

2023 DUBAI INTERNATIONAL FOOD SAFETY CONFERENCE
“Sustainable Food Safety Leadership Tools”

FACILITATOR:

Dr. Darin Detwiler - CEO of DETWILER CONSULTING GROUP LLC, in Los Angeles, California, and Professor of Global Corporate Social Responsibility and of Global Economics and Policy of Food and Agriculture at Northeastern University in Boston, Massachusetts. For over 30 years, Dr. Detwiler has played a unique role in controlling foodborne illness, serving in appointed advisories for the U.S. Department of Agriculture, supporting the U.S. Food and Drug Administration’s implementation of FSMA, serving on numerous advisory and editorial boards, and consulting with industry in the U.S. and abroad. In addition to his presentations at the 2015, 2017, and 2023 DIFSC, Dr. Detwiler shares his research and insights on television, podcasts, and in his acclaimed books Food Safety: Past, Present, and Predictions and Building the Future of Food Safety Technology: Blockchain and Beyond. He is also a key voice in the 2023 documentary “*Poisoned: The Dirty Truth About Your Food.*”

Dr. Detwiler received International Association for Food Protection’s 2022 *Ewen C.D. Todd Control of Foodborne Illness Award* as well as their 2018 *Distinguished Service Award* for dedicated and exceptional contributions to the reduction of risks of foodborne illness.

www.DetwilerConsultingGroup.com

DetwilerConsultingGroup@gmail.com

WORKSHOP SUMMARY:

In our global food supply system, clarity is paramount. The role of food safety leaders in communicating and training is evolving beyond conveying knowledge to the goal of changing behavior. Instructions and protocols alone are often insufficient in achieving our goals. Dr. Detwiler will draw upon his extensive research and graduate-level lessons to guide participants on how to impact sustainable change through a reimagined structure of communication. This workshop will focus on the various steps needed from identifying inputs to measurable targets and aligning with clear goals. Explore the basics of change theory and other elements behind the art of effectively communicating leadership decisions and navigating the path forward in response to critical indicators. Moreover, this workshop will introduce and allow participants to experience a practical tool designed to streamline the process, thus enabling participants to implement for their own specific needs.

Key Focus Items:

INPUTS	KEY ISSUES	ACTIONS	OBSTACLES	OUTPUTS	OUTCOMES	GOALS
--------	------------	---------	-----------	---------	----------	-------

INPUTS	<p>Inputs, in the context of food safety, refer to the various sources of information that contribute to the decision-making processes within the food industry. These inputs play a crucial role in shaping the behaviors and practices related to food safety within an organization. Government alerts, Industry News, External audits, Inspections, Mock Recalls, Consumer feedback, and Scientific Research are some examples of inputs that contribute to the continuous improvement of food safety policies and procedures by introducing new insights and best practices.</p>
	<p>Examples from participants' experiences</p>
	<p>Notes</p>
KEY ISSUES	<p>Key Issues refer to essential categories of inputs that directly influence and contribute to the achievement of higher targets and goals in ensuring food safety. These categories typically encompass critical aspects such as sanitation, hygiene, temperature control, and more. Each key issue serves as a cornerstone in the decision-making process, offering a structured approach to identify, assess, and address specific challenges within the broader spectrum of food safety.</p>
	<p>Examples from participants' experiences</p>
	<p>Notes</p>

ACTIONS	<p>In the context of enhancing food safety practices, actions represent proactive and innovative approaches to achieving predetermined goals. Action, in this context, involves the deliberate implementation of strategies, methods, and technologies, as well as fostering a culture of continuous improvement and adaptability. The essence of these actions is innovation with purpose, driving positive change and contributing to the realization of higher safety standards within the food industry. Brainstorming new ideas is a pivotal aspect of decision-making in the pursuit of improved food safety. The purpose of this creative process is to identify and evaluate innovative solutions that address specific challenges or gaps in current safety protocols.</p>
	<p>Examples from participants' experiences</p>
	<p>Notes</p>
OBSTACLES	<p>Recognizing and addressing obstacles is a crucial aspect of effective leadership and behavioral change. Obstacles, often associated with SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and Root-cause analysis, are critical elements in decision-making and implementation processes. They can take various forms, including the cost of implementing new safety measures, training needs for personnel, cultural or language barriers, and the level of support from stakeholders. Identifying and understanding these obstacles is essential for leaders to develop strategies that not only overcome challenges but also facilitate sustainable and meaningful changes in behavior to enhance overall food safety.</p>
	<p>Examples from participants' experiences</p>
	<p>Notes</p>

