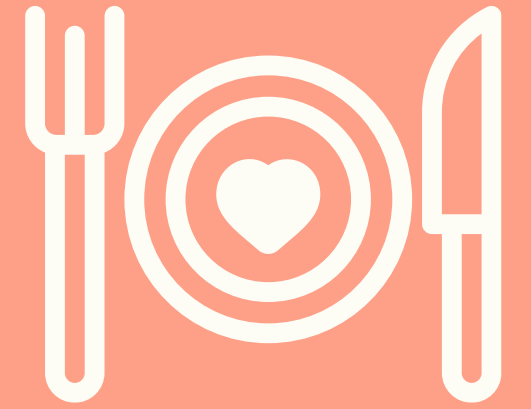


# Building customer trust through food safety

August 9, 2024 | 10 AM



# Presentation Outline

01

Explore the role of food safety in building trust

02

Discuss Food Safety Practices that Engender Positive Trust

03

Explore ways to effectively promote food safety initiatives

04

Examine the impact of food safety failures on trust



# Principal Food Safety Ltd - About Us



We are a boutique consultancy specializing in comprehensive food safety and quality solutions designed for businesses operating within the Agri-Food industry.

Our mission is to safeguard your products, reputation, and consumer trust through expert guidance and innovative strategies.

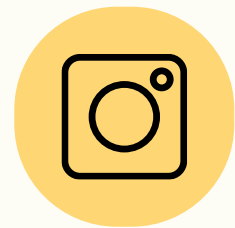
# Our Core Services



# Find us online



<https://principalfoodsafety.com/>



[https://www.instagram.com/pfs\\_tt/](https://www.instagram.com/pfs_tt/)



<https://www.facebook.com/pfs.tt>



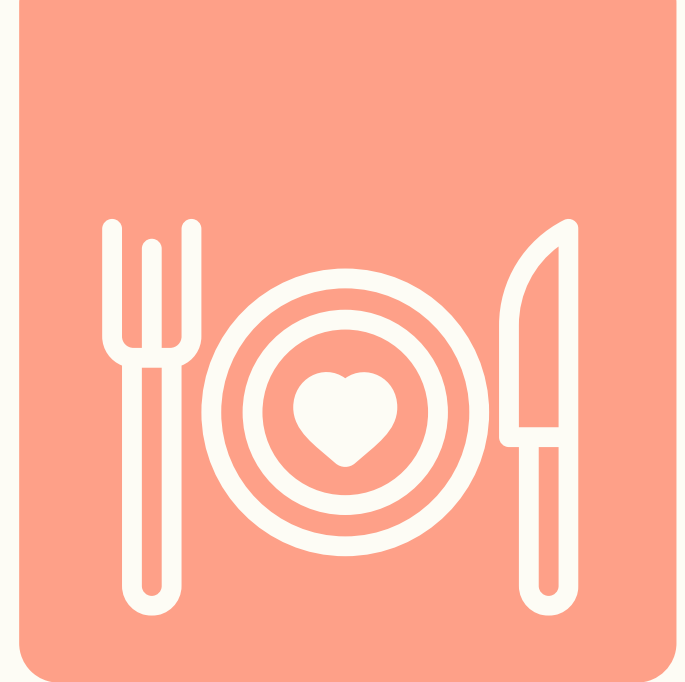
<https://www.linkedin.com/company/principalfoodsafety/>



# Alicia Gittens

BSc. MSc. CFSA

- Over 10 years of experience in the agri-food industry having held roles in both production and quality assurance.
- Seasoned expert in food safety and quality management
- Leverages her background & expertise to provide support to entities in the agri-food industry across the Caribbean region.
- Managing Director - Principal Food Safety Ltd.



# The role of food safety in building trust





# Food Safety

The assurance that food will not cause **adverse** health effects to the consumer when it is prepared and/or eaten according to its **intended use**.

