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?
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 organisation's Health and Safety program.”


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.

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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

- 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.
Measuring your food safety culture.

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What is your Food Safety Culture?