

The IFMA logo consists of the letters 'IFMA' in a white, bold, sans-serif font, set against a red rectangular background with a slight shadow effect.

IFMA

COEX2010

CHAIN OPERATORS EXCHANGE



MENU, VALUE & INNOVATION:

CONSUMERS RULE!

IFMA

*Scott
DeFife*

***National Restaurant
Association***



COEX2010



NATIONAL
RESTAURANT
ASSOCIATION®

www.restaurant.org



Restaurant and Supplier: Partners for Solutions

Scott DeFife

Executive Vice President, Policy and Government Affairs

March 2, 2010



Our Relationship

- We depend on each other for success
- We share the same issues:
 - Food safety is non-negotiable and non-competitive
 - Consumer confidence and goodwill are important to our business health



Food Safety: Background

- Each year it is estimated that foodborne illnesses are the cause of 76 million illnesses, 325,000 hospitalizations and 5,000 deaths.
- The *E. coli* outbreak associated with spinach in 2006, the Salmonella saintpaul associated with tomatoes/peppers, pet food, Westland/Hallmark, and Peanut Corporation of America.



Food Safety: Current State of Play

- President Obama and Congressional leaders have made enhancing food safety a top priority.
- The White House created a Food Safety Working Group, chaired by the Secretaries of the HHS and USDA, to study the issue and make suggestions for reform, the first of which were released in July.
- The Senate and House have both introduced food safety measures in 2009 with the goal of completion in 2010.
- Industry groups, including the NRA, have also called for reforms to the current food safety system, stating that more effective safeguards are needed.



Administration Food Safety Working Group

- Preventing *Salmonella* Contamination
- Reducing the Threat of *E. coli* O157:H7
- Building a National Traceback and Response System
- Improving Organization of Federal Food Safety Responsibilities



Food Safety Legislation

- Contains principles that the National Restaurant Association has fought for including enhanced preventative controls, risk-based inspections, and mandatory recall authority.
- Areas of interest to restaurant operators:
 - Record Keeping
 - Traceability
 - Reportable Food Registry
 - Civil and Criminal Penalties



Emerging Issues

- **Acrylamide**

- Present in 40% of the food supply as a result of normal cooking
- Treated as a “probable carcinogen”
- Mitigation changes flavor and texture *and availability* of popular foods
- New research results and new regulatory actions pending



Emerging Issues

- **Allergens**
 - State and local legislation
 - Training materials



Emerging Solution

- **Global Food Safety Initiative (GFSI) third-party audits**
 - System efficiencies
 - Harmonized standards (global)
 - Potential regulatory tool
 - Brand protection



We Are In This Together

- Better food safety tools and standards mean safer foods and more confident consumers and customers

Being partners for solutions creates win-win for our businesses



IFMA

COEX2010

CHAIN OPERATORS EXCHANGE



MENU, VALUE & INNOVATION:

CONSUMERS RULE!