



2023 NECAFS Annual Conference and Meeting

Presentation title: Welcome meeting

- Introduction: Chris Callahan
 - Thank you to attendees
 - Open sharing/reflection
 - The annual meeting is to come together to discuss the programs you have run in the past year.
- What people hope to get out of the annual meeting this year?
 - Discussion groups – open forums to discuss food safety initiatives
 - Meeting people in person after being virtual for so long; new faces
 - Learning from others' experiences
 - Making new connections, expanding their network
 - Visit with old friends
- NECAFS
 - Enhance produce safety and preventive controls training, education, and outreach among small and medium sized farms
 - Who: University researchers, educators and extension specialists, state regulatory
 - Connecting all professionals together to work on enhancement of produce and preventive controls training education, and outreach among small and medium sized farms and processors.
 - NECAFS started with NE-PHRESH
 - Disparate opinion, accuracy and location of knowledge. Overlapping and non-coordinated effort in region,
 - Based on field experiences, shared by peers
 - FSMA implementation
 - Delivering on the sense of enhancing produce and preventive controls safety education
- Elizabeth Newbold
 - Introduced additional staff to the team – Chris Callahan, Elizabeth, Annie, Sean Fogarty, Anna Loewald
- Produce Safety in Hydroponic and Aquaponic Operations
 - Topic-based factsheets
 - Cleaning and sanitizing
 - Fish health and handling
 - Harvest, post-harvest
 - Guide reader to implementing produce safety
 - FSOP grant application
 - Northeast Produce Safety Research Consortium – establish regional



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- Work with university partners to work on outreach -> farmers get guidance for sampling
 - Looking in pathogens at processing environment
 - Year 1 Sample Collection – Maine: Blueberries, Delaware: Apples, Ohio:
 - Year 2 – More Apples?
- Existing Produce Safety Research – Anna Loewald
 - Articulate critical research questions and conduct extensive review of existing research related to FSMA PSR topics – approaching existing produce safety research in an approachable way
 - Lit reviews and digestible outputs
- NECAFS Preventive Controls Working Group: Leveraging the shared needs, skills and outputs of Food Safety Communicators in the Northeast - Annie
 - Preventive Controls Workgroup: Leveraging the shared needs, skills, and outputs of food safety communicators in the northeast
 - Resources: Processors food safety toolkit
 - Awareness: Processors and community are aware of this work
 - Evaluation: developing regional assessment of the PCHF course and learning outputs
 - Needs Assessment: Research into what food safety communicators need in terms of needs of small processors
 - Resource Clearinghouse: Using google analytics to understand how the Clearinghouse is used, what needs are not being met, and how do we use this to improve the Clearinghouse
 - How do people find what they need on NECAFS?
 - Water: 31% click through to a resource – other % are not finding what they're looking for
 - Water testing, managing water, water quality
 - Handwashing Food Safety Plan
 - How do we close the research gaps?
 - FSOP proposal
 - Develop a peer review tool on Clearinghouse
 - Understand what the gaps are and how do we connect people to resources that they need
 - Video series
- Elizabeth - Wrap-up of ongoing projects
 - Produce Safety Handbook for Buyers
 - Help with the communication gap between buyers and growers
 - Regional handbook: online tool, about to be launched – Feb/March 2023



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- Look at the various state audit and inspection information and put this information on a site that's transparent and enhance ability of language and other information: use friendly
- **Training support stipend program**
 - Funding available for lead training, produce safety and preventive controls to support costs for trainings
 - Subsidize cost for attendees
- National Water lab Map
 - 607 maps
 - 27,209 views
 - Map water testing sources throughout the country
- Pre-post testing
 - Produce safety alliance
 - Knowledge went up from pre- to post- test across the region
- Upcoming Work
 - Long term look back survey in partnership with the Produce safety Alliance
 - Assesses behavior change, confidence and continuing need
- What to expect this year
 - Last Year – Situational assessment, planning for changes, change in practices...
 - Now
 - Day One – Separate in different working groups: Regulatory and Educational Group
 - Day Two: Panels -> Joint Breakout Groups to facilitate change -> plans & teams for a handful of feasible and important actions and projects
 - Coming Year – collaborative activity, change in practice, repeat... follow our activities!
 - Guiding Protocols
 - Respect and trust each other
 - Everybody is an expert!
 - Step forward and step back
 - Celebrate and share success, and be candid that remain
 - Take breaks and take care of yourself!
 - **Funder: USDA NIFA**

