



FoodIndustry

COUNSEL LLC

Shawn K. Stevens

Global Food Safety Lawyer

stevens@foodindustrycounsel.com

920.698.2561

Proudly Representing The Food Industry - From **Farm To Fork**

www.foodindustrycounsel.com





FoodIndustry

COUNSEL LLC



Proudly Helping The Hard Working People Who Feed Our Families



Where Hygienic Design And Food Safety **Law** Collide

**How To Design Away Your
Regulatory And Litigation Risk.**





What Are Our **REAL** Risks?





**FOOD CAN BE
SCARY**





DANGER: POISONED FOOD

WITH DR. SANJAY GUPTA
WHAT YOU EAT COULD MAKE YOU SICK

SATURDAY AND SUNDAY AT 8 P.M. ET

FOOD CAN ALSO BE

VERY DANGEROUS



DEADLIEST GATEWAY





DEADLIEST

RATON





RISK IS EVERYWHERE















Why Do We CARE?







But, We Also CARE ...





CDC



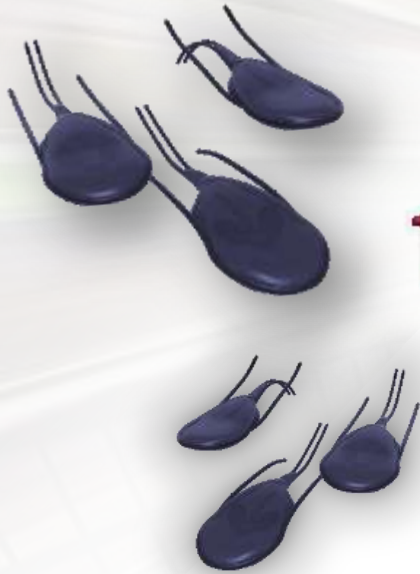
MLVA TESTING





Annual Foodborne Illnesses In The US

(Listeria, Campylobacter, Hepatitis A, Norovirus, Salmonella, Staphylococcus, Shigella and E. coli O157:H7)

