



foodfocus
THE RIGHT WAY

WEBINAR

Webinar Wednesday with Food Focus



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Welcome to the Webinar

- Welcome to today's, we are so glad that you joined us. Before we start, please take note of the following:
- Audio is being transmitted over the computer so please have your speakers "on" and volume turned up in order to hear.
- Telephone connection is not available.
- Click on "maximize" in the upper right corner of the "slide" window for the best viewing of the material. At the end click on "restore" to normal view



What to expect

- There is a Chat Window at the right top corner of the screen – you can communicate with us via this chat during the presentation
- Make a note of your questions and you can ask them during the Q & A session at the presentation
- The Webinar is being recorded and the link will be sent to you within one week



HOW COVID-19 CAN ASSIST US TO BUILD A STRONG FOOD SAFETY CULTURE

JFR Lues and LM Jackson

Centre for Applied Food Sustainability and –Biotechnology, CUT



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FSC 101:

C ≠ P



WHY “P” IS NECESSARY: **Lives and livelihoods at stake...**



THE MISSING LINK?

“Ensuring food safety...beyond*** regulatory inspections, testing and training...requires a better understanding of organizational culture and human dimensions...”**

Primarily directed through communicating goals and expectations; education and realizing the implications (Yiannas)



THE POWER OF CULTURE

- **Food Safety Culture:** The attitudes, values, norms, beliefs and behaviours that a particular group of people share with respect to food risk and safety
- **Organisational Citizenship Behaviour:** “This is the way we doing things around here”
- **Communities of Practice:** **“UBUNTU”**



PEOPLE VS. PROCESS





Hofstede
Yiannas
Jespersion
Griffith
De Broeck
Schein
Von Holy
Jackson
Nyarugwe
Griffiths
Wallace
Etc.

- BRC
- Griffith
- FSA toolkit
- Jespersen
- Yiannas
- NZFSA
- Etc.



MEET SAM...until 2020



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DETERMINANTS OF BEHAVIOUR



CONVOLUTING RISKS?

- **Food security is commonly understood as the state when all people at all times have physical, social and economic access to:**

- 1) Sufficient**
- 2) Nutritious and,**
- 3) Safe**

... food to meet their dietary needs and food preferences for an active and healthy life.

- **Food safety, nutrition and food security are inextricably linked. *WHO***





TRENDING...

- **"Currently, there is no evidence that coronavirus can be transmitted by food or packaging;**
- **Research on different surfaces reported that the virus can remain viable for up to 72 hours on plastic and stainless steel, up to four hours on copper, and up to 24 hours on cardboard;**
- **Covid-19 may disrupt formal and informal food chains, logistics and supplies, potentially doubling global food insecurity and chronic hunger by end of 2020;**
- **The most vulnerable groups are the urban poor, inhabitants of remote areas, migrants, the informally employed, people in conflict areas, with co-morbidities and compromised health;**
- **COVID-19 may prove especially deadly for people suffering from chronic or acute hunger, or dietary defects"**



- **"The primary challenge with food and Covid-19 is that labour issues from farm to fork will culminate into absenteeism, lower production, price hikes and loss of income;**
- **An emerging challenge is the reduction in feeding programmers' roll-out, aid worker assistance being sub-optimal and regulators being under staffed;**
- **The food sector is increasingly resorting to negative coping strategies such as dumping, panic buying, stocking lower grade products or re-allocating resources toward primary risk mitigation rather than quality assurance;**
- **Adaptive consumer trends are emerging to avoiding gatherings – these include online buying and delivering, avoiding restaurants and events, revering to informal supply rather than retail;**
- **Reduced movement and trade is seen between countries and sectors;**
- **Preventing contamination in the food chain will reduce foodborne illness and also reduce the likelihood of the emergence of novel diseases such as COVID-19".**



CULTURE REDEFINED OR RE-IMAGINED?



THE FOODFOCUS MODEL

ASSESSMENT - FOOD SAFETY CULTURE: STAFF AND MANAGEMENT, FOCUS GROUPS

VISION

(The existence of clear direction, established through proper communication, in terms of company goals, expectations and comprehension regarding food safety at all occupational levels)

INSPIRATION

(The commitment, involvement and participation of employees on all levels toward food safety. This is facilitated through trustworthy and compassionate leadership that instils amongst staff a disposition of trust, loyalty, ownership, responsibility and accountability)

EMPOWERMENT

(The provision of, and access to adequate and relevant resources, including infrastructural, financial, human and competency to enable achievement of the company vision)

PERFORMANCE

(Maintenance of effective and responsive documented food safety management systems and tools, which includes relevant compliance and risk assessment instruments, monitoring, metrics, evaluations, outcomes, achievements and improvement measures)

CHANGE APETITE

(The agility of a food company to respond to change in terms of food safety advancement, its identity related to collegial and cultural tolerance, adaptability to novel food safety challenges and demands, response to critique and appetite for renewal)

FOOD SAFETY SUPPORT

FSMS PERFORMANCE

(Desk-top evaluation; related to direct and indirect food handlers on various levels as well as management)

FEEDBACK AND MATURITY MODELING

AWARENESS AND CAMPAIGNING

WHERE'S THE BOSS?

