
Upskilling Industry?

The People *versus* Produce Safety

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Changing culture...

Why is it so hard to create a food safety culture in the absence of a crisis?

Belief + Behaviour = Culture

Most people in the produce supply chain do not believe they have a food safety risk in fresh produce

How do you get them to understand there might be



Competing narratives...

Rank narrative priority in a produce business:

- Biosecurity / Market Access
- Food Safety
- Quality assessment
- Logistics efficiency
- Buying and selling
- Ethical Sourcing
- Workplace H&S



Safety culture...?

“It’s about the people cleaning the brushes every day understanding why they are cleaning the brushes”

Ines Hanrahan

(Project Manager for the Washington Tree Fruit Research Commission, Wenatchee)



Key sources of food safety information

- Australian Food Standards Code
- Food safety authorities
- Industry guidelines
- Certification standards
- Food safety auditors
- Food safety consultants
- Food safety training providers
- Retailer specifications
- Published information (www)
- Testing services (laboratories)
- Research providers
- Industry conferences (HACCP, Freshcare, FPSC)



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clear signals required....

THANK YOU
