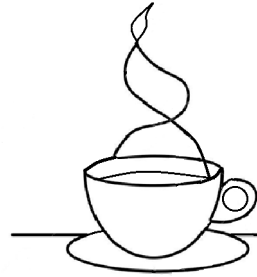


Delivering an effective Food Safety Culture.



Kitchen
Conversation
with
Lisa & Sterling

Sterling Crew.

FIFST.FRSPH.FCIEH.CEnvH.CSi.



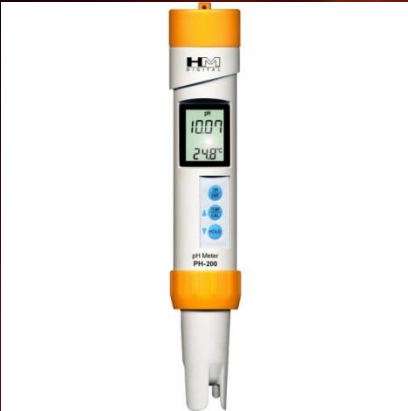
Shield Safety
GROUP



Culture is increasingly cited in reports and papers related to food safety incidents and outbreaks and is also being identified as a significant emerging risk factor in food quality and food fraud.







What is a Food Safety culture ?

GFSI-“ Shared values, beliefs and norms that affect mind-set and behaviour toward food safety in, across and throughout an organisation.”

“Culture in a business is the unwritten rules for working together”.

“ Its how we do things here”

Delivering a Food Safety Culture Behaviour driven FSMS.

The number one objective for a
Food Safety Professional is to create a food safety culture.

Inoculate a food safety culture into a business.

Simply unsafe behaviour makes unsafe food.

Behaviour driven FSMS.

Food Safety Management System tool box :

HACCP.

Audits.

Analysis.

PRP programs.

In process control.

Training.

Root cause analysis.



Improves and builds on a FSMS.

Behavioural science.

The landscape of food safety has gone through a seismic shift where principles of behavioural science now blend seamlessly with food science and technology, and success is measured through behavioural consistency, organisational culture and team dynamics.



Behaviour based FSMS.

Human factor.

Optimistic bias- It will not happen to me.



Behaviour based FSMS. Human factor.

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Illusion of control – Nothing has gone wrong.
I know what I am doing.

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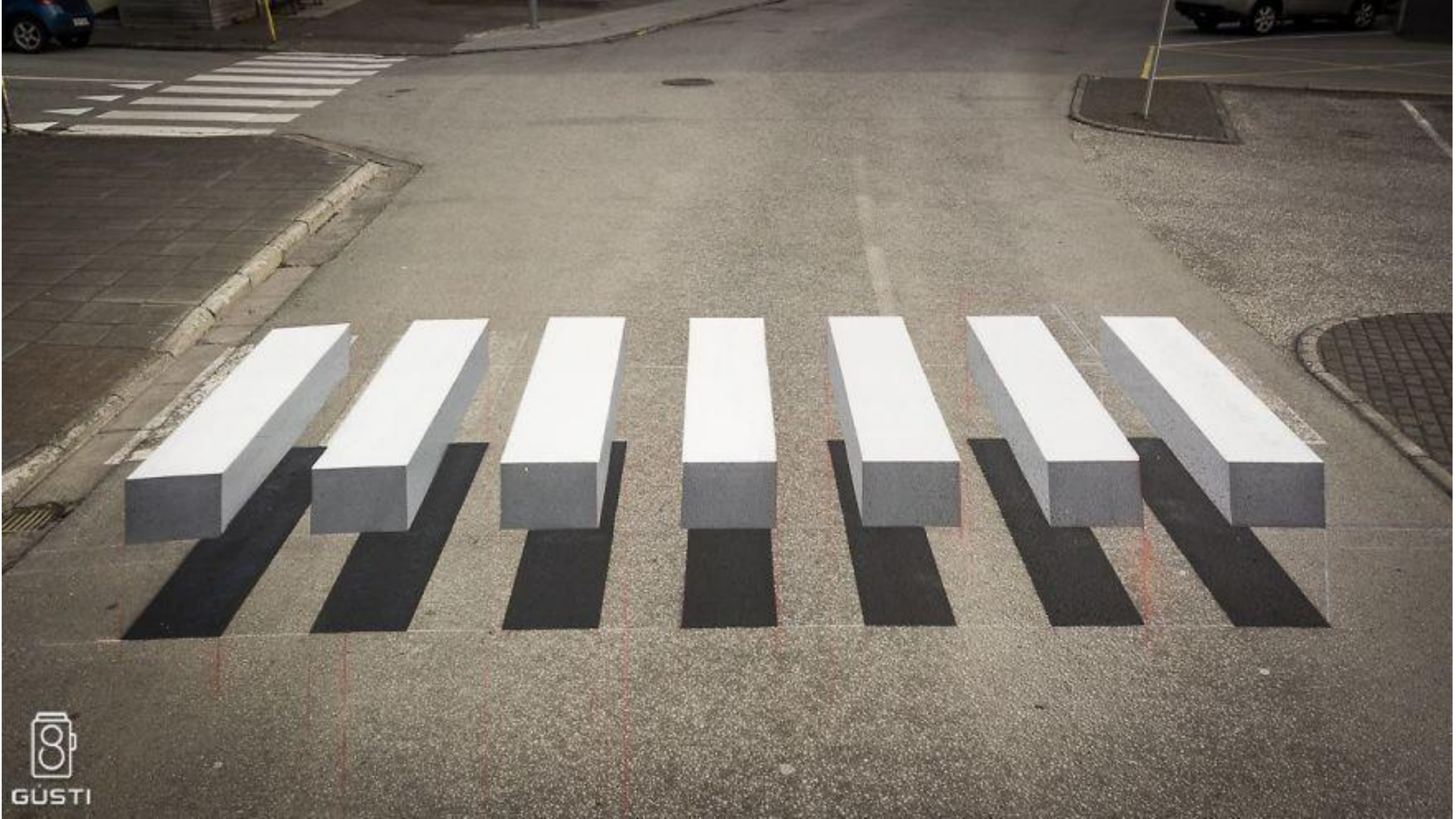
Attitudinal ambivalence - There are more
important matters.