Pathos, Logos, Ethos

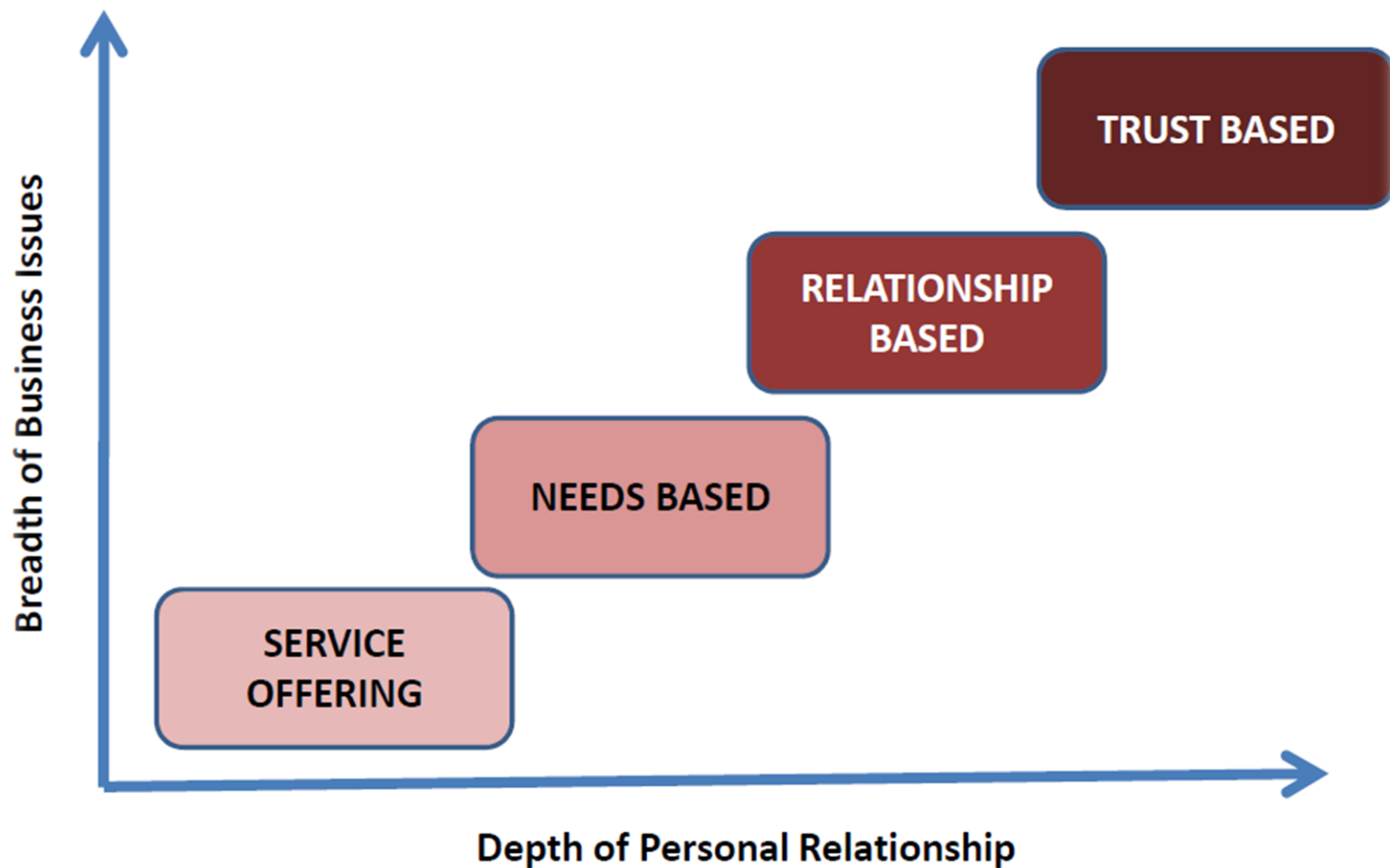
- **Be real, compassionate and involved**
- **Be brave, positive and energetic**
- **Lead by example**
- **Adapt and innovate**
- **Avail and optimise resources**



ADAPT, INOVATE, RESOURCE

- **Care, communicate, support;**
- **Make effort to equip with adequate PPE;**
- **Staggering and separation of workspaces and canteens;**
- **Adaptive signage and labeling;**
- **Introduce novel and responsive training (epidemiology, life skills, skills expansion);**
- **Maintain trading and dealing;**
- **Revisit offtake systems and channels;**
- **Introduce effective monitoring and tracing;**
- **Create a culture of “Covid-conquering - rather than panic and fear, this is the way we do things over here”**





FOUR TYPES OF WORK RELATIONSHIPS

Maister, D., Green, C. & Galford, R. (2000) The Trusted Advisor.



Want to know more about food safety culture?

- ◎ Check out www.foodsafetyculture.co.za
- ◎ Would you like to attend a food safety culture training course? Send your details to linda@foodfocus.co.za