Presentation title: State Department of Agriculture Introductions

- Massachusetts
 - 6 Program Personnel



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- 4 Inspectors
 - UMASS Agricultural Extension
 - 894 Farm Registry
 - 578 Verified Farm Registry
 - 72 Large Covered Farms
 - 78 Number of Inspections
 - 0 For-Cause Inspections
 - 105 Follow Up Inspections (Educational Visits)
- Maryland
 - 3 Program Personnel
 - 2 Inspectors
 - University of Maryland Plant Science Extension ALEI (Agricultural)
 - 808 Farm Registry
 - 145 Verified Farm Registry
 - 33 Large Covered Farms
 - 13 Number of Inspections
 - 0 For-Cause Inspections
 - 21 Follow Up Inspections
- New Hampshire
 - 4 Program Personnel
 - 2 Inspectors
 - UNH
 - 211 Farm Registry
 - 143 Verified Farm Registry
 - 24 Large Covered Farms
 - 8 Number of Inspections
 - 0 For-Cause Inspections
 - 16 Follow Up Inspections
 - New program staff hired
 - Farm inventory data and verification
- Rhode Island
 - 4 Program Personnel
 - 2 Inspectors
 - URI
 - 493 Farm Registry
 - 199 Verified Farm Registry
 - 14 Large Covered Farms
 - 28 (from 2022) Number of Inspections
 - 0 For-Cause Inspections



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- 77 Follow Up Inspections
 - Formal Produce Farm Registration
 - Agricultural Water Quality testing program
 - Mini grant program in 2021 and 2022 to assist with produce safety improvements
 - Continue to support the RI GAP program – technical assistance and compliance vehicle
- New York
 - 8 Program Personnel
 - 5 Inspectors
 - Cornell University & Cornell Coop Ext.
 - 1503 Farm Registry
 - 1503 Verified Farm Registry
 - 236 Large Covered Farms
 - 121 Number of Inspections
 - 0 For-Cause Inspections
 - 134 Follow Up Inspections (Including 8 OFRRs)
 - Number of inspections conducted exceeded the goal, despite losing an inspector
 - Produce Safety compliance program has been easily and effectively retrofitted into our Division's compliance program
- Connecticut
 - 7 Program Personnel
 - 5 Inspectors
 - UConn Extension
 - 202 Farm Registry
 - 386 Verified Farm Registry
 - 20 Large Covered Farms
 - 7 Number of Inspections
 - 0 For-Cause Inspections
 - 2 OFRRs
 - Voluntary Registration and All Inspections are completed online through our E-license System.
 - All new staff with less than 2 years of experience
- Maine
 - 1 Program Personnel
 - 3 trained Inspectors
 - UMaine Cooperative Extension
 - 1985 Farm Registry
 - 872 Verified Farm Registry
 - 22 Large Covered Farms
 - 19 Number of Inspections



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- 2 For-Cause Inspections
 - 12 OFRRs
 - As of last week testing of the new database/major fixes seem to be winding down
 - CPI position (PSR specialist) re-posted
 - Caught up with meeting min requirements
- Delaware
 - 4 Program Personnel
 - 1 Inspector
 - University of Delaware Cooperative Extension
 - 155 Farm Registry
 - 110 Verified Farm Registry
 - 14 Large Covered Farms
 - 20 Number of Inspections
 - 1 For-Cause Inspections
 - 9 Follow Up Inspections
 - State regulation for mandatory registration for produce farms growing, harvesting, packing and/or folding
- Pennsylvania
 - 9 Program Personnel
 - 8 Inspectors
 - Penn State Extension
 - 1643 Farm Registry
 - 762 Verified Farm Registry
 - 150 Large Covered Farms
 - 119 Number of Inspections
 - 3 For-Cause Inspections
 - 507 Follow Up Inspections
 - Completed 2 FDA Calibration Inspections
 - Developed 4 SOPs
- West Virginia
 - 8 Program Personnel, 3 of which are 100% Produce
 - 1 Inspector
 - West Virginia University, West Virginia State University
 - 2365 Farm Registry
 - 1256 Verified Farm Registry
 - 7 Large Covered Farms, 1 Small
 - 8 Number of Inspections
 - 0 For-Cause Inspections
 - 118 Follow Up Inspections