*Codex Alimentarius - General Principles of Food Hygiene*





# Food Safety - Global Health Impact

**600** M.

fall ill after eating  
contaminated food annually

**420** K.

succumb to their illness  
and pass away

# Food Safety - Regional Health Impact

**142<sub>K.</sub>**

persons acquire a foodborne illness due to potentially contaminated food

**40%**

of the cases are children one to four years of age

**21<sub>M. USD</sub>**

estimated annual economic cost of gastroenteritis

*CARPHA World Food Safety Day 2023 Article*

*<https://www.carpha.org/More/Media/Articles/ArticleID/744/World-Food-Safety-Day-2023>*

# Food Safety & Trust


- Trust: *to believe that something is safe and reliable*
- High-profile foodborne illness outbreaks, recalls, and food fraud heighten customer awareness and lead to distrust.
- The increased availability of and accessibility to information through social media can amplify feelings distrust and insecurity.
- Foodborne illness and foodborne injury are at best unpleasant; at worst, they can be fatal
- Outbreaks of foodborne illness can damage trade, and lead to loss of earnings, unemployment and litigation





# Compliance

The adherence to laws, regulations, standards, and guidelines set by regulatory bodies and industry authorities to ensure that food products are safe, hygienic, and of high quality.



# Regional Legislation & Regulations

Food and Drugs Act (TT)

Pesticides Control Act (Jam)

Plant Protection Act (TT)

The Food Storage & Prevention of  
Infestation Act (Jam)

Customs Act (TT)

Food & Drug (Adulteration) Act (Bar)

# Customer Expectations

Today's customers generally tend to require better quality, fresher food, produced in an ethical and sustainable environment.

Common expectations include:

- Cleanliness and Hygiene
- Proper Food Handling
- Quality Assurance
- Accurate Information
- Taste and Freshness
- Employee Knowledge and Training



# Economic Advantage

By integrating strong food safety practices, businesses not only protect public health but also strengthen their financial performance and overall economic viability.

- Enhanced Customer Loyalty
- Brand Reputation
- Reduced Risk of Contamination
- Lower Recall Costs
- Increased Market Opportunities



# Food Safety Practices that Engender Positive Trust





# A Fundamental Concept

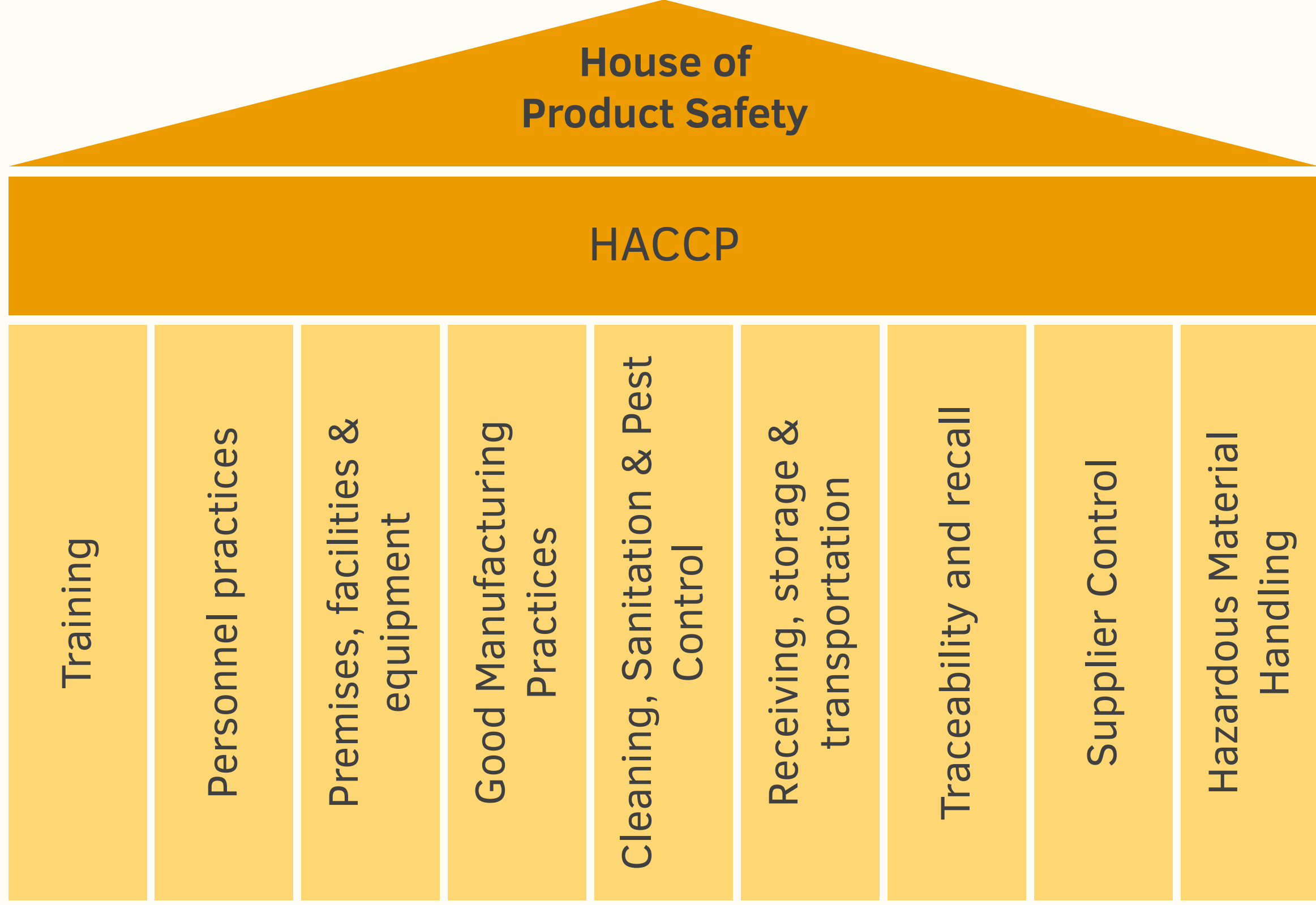
Food safety and suitability should be controlled using a science-based preventive approach.

