

Delivering a Food Safety Culture.

Sterling Crew.

FIFST.FRSPH.FCIEH.

Kolak Snack Foods Ltd







Delivering a Food Safety Culture. Behaviour driven FSMS .

- What is food safety culture ?
- Why and how to develop one ?
- How does it fit into the FSMS toolbox ?
- How do you measure it ?
- What does good look like ?



Food supply chain.

Delivering a Food Safety Culture Behaviour driven FSMS..

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

Simply unsafe behaviour makes unsafe
food.

What is a safety culture ?

“ The safety culture of an organisation is the product of an individual and group values , attitudes competencies and patterns of behaviour that determine the commitment to, and the style and proficiency of an organisations Health and Safety program .”

Health and Safety commission. 1993.

Soft not hard science.

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“It is how we do things here “

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.

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.

Delivering a food safety culture.

- Leadership – It starts from the top.
- Employee
- Management
commitment
- Accountability
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**Food Safety is
what happens
when you are not
there !**

Behaviour based FSMS.

Human factor.

Optimistic bias- It will not happen to me.

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

Cognitive dissonance – I am doing wrong but
there is a reason.

Attitudinal ambivalence - There are more
important matters.

Training and knowledge do
not mean behavioural
change.

Root Cause analysis

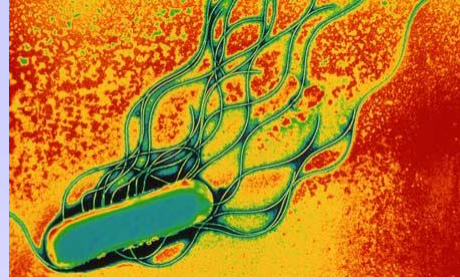
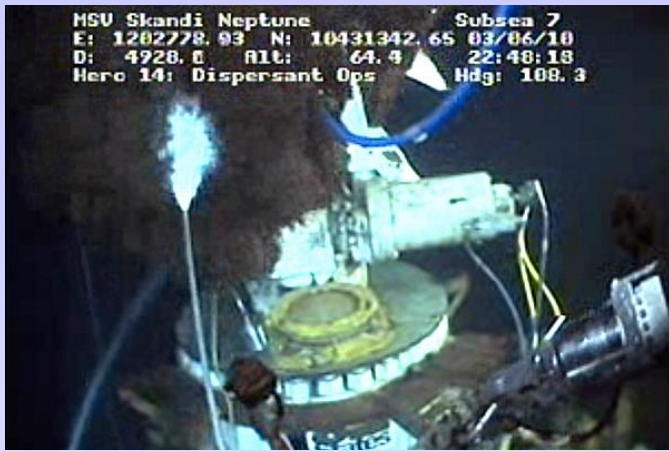
➤ Major incidents.

➤ Factory investigations.

??????????????

➤ Millions trained .

➤ Thousands of Enforcement visits.



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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.

- Safe FSMS.

Food Safety Culture.

Maturity continuum



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**Public Recall.
Horsemeat
scandal..**

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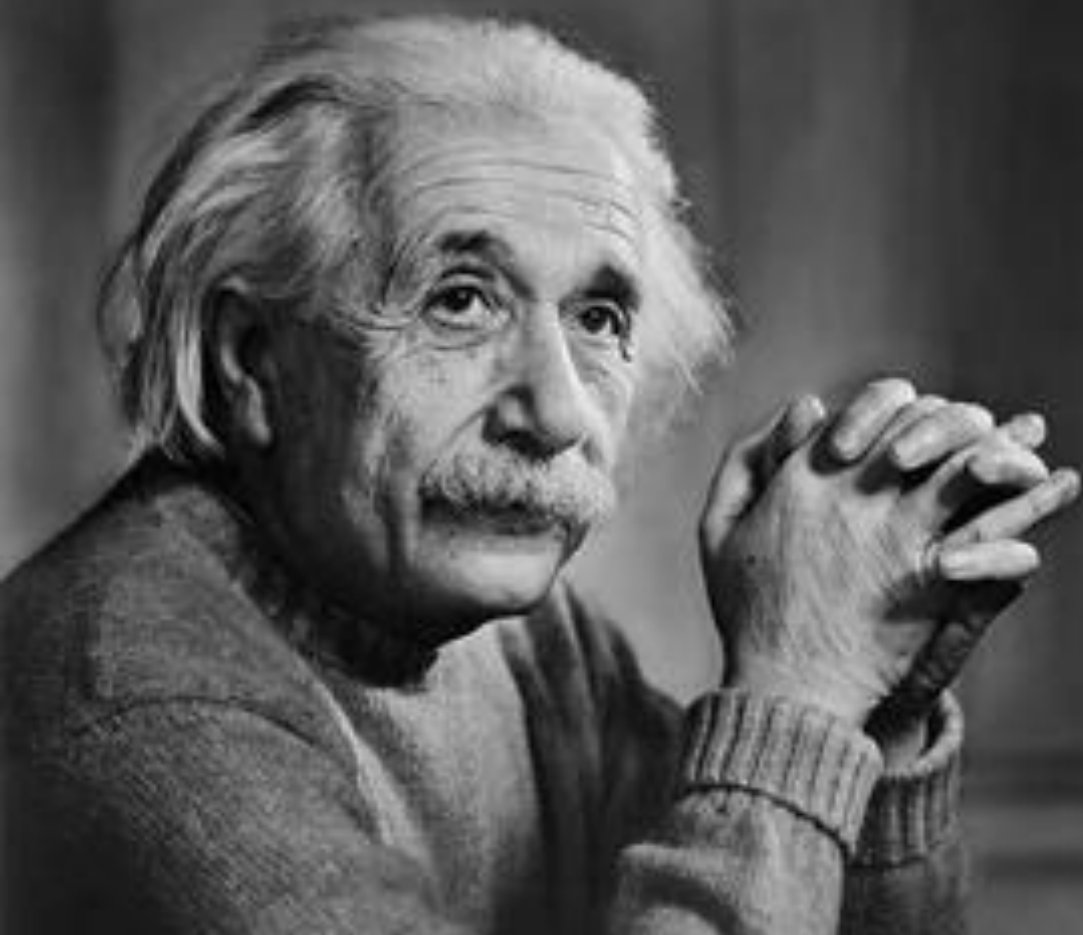
Developing a Food Safety Culture.

“Priorities change depending on the
circumstance Values do not.”

Geller 2005.

If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein



Measuring your food safety culture.

- Observing behaviour .KPSI – Washing hands.
- Self reporting.
- Audit results-BRC , HACCP, Seddex.
- Product analysis.
- Environmental analysis
- Audits inspections.
- Numbers trained. Test knowledge.

You can't manage what you can't measure.



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What is your Food
Safety Culture ?