Nudge Theory.









Bakarsnes

HOTEL

Let us review ourselves .

A brief profiling analysis of risk in relation
to the potential to commit food fraud .

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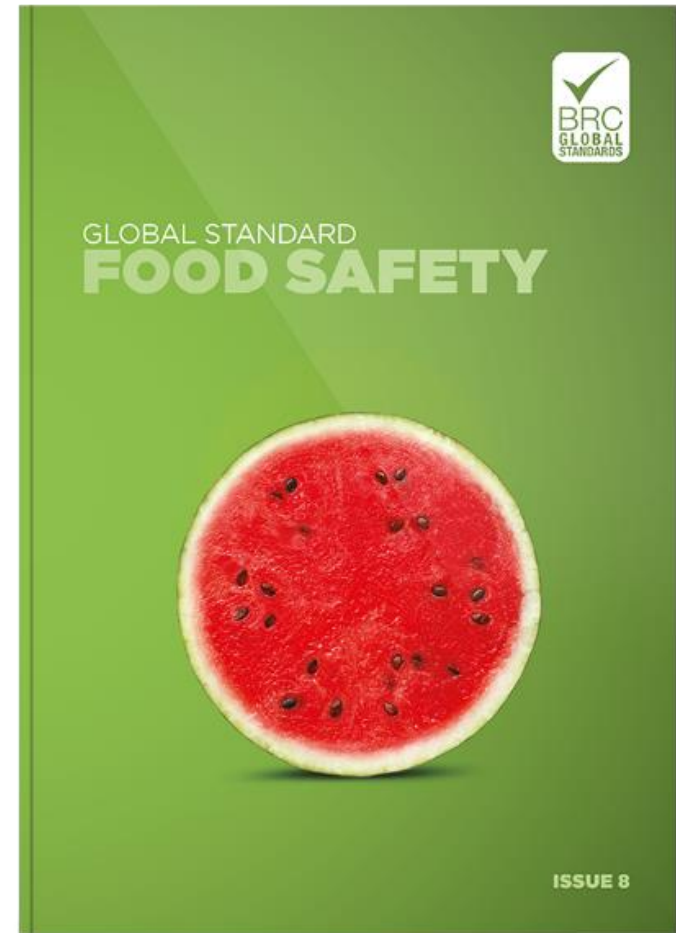
BRC Global Standard for Food Safety – Issue 8. Section 1.



1.1.2 The site shall have a documented strategic plan for the development and continuing improvement of **Food Safety and Quality Culture**.

Including:

- Defined activities involving all sections of the company
- An action plan indicating how the activities will be undertaken and intended timescales
- Review of the effectiveness of completed activities



The Five Dimensions and Critical Components of Food Safety Culture.



Vision and Mission: Communication of a business's reason for existence and how it translates this into expectations and specific messaging for its stakeholders.

People: Behaviour and activities, from processes on the farm to fork.

Consistency: Consistent and effective application of a food safety programme that reinforces a culture of food safety.

Adaptability: Adjustment to changing influences and conditions and responsiveness within its current state or move to a new one.

Hazard and Risk: Awareness of potential hazards and risks at all levels and functions represents a key element to building and sustaining a food safety culture.



Delivering a food safety culture.

- Leadership – It starts from the top.
- Employee confidence -
- Managers demonstrate visible commitment-
Walk the talk.
- Accountability.
- Communication.
- Share practice and knowledge.
- Follow best practice- Understand drivers of
behaviour.



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**Food Safety is
what happens
when you are not
there !**

Food Safety Culture. Maturity continuum.

Progressive stages of Food Safety Culture maturity.

What separates market leading performers from average performers, and the right steps to transform Food Safety Culture into a competitive advantage.

Food Safety Culture. Maturity continuum



Food Safety Culture.