## **However...**

Food safety is not only focused only laboratory testing and technical analysis.

Scientific knowledge needs to be translated into practical procedures and protocols for the benefit of the business.





## House of Product Safety

HACCP

Training

Personnel practices

Premises, facilities & equipment

Good Manufacturing Practices

Cleaning, Sanitation & Pest Control

Receiving, storage & transportation

Traceability and recall

Supplier Control

Hazardous Material Handling



# Prerequisite Programs (PRPs)

These provide the basic environmental and operating conditions that are necessary for the production of safe, wholesome food.

Training	Good Manufacturing Practices	Traceability and recall
Personnel practices	Cleaning, Sanitation & Pest Control	Supplier Control
Premises, facilities & equipment	Receiving, storage & transportation	Hazardous Material Handling



# Food Safety Good Practices



Good Hygiene  
Practices




Good Agricultural  
Practices



Good Manufacturing  
Practices





# Cleaning & Sanitation

Regular cleaning schedules

Cross-Contamination Prevention

Approved Cleaning Agents

Regular Maintenance of Equipment

Proper Staff Training

Verification and Documentation



# Equipment Sanitation Protocol

The equipment sanitation protocol, designed for retail food businesses in particular but with general applicability, outlines the procedures for effectively sanitizing equipment to maintain high standards of cleanliness and ensure the safety of your products.

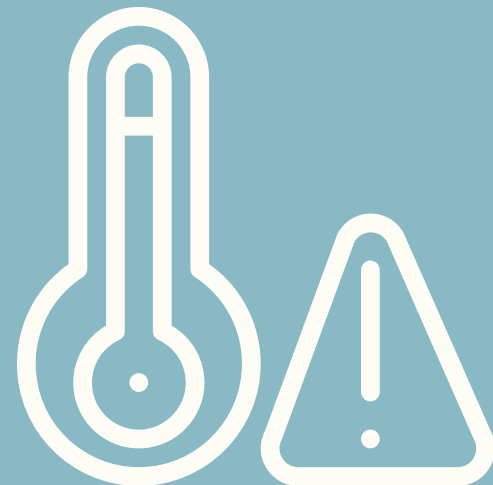
<https://principalfoodsafety.com/resource-hub/>

## EQUIPMENT SANITATION PROTOCOL RETAIL FOOD BUSINESSES

- 01 Preparation**  
Gather necessary equipment such as sanitizing solution, gloves, scrub brushes, and clean towels. Ensure that there is proper ventilation in the sanitation area.
- 02 Pre Cleaning**  
Wear gloves and, as needed, disassemble equipment. Remove any food residue, debris, or grease using a scrub brush and hot, soapy water. Rinse thoroughly with clean water to remove soap residue.
- 03 Sanitization**  
Prepare sanitizing solutions according to manufacturer instructions. Submerge items in or apply the sanitizing solution to all surfaces of the equipment, ensuring complete coverage. Allow the sanitizing solution to remain on the equipment for the recommended contact time. If using a chemical sanitizer, ensure proper concentration and contact time as per label instructions.
- 04 Rinse and Dry**  
Rinse the equipment thoroughly with clean water to remove any residual sanitizer. Allow the equipment to air dry in a clean and designated area or use clean towels to dry.
- 05 Reassembly and Storage**  
Reassemble the equipment once it is completely dry. Store sanitized equipment in a designated clean area, away from potential sources of contamination.