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- 100% of covered farm inspected
- New Jersey
 - 7 Program Personnel
 - 6 Inspectors
 - Rutgers Cooperative Extension
 - 231 Farm Registry
 - 416 Verified Farm Registry
 - 887 Large Covered Farms
 - 55 Number of Inspections
 - 1 For-Cause Inspections
 - 1 Follow Up Inspections
 - 51 Farms Received Technical Assistance
 - 282 Inspections
 - 233 initial
 - 49 routine inspections
- Vermont
 - 7 Program Personnel (20-82% CAP funded)
 - 1 Inspectors
 - UVM Extension
 - 612 Farm Registry
 - 612 Verified Farm Registry
 - 17 Large Covered Farms, 6 Small, 7 Very Small
 - 20 Number of Inspections
 - 2 For-Cause Inspections
 - 1 Follow Up Inspections (Including 8 OFRRs)
 - Completed FDA inspector calibration in 2022
 - Voluntary farm registration, QE farms are encouraged
 - 33 OFRRs ad 57 non-OFRR educational visits
 - 8 PSA grower trainings

Presentation title: Federal Updates

- FDA Produce Safety Network: Ben Marshall, CFSAN FDA
 - FDA CFSAN
 - Promote, Build, Engage, Collaborate
 - Produce Safety workshops
 - BSAAO Workshop
 - Cleaning and Sanitation Workshop
 - Virtual, but adapt to their farmers/clientele



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- Ag water workshop
 - Systems Thinking
 - Contact: 301-906-8064, Benjamin.marshall@fda.hhs.gov
- Questions
 - How do you train farmers that don't speak English? ESL strategies?
 - Doesn't know – making note to ask other folks in the room
- USDA Food Safety Outreach Program: Jodi Williams, NIFA USDA
 - The USDA always reads comments, evaluations and questions
 - FSOP program
 - SMP support for those under FSMA
 - Mid-november: request for applications
 - Technical assistance webinar available
 - Program has been around for ~10 year, started at 2.5 million dollars.
 - Feb. 16th proposal deadline
 - Technical assistance program
 - 150,000 entities (not strictly only academia/university professionals)
 - Cooperative extension, federal state local or travel agencies
 - 3 priorities: community outreach, collaborative education and training, and technical assistance and grant writing skills program (minority serving entities).
 - Proof in proposal that org that you're collaborating with is underserved
 - Grant writing – NEW grant: grant writing resources, groups that interact with underserved populations. Problem with the writing, not a problem with goals or work in question
 - Coordinating and communicating sectors for social media and outreach to support target audiences
 - Questions:
 - Can I apply for equipment for the farm fields?
 - As long as education outreach and training is part of the proposal
- Produce Safety Alliance: Donna Clements, Cornell
 - Produce Safety Alliance Team
 - Diversity in language spoken
 - Gretchen left the program but we still work with her in an expanded team
 - Don is now in the west coast
 - West: Mariana Villarreal, Spanish language
 - Collings Buggingo – NW regional extension associate
 - Thais Ramos – SW regional extension associate
 - Looking to hire new Spanish language position
 - Training Accomplishments
 - 3,742 grower trainings



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- 122 train the trainer
- 79,707 GT participants
- 3,486 TTT participants
- Total PSA trainers: 2,925 (2,070 domestic)
- Total PSA Lead Trainers: 505 (281 domestic)
- Trainers can update their affiliation and contact preferences online
- PSA Updates
 - Expanding into international training
 - 15 PSA GT in Mexico, onion, mango, melon
 - Will impact domestic Spanish-language outreach
 - New Website
 - Update your bookmarks
 - Funding remains a big concern
 - Full funding through September 2023
 - Partial funding through June 2024
- Agricultural Water
 - Supplemental training slides on Subpart E requirements
 - Current priority is on harvest/postharvest water requirements
 - Updating PSA required records templates (water system inspection template)
 - Updating sanitizer resources
 - Upcoming produce safety educators call series on harvest/postharvest water
- Educational Materials
 - Traceability Supplemental Slides
 - More than words illustrations
 - PSA Grower training manual translations (English, Spanish, Korean, Chinese and Portuguese) online
 - Educators' groups (English and Spanish) going strong
 - Independent series for English and Spanish
- Additional Updates
 - Settling into a new COVID normal
 - Optimizing training schedules, assessing needs and prioritizing objectives
 - Analyzing PSA Grower Training evaluations to evaluate the temporary remote training policy
 - Comparing differences between training modalities
 - Developing recommendations for effective remote trainings
 - No significant difference in evaluations from in-person and online