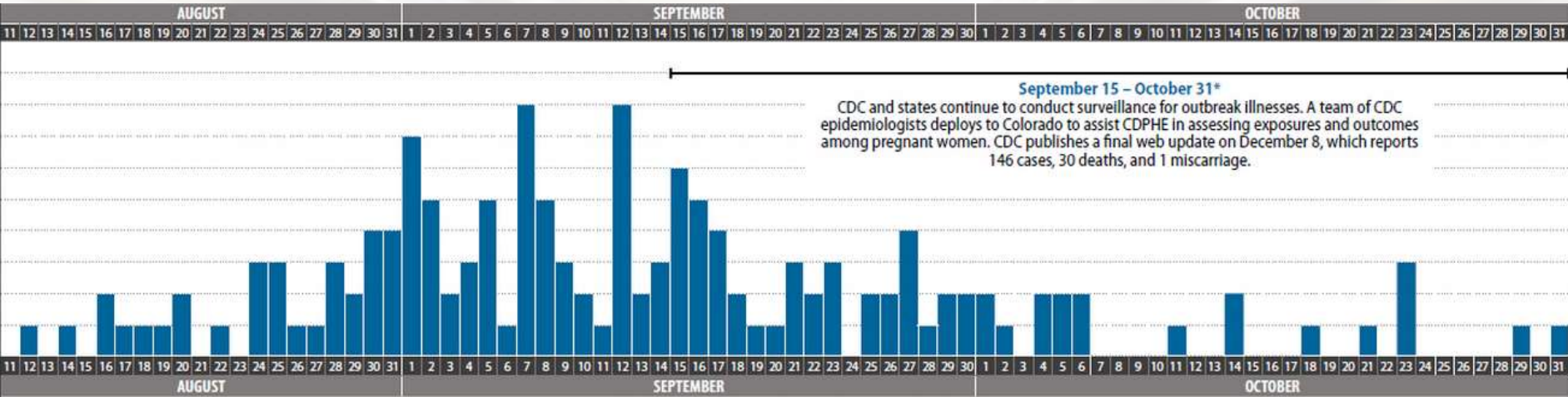


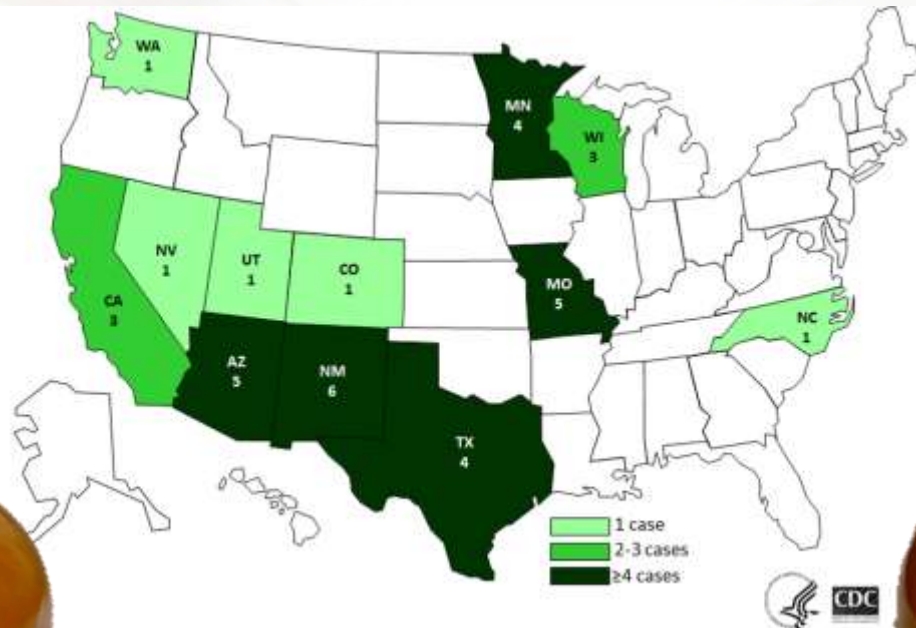
48 Million Illnesses
128, 000 Hospitalizations
3,000 Deaths



1,600 Illnesses and 260 Deaths = LISTERIA









YOU ARE LIABLE



PRODUCT WAS UNSAFE

CAUSED INJURY



YOU ARE LIABLE





YOU ARE LIABLE



500,000 to 1



FDA



ORY
CHARGED IN LISTERIA OUTBREAK
TO FOOD ILLNESS OUTBREAK IN





What **CAN** You Do?





KNOW YOUR **SUPPLIERS**



No worries, my friend, this baby scored a 91%...



KNOW YOUR EXISITING **CAPABILITIES**



WHERE ARE YOUR WEAKNESSES?



INVEST IN NEW INFRASTRUCTURE

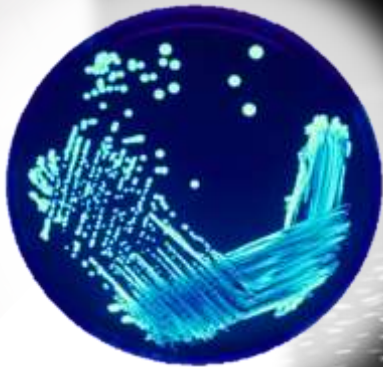




EMBRACE NEW TECHNOLOGIES

AIR & MOISTURE

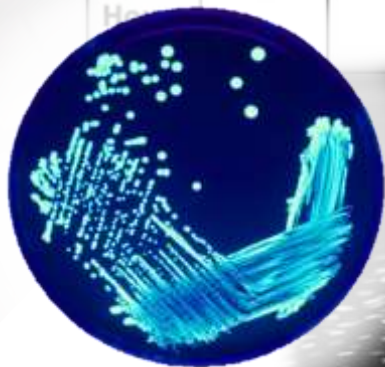
ADVANCED OXIDATION
+
ION CLUSTERS



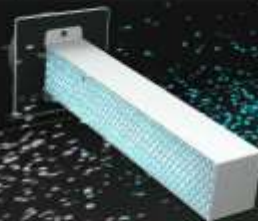


EMBRACE NEW TECHNOLOGIES

| | S. aureus | MRSA | E. coli | E. coli O157:H7 | B. globigii | L. Mono | P. aeruginosa | S. pneumonia | C. albicans | S. chartarum |
|-------------|--------------|------|------------|--------------------|----------------|------------|------------------|-----------------|----------------|-----------------|
| 0 Hours | 6.71 | 6.48 | 6.93 | 6.77 | 6.39 | 6.81 | 6.26 | 6.51 | 5.97 | 6.18 |
| 2 Hours | 5.19 | 5.36 | 5.82 | 5.39 | 5.51 | 5.72 | 5.11 | 6.10 | 4.96 | 4.81 |
| 6 Hours | 5.02 | 5.15 | 5.33 | 5.07 | 4.45 | 4.93 | 4.74 | 5.31 | | |
| 24 Hours | 4.64 | 4.36 | 4.70 | 4.43 | 3.68 | 3.91 | 3.92 | 4.58 | | |



KANSAS STATE
UNIVERSITY





What **MUST** We Do?





What **MUST** We Do?

**DEVELOP
IMPLEMENT
MAINTAIN**



What **MUST** We Do?

ROBUST

FOOD SAFETY CULTURE

COMPASSION

COMMITMENT

COMMUNICATION



A PARTING THOUGHT





A PARTING THOUGHT





A PARTING THOUGHT





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