 Principal Food Safety Ltd.  
For additional free resources or to schedule a comprehensive food safety consultation to ensure all areas of your operation meet compliance standards, reach out to us at [info@principalfoodsafety.com](mailto:info@principalfoodsafety.com)





# Temperature Control

## **Avoid the Temperature Danger Zone**

This zone (4°C - 60°C/40 °F - 140°F) is where bacteria multiply rapidly. At room temperature, bacteria causing foodborne illnesses can double every 20 minutes!

## **Cook Food to Appropriate Temperatures**

Appearance and aroma are not reliable indicators of doneness. Always use a meat thermometer to ensure your seafood, meat, poultry, and egg dishes are cooked to safe temperatures.

## **Keep Hot Foods Hot & Cold Foods Cold**

Maintain hot foods at an internal temperature of 60°C (140°F) or warmer and cold foods at 4°C (40°F) or colder. Use a thermometer to verify temperatures.



# Allergen Management

Prioritizing food allergen safety is crucial for both customer well-being and business sustainability.

Food allergens can trigger severe reactions in susceptible individuals, making accurate allergen management essential.

## Best Practices for Allergen Control

- Clear Labelling
- Preventing Cross-Contact
- Risk Assessment
- Staff Training
- Regular Audits





# Traceability

Provides critical information about the process from start to finish. It allows businesses the ability to track and trace food products as they move throughout the food supply chain.

Effective traceability provides a method of handling and managing recalls. It provides transparency for your food business.

# Audits, Assessments & Inspections

These are all essential to ensure compliance with regulations and standards. These evaluate the food business and provide validation that the practices and processes are operating effectively and safely.

Common Benefits include:

- Continuous improvement of practices
- GAP analysis
- Informed staff
- Reduced likelihood recall events



# Audit, Assessment & Inspection Resources

Facility Inspection Checklist



Behind the Scenes: What Happens During a Food Safety Audit?



# Food Safety Management Systems

- A FSMS is a systematic approach to controlling food safety hazards within a food business to ensure that food is safe to eat.
- It involves identifying, evaluating, and controlling food safety hazards at every stage of the food production process, from farm to fork.
- The primary objectives of a FSMS are to prevent foodborne illnesses, comply with regulatory requirements, and maintain consumer confidence in the safety of the food supply chain.
- Several FSMS standards exist, each with its own set of requirements and guidelines - HACCP, ISO22000, FSSC 22000



# Do you need a FSMS?

Here are some indicators that suggest the need for a FSMS:

- You operate in the food industry, including production, processing, packaging, or distribution.
- You handle high-risk food products that are susceptible to contamination or spoilage.
- You export food products to countries with stringent food safety regulations.
- You want to enhance consumer confidence and demonstrate your commitment to food safety.