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- PSA Advanced Trainer Workshop
 - February 7-9, 2023 Lake Alfred, Florida
- PSA Migrated Website
 - Producesafetyalliance.cornell.edu
 - Es.producesafetyalliance.cornell.edu
- Questions:
 - Final Subpart E?
 - Versions are relatively equivalent
 - Waiting for subpart E to be finalized
 - 2.0, coming in the future, will not be equivalent, start when subpart E is finalized
 - Powerpoint presentations?
 - Send email to Donna Clements for the new translated documents
 - Process envisioned for re-train the trainer?
 - Process in mind, have not finalized that process
 - Hosting a webinar to retrain
 - A couple of hours long
 - Do farmers need to be retrained?
 - No. Not a requirement
 - Recommended to know what the final requirements are
 - Difference between PSA training and TTT?
 - Participants attend grower session, next step would be to take TTT course
 - Attending the TTT gives opportunity for you to train other growers the PSA training
- Food Safety Preventive Controls Alliance
 - Donna Schaffner – Rutgers Food Innovation Center
 - Version 2 has to be approved by the FDA
 - Curriculum committee has approved the content and is in the process of being approved by the FDA
 - Will not be submitted to the National HACCP alliance and will not take place of a HACCP course
 - Lead instructors that would present this curriculum, all lead trainers are required to go through an updated training session
 - In-person or remote? In discussion
 - Cost? Being determined.
 - Would processors be required to go through training for version 2? No. No requirement to go through initial training, highly required to be as updated as possible.



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- 3rd party audits: will recommend that they go through the new training
 - No requirement
 - Not enough changes to go through a subsequent training.
 - Lead instructors (all trainers) are required to go through updated training
 - Encourage them to retake the course (updated training) – for former participants, not a requirement (trainers are still required)
 - Certificates – drop during COVID, gradually growing back
 - Certificates
 - Drop in trainings during COVID
 - Gradually training back upward, with a more recent downward trend
 - Domestic PCQI Certs
 - Participants: 137,000
 - LI: 2,255, 105 courses completed
 - Upcoming registered: 350
 - Gap between registered and completed
 - Contact: dfschaff@njaes.rutgers.edu
- FDA Preventive Controls
 - Glenn Bass – Office of Regulatory Affairs
 - PCHF Update
 - Human and animal food is the largest organization in the FDA
 - Food compliance programs to best prepare compliance group
 - Staff development via webinars: how to implement subpart B
 - Quarterly PCHF meeting with FDA and states: go over strategies and novel cases and findings, integrative food safety system
 - ORA Food Safety Culture
 - Sense of understanding of food safety
 - Translates to food safety preparedness
 - 1004 FDA staff in Food and Feed
 - 24 virtual and hybrid course sessions
 - Registration of Food Facilities and Other submissions
 - Final Rule: Requirement for Additional Traceability Records for Certain Compliance date: January 20, 2026
 - Working on implementation strategy to get program up and running
 - Working with state partners to flesh out new authority
 - Impact of COVID
 - Now: considered back to normal (for routine work)
 - Routine onsite inspections postponed due to variants



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- COVID data tracker to track variants in areas of the country, thus impacting outreach in those areas
- 2020 – below 4000 inspections
- Always had the ability to conduct emergency work: recalls, etc.
- Remote Regulatory Assessments (RRAs)
 - Done in Human Foods side
 - Have done in medical setups...
 - Offer for food side –
 - Does not replace an inspection – reduces the amount of time for inspection (documents given beforehand)
- FDA Domestic Inspections – getting back to previous numbers (had decline during 2020-2021)
 - Classifications
 - Observations
 - FDA Data dashboard: <https://datadashboard.fda.gov/ora/index.htm>
- Questions?
 - Are food compliance program training and culture trainings available to educators?
 - Reach out to NC state to form collaboration to get access to food safety training
 - Webinars are internal trainings – will not share with educators
 - Push by Amanda Kinchla to improve inspections, provide regulatory perspective and motivate processors to comply.
 - Advocating access to regulatory trainings with educators