OUTPUTS	<p>Outputs serve as a critical measure of success, reflecting tangible changes in behavior and practices among various stakeholders. They represent the observable and measurable results that directly stem from the implementation of new <u>actions</u> or strategies. Stakeholders, including leaders, workers, partners, retailers, and distribution channels, play pivotal roles in shaping these outputs, each adapting their behaviors and practices in response to the changes introduced. These outputs are diverse, ranging from the adoption of new methods or processes to increased handwashing, shifts in communication patterns, heightened engagement, and more. Importantly, the diversity in outputs reflects the nuanced ways different stakeholders respond to and integrate the new actions into their specific roles and responsibilities.</p>
	<p>Examples from participants' experiences</p>
	<p>Notes</p>
OUTCOMES	<p>Outcomes represent the ultimate measure of success, capturing the real-world impact of implemented actions on the broader goals of ensuring safe and high-quality food for consumers. Unlike <u>outputs</u>, which focus on observable changes in behavior and practices, outcomes are more holistic and encompass the overarching effects that these changes have on the well-being of consumers and the performance of the food supply chain. Outcomes are directly tied to the achievement of larger <u>goals</u>, and they serve as indicators of the effectiveness of new actions in meeting specific targets. For example, a key goal may be to reduce the occurrence of foodborne illnesses, and associated outcomes could include fewer reported cases of illness, decreased recalls, diminished outbreaks, and an increase in consumer trust. The targets associated with outcomes are critical benchmarks that leaders use to evaluate the success of their food safety initiatives.</p>
	<p>Examples from participants' experiences</p>
	<p>Notes</p>

GOALS	<p>Establishing clear and impactful goals is a fundamental step toward driving behavioral change and fostering a culture of excellence within organizations. Goals, in this context, represent overarching objectives that have a significant impact on both people and the planet, aligning with broader sustainability initiatives and ethical business practices. These goals go beyond regulatory compliance and encompass larger concepts that contribute to consumer safety, the creation of clean and quality experiences, brand protection, and the empowerment of teams to uphold ethical standards. Such goals are often driven by Sustainable Development Goals (SDGs) and Environmental, Social, and Governance (ESG) principles, reflecting a commitment to holistic well-being and responsible business practices.</p>
	<p>Examples from participants' experiences</p>
	<p>Notes</p>

FOUR COMMON FOOD SAFETY GOALS:

INPUTS	KEY ISSUE(S)	ACTION(S)	OUTPUT(S)	OUTCOME(S)	GOALS
Observations, Reports, audits, complaints, etc.	10,000 ft Elevation Description	Specific ideas for Next Steps	For Employees or other Stakeholders	For Consumers (measurable)	Encompass large concepts
OBSTACLE(S) – Things to overcome and ideas on how to overcome them					

INPUTS	KEY ISSUE(S)	ACTION(S)	OUTPUT(S)	OUTCOME(S)	GOALS
Observations, Reports, audits, complaints, etc.	10,000 ft Elevation Description	Specific ideas for Next Steps	For Employees or other Stakeholders	For Consumers (measurable)	Encompass large concepts
<p>OBSTACLE(S) – Things to overcome and ideas on how to overcome them</p>					

Example from workshop

6 | DIFSC 2023 Workshop: "Sustainable Food Safety Leadership Tools"
 Dr. Darin Detwiler
 DetwilerConsultingGroup@gmail.com
 www.DetwilerConsultingGroup.com

INPUTS	KEY ISSUE(S)	ACTION(S)	OUTPUT(S)	OUTCOME(S)	GOALS
Observations, Reports, audits, complaints, etc.	10,000 ft Elevation Description	Specific Ideas for Next Steps	For Employees or other Stakeholders	For Consumers (measurable)	Encompass large concepts
ppm defects on equipment Poor quality of equipment Excess heat from (high Temperature Machinery). Spillage, Mold Customer Complaints	Engineering (Monthly/ weekly inspections)	Walk through Review the equipment Specification including shelf life of equipment	Chief Engineer Temperature is program no products in	Reduce Quality, shelf life (1) (2) (3) (4) (5) No double Temp. No Spillage	1) No outbreaks and good food safety culture 2) Top management Commitment 3) Values & Accountability Legal & Regulatory Compliance 4) Qualified Staff & Safe work environment 5) Safe Supplies
OBSTACLE(S) - Things to overcome and ideas on how to overcome them					
Equipment space parts not available in the market No budget / No qualified technician / no idea.					