- Lack of leadership.
- Flexible morals.
- Imbedded in priorities.
- Reactive.
- Lack of employee engagement
- Stagnant behaviour.
- Educated not trained.
- Unsafe FSMS .
- Leadership from top to bottom.
- Integrity.
- Imbedded in values
- Proactive
- Behavioural based FSMS
- All employees are engaged.
- Long term.
- Mutual trust
- Shared importance of risk.
- Drives behavioural change
- Safe FSMS.

Food Safety Culture. Maturity continuum

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Halo effect.

Food Safety Culture. Maturity continuum

Food Safety Culture.

- Lack of leadership.
- Flexible morals.

Public Recall.

Horsemeat scandal.

VW defeat system.



Beware.

Training on its own can give a false sense of security.

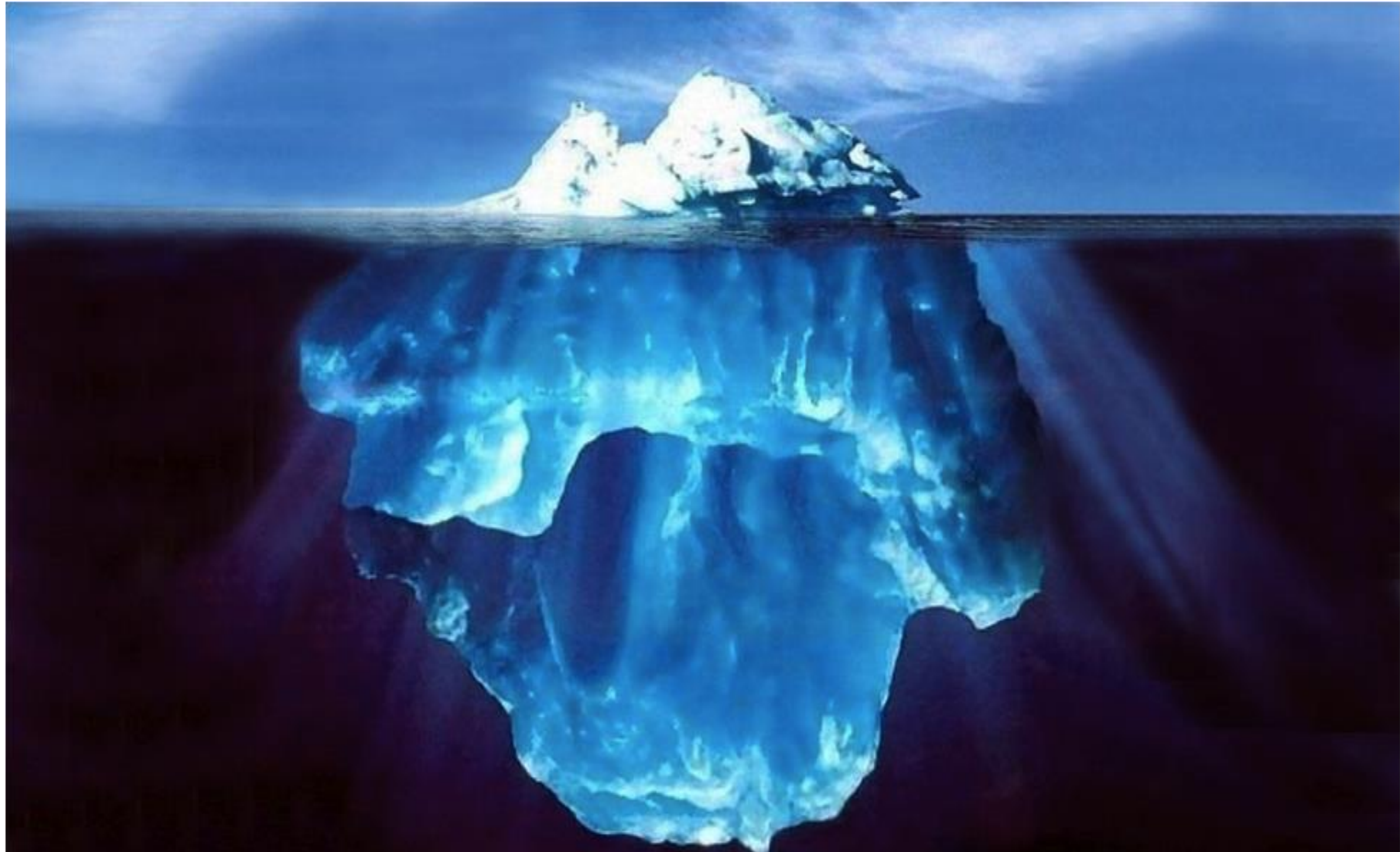
It must drive positive behavioural change.

Developing a Food Safety Culture.

Priorities change depending on the circumstance and pressures.

Values do not.





If Culture Comes
First, Performance
Will Follow.



Journal of the IFST volume 28 issue 4
December 2014.
Delivering a food safety culture.

Journal of the IFST .volume 33 issue 1.
March 2019 .
Certifying food safety culture.



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