Presentation title: Educational Projects with Unique Approaches

- Sanitizing and Cleaning Resources for your Business (SCRUB): Andy Chamberlain
 - Barriers
 - Scattered resources
 - Gaps and questions to answer
 - Digestible ways of communicating and sharing knowledge
 - Technical Assistance
 - Twilight highlights
 - Online workshops
 - Peer learning in small groups
 - One-on-one, in-person and virtual sessions
 - Active listening to inform new resource needs
 - Listening to what growers need
 - Resources



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- Print PDF
- Responsive web and blog post
- Video case studies, audio, and social
 - Good and bad instances
- Existing resources have been reviewed and curated
 - 93 reviewed, 34 shared (38%)
- Example situation: concrete floor repair
 - Start with farm visit
 - Process photo flow – blog post
- Example: Cleaning tools
 - Blog post highlight color coding in farm
 - Videos explaining the cleaning tools: how cleanable? What options
 - Scrub shorts –
- Post-Harvest Case studies
 - 13 farms – 3 formats: blog post, pdf, video
- Instagram is a popular resource for farmers!
 - Curated site for sources
 - SOPs,
 - Case studies (post-harvest)
 - Culture
 - Trainings
 - Nonconformances (example: fixing concrete floor, cleaning tools, hygienic design, color coding)
 - Scrub shorts: short videos <60 seconds.
- [Go.uvm.edu/scrubresources](https://go.uvm.edu/scrubresources), go.uvm.edu/phcs
- Experiential Learning Opportunities for Limited Resource Growers through Mobile Farm Innovation in Mississippi, Alabama and Georgia: Billy Mitchell
 - Barriers
 - Time and cost that farmers take for farmers to seek educational opportunities
 - Limited resources
 - Presentation is not the preferred method of learning, food safety is not the number 1 concern
 - Solutions
 - Mobile Farm Innovation trailers
 - Portable in-person activities
 - **Represented in program creation through programming materials**
 - Paid farmer review panel with honest feedback
 - Bring relevance back to farmers: conserving their land is a benefit to food safety education and programming



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- Work with underserved communities
 - Hands on Activities – 3 major activities
 - About 20 minute activities
 - Discussion amongst the group
 - Fun and engaging
 - Farmer and trainer will display that activity and then they'll perform that activity
 - Water Sampling
 - Using Sanitizers
 - Cold Storage
 - Train the trainer model
 - Videos, fact sheets, guides
 - All resources are on the Clearinghouse
 - Data collection
 - Focus groups for qualitative data
 - Pre and post
 - Improve awareness and intent to implement practices
 - Time and cost are major barriers to this audience
 - Creates space for collaboration
 - Farmers come back every 6 months to share how they've impacted their community
- Development of an alternative FSMA compliant produce safety curriculum for plain, sect and other smaller fresh produce growers: Jeff Stoltzfus
 - Barriers
 - Low tech methods for trainings aren't readily available
 - Low resources in certain cities/counties/states (specifically Amish communities in this instance)
 - Where do you conduct trainings?
 - Some communities don't like cameras
 - Solutions
 - Develop low tech options for training
 - "Plain English" training for farmers
 - Put FSMA curriculum into a notebook and put 2 slides to a page
 - Alternative to PowerPoint – grower doesn't take the book home, they still need the manual
 - Offer 20 of them for free for teaching the Amish
 - Worked very well – great feedback on the model
 - Worker Training Flip Chart
 - Pictures on the front, text on back
 - Changed pictures for Amish communities: emphasis on working with animals



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- Costs \$25
- Questions?
 - Spanish-speaking group in Massachusetts didn't like this model
 - Made the slides into videos instead
 - How is the book different from the grower training manual?
 - No presenter notes
 - Nothing but slides
 - Keep up with both grower manual and flipbook, works better for the presenter perspective.
 - Where to get them?
 - Luke LaBorde has the code to get up to 20 for free to teach underserved communities

