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“Critical Industry Food Safety Issues”

The Path Forward

ASTA's 2010 Annual Conference

Naples, Florida

Agenda

- Who is ConAgra Foods?
- ConAgra's Food Safety Journey
- Current Landscape
- Call to Action

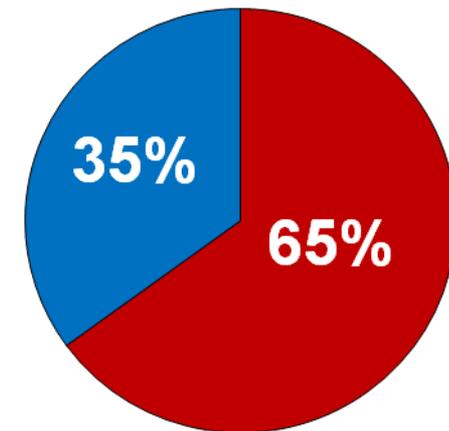
Who is ConAgra Foods?



Who is ConAgra Foods?

- Leading branded food company focused on delivering sustainable, profitable growth
- Serving millions of consumers through **Grocery, Retailers, Restaurants & other Foodservice** establishments
- **96% of American households** have at least one ConAgra Foods product in their pantry, refrigerator or freezer
- **\$12.7 Billion in Net Sales** – Fiscal 2009
- **25,000 Employees**
- Headquarters in **Omaha, Nebraska**

■ Food & Ingredients ■ Consumer Foods



Gary Rodkin, ConAgra Foods CEO

*“Nothing is More Important
than the Safety and Purity
of Our Food”*

ConAgra's Food Safety Journey – Tipping Points

- Peter Pan Peanut Butter
 - 2007
 - Salmonella Tennessee
 - RTE

- Banquet Pot Pies
 - 2008
 - Salmonella I,4,[5],12:i-
 - NRTE

ConAgra's Food Safety Journey

- SWAT Team Audits Completed Across All Plants
- \$275mm Capital Dollars
- 140 Food Safety & Quality Experts Hired
- Hygienic Restoration Program Implemented
- Created Internal Quality & Food Safety Audit Team

ConAgra's Food Safety Journey - Continued

- Enhanced HACCP Plans, Raw Material Specs, Equipment Reviews, Thermo Validations
- Employee Training
- New Technology & Research
- Key Culture Changes –
Open/Transparent, Operator Quality Ownership

ConAgra's Food Safety Journey - Highlights

- It takes diligence every day.
It's not just talk; it's action behind the talk.
- Food Safety is not a competitive advantage.
It's a point of entry.
- We are all a consumer of food.
Public health is our top priority!

Current Landscape – Regulatory & Legislative



S510, FDA Food Safety Modernization Act

Increasing Focus, Heightened Expectation, Faster Action

Current Landscape – Increasing Surveillance

- Food Net – Foodborne Disease Active Surveillance Network
10 States (MN, OR, NM, TN, GA, MD, CT, NV, CO, CA)
- Pulse Net – U.S.
Molecular Subtyping Network for Foodborne Disease Surveillance
- Pulse Net – International
6 International networks dedicated to tracking foodborne infections worldwide.

Consumers, Advocacy Groups & Lawyers

- 2 – 4 Recalls Each Day
- Consumer Confidence (Low)
- Consumers' Cooking Knowledge (Low)
- Safe Tables Our Priority (STOP) <http://www.safetables.org/>
- Center for Science in the Public Interest (CSPI) <http://www.cspinet.org/>
- Center Foodborne Illness & Prevention (CFI) <http://www.foodborneillness.org/>
- Bill Marler <http://www.marlerblog.com/>
- Doug Powell <http://barfblog.foodsafety.ksu.edu/barfblog>

Call to Action – All Food Manufacturers

- Know Your Processes
- Understand Risks, Document & Validate Thermo/Treatment Processes
- Know Whom You Buy From – Back to the Manufacturing Plant/Farm
- Train Your People – Both the What & the Why
- Invest in Technology
- Know How Your Products are Used – Coatings, Bottled, Canned
- Be Curious – Look outside your industry to learn
- Be Open & Transparent, Partnerships are Critical

3 Things to Do – Provide True Food Safety

- Continually drive improvements in HACCP & prerequisite programs
- Know whom you buy from. Boots on the Ground – Back to the Manufacturing Plant/Farm
- Know who your customers & consumers are. Know how they use your products.