# Promotion of food safety initiatives



# Building Trust!



Brand  
Identity



Transparency

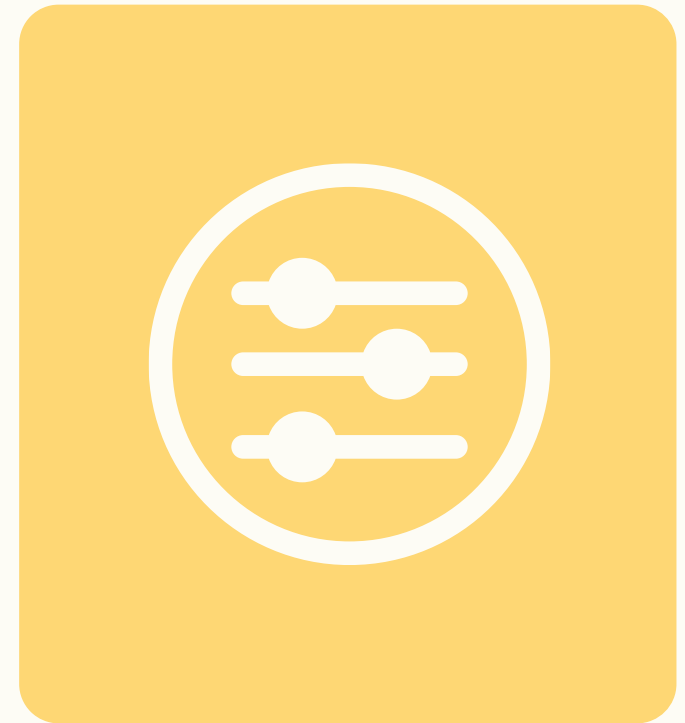


Customer Engagement



# Brand Identity

- Trust: *to believe that something is safe and reliable*
- Brand identity in the food industry goes beyond logos and slogans—it encompasses the values, practices, and commitments that define a company's reputation.
- A key component of a strong brand identity is the integration of food safety as a core value. By fostering a safety culture and ensuring leadership commitment, businesses can build a brand that is synonymous with trust, quality, and consumer safety.





# Transparency

- Trust: *to believe that something is safe and reliable*

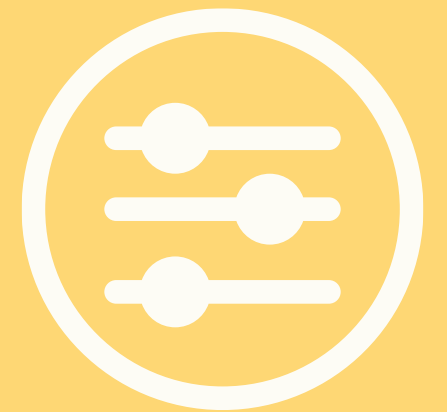
Transparency in the food industry is crucial for building and maintaining consumer trust. By openly sharing information about food safety practices, businesses can demonstrate their commitment to quality and, reassuring customers that they are making informed choices.

Transparency can be achieved through effective labeling and signage, as well as by leveraging digital platforms to communicate directly with consumers



# Customer Engagement

- Trust: *to believe that something is safe and reliable*
- Customer engagement is essential for fostering a strong relationship between food businesses and their customers. By actively educating customers and using interactive platforms to communicate, businesses can enhance customer trust and loyalty.
- Implementing live chat features on websites or hosting live Q&A sessions on social media platforms allows customers to ask questions and receive immediate responses about food safety concerns. This real-time interaction can help address specific customer needs and demonstrate the business's commitment to transparency and customer care.



# The impact of food safety failures on trust



# “Hill Milling Company counting losses as raw materials dumped over rat discovery”

*Barbados Today. August 25, 2023*

Just over two months after environmental health authorities closed Hill Milling Company Limited because of a rat infestation, the owner of the food manufacturing and packaging plant says he has racked up losses of about \$600 000 so far, including from raw materials he was forced to dump

**“Nine weeks ago, they came and they saw some rats so they closed me down.... There is no production, no sales, no exports, no nothing.”**



# “Beef Pie Backlash”

*Trinidad Express. June 8, 2024*

“Attorney and former People’s Partnership minister of justice Christlyn Moore, who bought a couple pastry items from the popular Maraval Road bakery on Thursday, found that her beef pie was filled with living maggots. She had bitten into it before deciding to break it apart when she found the crawling creatures.”

**Disgusted by her experience, Moore took to Facebook to register her horror. The video has since gone viral on various social media platforms.**



# “Bad barbecue sends 18 pupils to hospital”

*Trinidad Express. February 23, 2019*

“Several pupils attending the San Fernando A.S.J.A Girls' College fell ill after eating a barbecued chicken meal at a school fund raiser on Friday.

**..a few girls received intravenous fluids at the Emergency Department of the San Fernando General Hospital.”**



# “Travel host no longer recommending Crab Circle after viral video”

*Jamaica Observer. October 15, 2023*

American travel host David Hoffmann says he is no longer recommending the Crab Circle in Kingston as a destination for food following the viral video of a vendor relieving herself at one of the stalls at the popular eatery.


**“At the moment, I am not recommending that destination (Crab Circle), I hope they get the facilities they need for that place to be better,” Hoffman, whose channel has more than 1.2 million subscribers, said.**





# Conclusion

“Trust takes years to build, seconds to break, and forever to repair.”





# Building customer trust through food safety

August 9, 2024 | 10 AM