Presentation title: Educational Barriers of Producers and Processors

- On-Farm Produce Safety: A Review of Needs Assessments of Small- and Medium sized Growers in the United States
 - Elizabeth Newbold – University of Vermont, NECAFS
 - Research Question
 - In Boston (area meeting) there was a discussion of needs assessments
 - Determined the need of a published peer review of all published needs assessments.
 - What are the known produce safety needs among small and medium sized producers in the northeast?
 - Goal: Avoid duplication of what's already done, summary of all available needs assessment research
 - Overview: conducted a national semi-systematic review
 - Data from 2005-2020
 - Included only published lit
 - Reviewed 34 needs assessments
 - Preset findings at NECAFS in Philly 2020
 - Published in Food Protection Trends Jan/Feb issue
 - Needs Assessments include:
 - Surveys
 - Phone interviews
 - Pre- and post-event surveys
 - Two emerging dimensions or frameworks for Needs
 - Training: Specific technical training, on-the-ground assistance, 1:1, small group, technical skills for management, those not covered under the rule still want food safety training



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- Knowledge: lack of information, no resource on given topic, confusion on regulation, inconsistency in messaging, science behind the recommendations (WHY are they doing this practice)
 - Pathways of contamination etc.
 - Time: Farmers never have enough time, time for record keeping, time for improving practices
 - Capital: high cost of compliance, infrastructure, equipment, cost of labor (training, implementation), maintaining or gaining market access (audits)
 - Mindset: Motivation, perspective, confidence. Big picture of motivation for compliance; motivation comes from buyers, regs, and opportunities with mutual benefits
- Factors that influence need
 - Farm size: scale ,methods, regulations that vary by annual sales
 - Farm type: organic versus conventional, Crop mix
 - Region: practices vary by region, public perceptions of food safety, cultural differences
 - Market: Wholesale versus small scale distribution
- How best can we meet needs?
 - Tailor outreach in content and delivery
 - Who's presenting the content
 - NOT federal agencies
 - HOW are you presenting the content? Online? Hybrid? On-farm workshops?
 - Consider language barriers
 - Creative solutions to combat problems
 - Foster confidence
- Conclusion: Tailor outreach and Education consider both content and delivery
 - Content
 - Credible (experienced sources)
 - Respondents often favored ag service providers (extension professionals, researchers) NOT federal agencies
 - Delivery
 - Format: Online? Handouts? On-farm workshops?
 - Consider literacy, numeracy and language barriers
 - Creative solutions
- Understanding the Food Safety Needs of Small and Very Small Processors in the Northeast United States: A Food Safety Communicator Perspective
 - Andrea and Annie
 - Update on project



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- Problem: many food processor struggle to understand and implement FSMA PCHF requirements that apply them
 - Small and very small processors have problems understanding regulations
 - The FDA says that 3500 processors are eligible for attestation, but 531 actually have filed for attestations
 - Difficulty reaching processors
- Need to identify barriers faced by small and medium sized food processors what adopting food safety programs and practices required
- Developed and deployed a needs assessments
 - Background: where people are located
 - Understanding awareness of the rule
 - Educational challenges, courses, and resources
 - Technical assistance needs and implementation barriers
 - What did they observe? Nonconformances
- Identified additional need
 - Initial results indicate sig diff between regulators and the food safety communicators (FSC's)
 - Second survey was created to understand the diff in opinion
 - If they can give anonymous changes in the past year
- Takeaway 1: Awareness is the biggest challenge
 - Processors 17% average awareness
 - Majority below average awareness
 - Biggest impact: increase awareness
- Takeaway 2: Knowledge challenges are not always education priorities
 - Knowledge ranking GMPs: 3.8 (most recommended course for processors)
 - Knowledge ranking HACCP: 2.8
- Takeaway 3: Gaps in knowledge are also observed in implementation
 - Similarities in topics of food regulators and processors facing
 - Topics identified to improve
 - Sanitation controls
 - Allergen controls
 - Recall plan development
- Recommendations
 - Emphasize outreach to improve awareness
 - Create resources customized for this audience
 - One-on-one advice and consultation and training workshops
 - Topic specific information most recommended type of information
 - Additional technical/scientific resources and make them accessible
- Breakout Groups: Preventive Controls



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- Goal: Sharing and Emergence – let people share, get comfortable with the framework, allow ideas to emerge to inform the next breakout activity
- Closing thoughts
 - Gaps
 - Exemption
 - Culture of food safety
 - Without documented change, you can't call something a solution
 - Refresher training for inspectors
 - How do we sell food safety: how do we motivate sales to small growers
 - How do we get people to review resources
 - Solutions
 - “Connection before content”
 - Tell stories: of success or of failure (outbreaks)