

FLORIDA FOOD SAFETY & FOOD DEFENSE ADVISORY COUNCIL MEETING
Statewide Conference Call
April 21, 2021
10:00AM – 11:15 AM

Meeting Minutes

Meeting called to order at 10:00 a.m.

Members Present:

Nancy Stephens, Chair, *Florida Poultry Federation*

Amy Duda-Kinder, *Duda and Sons, Inc.*

Christopher Hilliard, *Florida Dept. of Agriculture and Consumer Services (FDACS)*

Dr. Neil James, *FAMU*

Dr. Qinchun Rao, *FSU – Nutrition*

Renee Goodrich – *UF/IFAS*

Michael Lombardi, *Lombardi Seafood*

Lorena Holley, *Florida Retail Association*

Sonia Monges, *US Food and Drug Administration (FDA)*

Ned Bowman, *Florida Petroleum Marketers and Convenience Store Association*

Geoff Luebkekmann, *Florida Restaurant and Lodging*

Joseph Quinlan, *South Market Nutritional Services*

Other Guests in Attendance:

Paul Pagano, *Florida Dept. of Agriculture and Consumer Services (FDACS)*

Nichole Enfinger, *FDACS Div. of Food Safety*

Christine Fierro, *Publix Super Markets, Inc.*

Dilshika Wijesekera, *Instacart*

Shelley Fiest, *Partnership for Food Safety Education*

1. Roll Call and Introductions

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- Nancy Stephens Glad you could make it, Great speakers and timely topics. We may move the agenda around a bit.
- Roll was called, and the required number of members were present to make a quorum.

2. Approval of Agenda- (December 15, 2020)

- Nancy Stephens moved to approve the agenda. Michael Lombardi and Amy Duda-Kinder seconded. No objection.

3. Approval of Minutes-

- Nancy Stephens minutes from December were extensive. Announcements, lengthy presentation from DOH on listeria, and sharing from all members of the council. Motion to approve. Ned Bowman Michael Lombardi seconded. No objection.

4. Nominations/Election of Chairman and Vice Chairman

Nancy Stephens hold this until latter part of meeting. NS term is up, two-year terms. Looking for new chairman. Need to take nominations today for the chairman. Also taking nominations for vice chair. Current vice chair Amy Mullins is willing to serve for another two-year term. We will get back to this after the presentations. You can self-nominate by the way.

Safe Food Delivery Presentation-

- Nancy Stephens in this rapidly changing world we live in, this is changing as we speak. This is going back years ago to door delivery. It brings with it some food safety challenges. Today we have Christine Fierro, technical coordinator at Publix. She is going to introduce our guests and will proceed with the presentations.
- Shelley Feist, Executive Director, Partnership for Food Safety Education
 - Many of you know the Fight BAC campaign. It was created with a MOU with several agencies and at its time it was a new and unusual voluntarily effort that was signed onto with federal agencies, including USDA, Health and Human Services, Dept of Education. 1-10 minutes and then questions. Several slides. Google search data spiked in March 2020 for food delivery services. The use of food delivery is here to stay, and we have been reviewing a lot of data. They work with food safety educators to work in their communities. Many questions when Covid broke was how to handle packages, consumers wanted to up their game on detergents, bleach and advice on how to use them on packaging and even fruits and vegetables. They learned a lot of USDA research on proper handwashing and we are not seeing it in US households. Covid brought up all of these needs. Handwashing education was a major priority at that time. We were thinking of

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households downloading apps they had never used before. If the people delivering the food was maintaining proper temperature, if they were practicing proper hygiene. People were harried at the time with many concerns. There will be much more to mine with the data going forward. Exploring the idea of consumer outreach efforts that would resonate in the changing environment of sourcing their food with grocery delivery, prepared foods, and meal kits. As we recognize the need to better adapting food safety education with this future of food, we looked at the retailers and gaps to explore. Consumers may be reticent to order fresh and perishable items from grocery delivery and getting behind the why of that. Why are they less likely to order these items? Food safety education may help consumers know their role to keep their food safe. Put the consumers role into the context of the chain of prevention. A lot of things are done to keep their food safe leading up to the point where they receive it. New technologies are a part of this exploration. New consumer touchpoints are happening through apps. FDA's blueprint focusing on navigating the last mile. New era of smarter food safety. Food delivery companies are interested in developing consumers understanding of their role of food safety. Raising awareness of food delivery safety. Strengthening food safety culture within the food industry and at home. It is understanding what their level of risk is. Who takes care of food safety in the home? Building trust with people handling food at home. Food safety is fundamental to the industry. They want to bring on board partners in this campaign who want to do more than just deliver food. AFDO has made a financial commitment to help get this campaign developed. They are looking for additional funders. Raising capital for a two-year campaign to reach consumers. Will continue to collaborate with federal agencies. Both FDA and USDA feel urgency around modernizing and updating consumer education. Engaging influencers to dialogue on evidence-based safe food handling. Provided contact info on last slide. Questions?

- People are more receptive to sanitation due to Covid. Looking for volunteers who would take part in reviewing material for the campaign please contact her. No questions.
- Dilshika Wijesekera, Director of Food Safety and Regulatory Compliance, Instacart
 - Neil James joined the call
 - Gave brief into on Instacart and the business model. Then went into how they approach food safety. Food deliveries have become much more prevalent. In 2025, 1 in 5 dollars spent on food will be online. Instacart marketplace from a consumer standpoint can be reach on computers or phone. They provide on demand delivery or pickup options. Accessible to 85% of US households. Partnered with over 600 retailers, 9 out of the top ten major retailers. Also deliver for white label websites. Pickup or delivery in at mot 2 hours. When you log in, you pick the store and go into the store online and search for your food. Add what you want to the cart and then checkout. Select timeframe for delivery or pickup.

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You can text with the shopper to provide additional information or answer questions. When shoppers log in, they can see the availability access in their local store. The app checks GPS location to know location and determine delivery time. As the shopper is picking out food, the app sets what to order select to be efficient and maintain temperature control. Scan the barcode as they are put in the cart. Helps ensure the correct product was selected. If a product is out of stock, the customer can select a replacement. Similar to Uber, you can see the route the shopper takes to deliver the products. GPS will notify shopper to bring products out from the store for pick up. They made many changes due to Covid. Customers need to know they are safe. Last march, specialists were consulted to give internal guidance on food safety, how to shop during Covid, and handwashing. Also used CDC guidelines. Also provide shoppers with safety equipment, daily health check to make sure they don't shop while sick. If they are sick, they assist with getting a doctor visit and a diagnosis. Provide up to 14 days PTO to recover. Consumer side introduced a deliver at my door option. Product is dropped off, take a picture, and leave to avoid direct contact. Background checks are taken for shoppers to make sure there is no criminal history, valid license, other issues. While shopper is working, they conduct random safety checks to make sure the shopper is the same person who was approved. The way they look at Food safety is to think that the shoppers think like they are the consumers. Provide an extra level of guidance while they shop for someone else. Hand hygiene, cross contamination, temperature control, etc. Their program has been reviewed and approved by AFDO for safe food delivery. Make sure they shop during the right timeframe and shop right before delivery or pickup. Set the right order of picking to maximize the Chill chain. Part time shopper's separate production into chill, frozen, and ambient until the driver can come pick it up to maintain temperature. They use temperature monitoring equipment to ensure safety and will take action if necessary, to maintain correct temperatures. Consumers can purchase insulated bags through Instacart or get their own bags approved. These bags are researched to verify that temperatures are maintained. With short delivery time, it is not usually a concern of food safety but more of a quality issue. If they can solve Ice cream not melting, food safety is not an issue. Team monitors delivery time and calculates how long a particular batch should take to get delivered. If times are significantly late, they will contact the shopper and the customer. The delivery will be canceled and started over. Customer feedback side is very easy to let them know if they have any concerns for food safety or otherwise. If they leave less than 5 stars, they will ask what the issue was and obtain more information. Any food safety or quality issues will be sent to a special process team to assess.

- Questions from Neil James: Have they had any food safety incidences and how have you handled them to ensure they would not be repeated?

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- A: They have not had any that they have determined were due to delivery issues. They can track the timestamp from when the product is selected until it is delivered. If they have any complaints, they will also notify the retailer.
- Question from Christine Fierro: Are shoppers able to be requested for a specific delivery?
 - A: Right now, there is not a function to request a specific shopper. What they do request from customers is to rate the delivery to ensure that they use shoppers that provide better services. It is also important from a safety standpoint to not connect shoppers with customers. All contact info is masked in the app.
- Nancy Stephens: Thank you everyone for your presentations.

5. Status of Legislation of Interest-

- Nancy Stephens- HB 663 and SB 1294 for cottage foods. House bill has passed, and it is in the senate. It is headed into the senate floor and will be discussed in the next couple of days. Wanted to let us all know what changes would occur if the bills passed. Cottage foods operations is a single individual that package and produce foods that are not hazardous (no temp control) and produce them in their own home. It has become so popular that the dept began regulating it. Originally you were able to produce \$15k per year. A few years ago, that was increased to \$50k. This bill makes several changes. It is not a natural person anymore, but you can be a business entity and still be a cottage food. You can also deliver by mail order. Most significantly you can gross sales can be up to \$250k per year. Lastly the bill preempts regulation of cottage food operations to the state. You need to have a complaint for the department to investigate.
- Nancy Stephens- any other bills that you would like to bring up or talk about?

6. Issues from FDACS Food Safety Division

- Chris Hilliard- the main rule development right now is Hemp, once finalized we will rule it out with guidance to the industry. Announced partnership with Florida Retail Associations to create webinars, we can get you that information. We have two things we are looking at, inspection report will change to be user friendly, if anyone had thoughts or questions please contact me. Looking at a way to capture a fact that it was a permanent inspection, people are not packaging during the inspection. We will review all the operations are up and running.
- Geoff Luebkekmann that aligns with DPBR does when people are opening. Inspect basic operations are done. It can be a good opportunity to establish an education and partnership relationship with smaller operators that may not have food safety first.

7. Sharing by members of the council

- Nancy Stephens taking nominations for vice chair for the council. Amy is willing to serve as vice-chair for another two-year term. Nancy Stephens nominated Amy Mullins for Vice Chair; nomination was seconded by Neil James. All were in favor. Amy Mullins is Vice Chair for the next two years. Congratulations to her. Moving on to nominations for the chairman. Does anyone have a nomination or nominate themselves? Nancy Stephens nominated Dr. Qinchun Rao. Dr. Qinchun

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Rao accepted the nomination, seconded by Geoff Luebkekmann, all in favor. Congratulations Dr. Rao with FSU.

- Dr. Qinchun Rao -is an associate professor at FSU, currently food safety and quality studies.
- Nancy Stephens- it has been a pleasure serving as chair of the council. Is there anything members would like to share from the industry?
- Geoff Luebkekmann- thank you Nancy Stephens for your leadership.
- Lorena Holley- thanked Nancy Stephens for her leadership, also thank you food safety for your partnership with our webinars.
- Joseph Quinlan- Thank you for taking me on, I am excited to work with the community, we cover all angles of food.

8. New Business

9. Next Meeting/Adjourn

- Next meeting time frame is August/September. Thank you to the staff who does the work to put this council together.

Ended at 11:15 a.m.