



# Food Safety

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**Dan Roehl**

National Restaurant Association

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# National Restaurant Association

- Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry. The Association represents more than 380,000 member restaurant establishments. Our membership base consists of many different facets of the industry.
- Our **restaurant members** represent tableservice and quickservice restaurant operators, chains, franchisees and independents.
- Our **allied members** are suppliers, distributors and consultants.



**Annual  
Sales:**

**\$580 billion**



Employees:

**13 million**

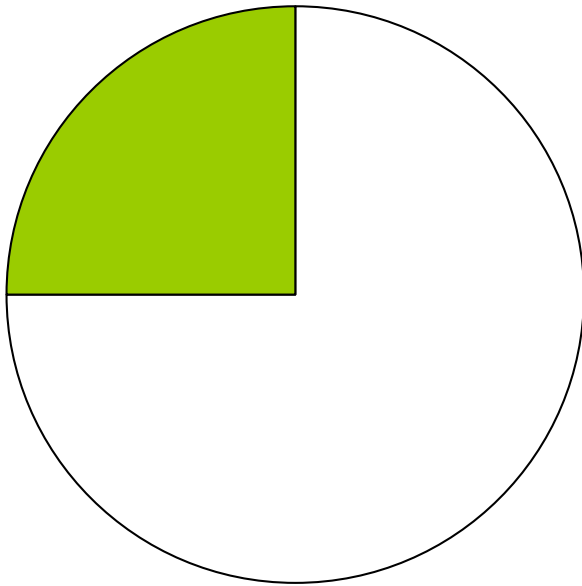


**Locations:**

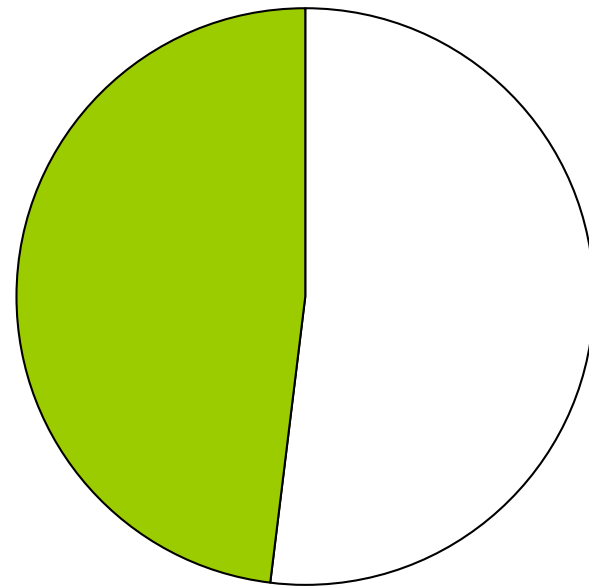
**945,000**



## Restaurant Industry's Share of the Food Dollar



1955: **25%**



Present: **49%**



## Food Safety: Background

- Each year it is estimated that foodborne illnesses are the cause of 76 million illnesses, 325,000 hospitalizations and 5,000 deaths.
- The *E. coli* outbreak associated with spinach in 2006, the *Salmonella saintpaul* associated with tomatoes/peppers, pet food, Westland/Hallmark, and Peanut Corporation of America



Meals  
Served:

**70 billion**





## Food Safety: A Restaurant Perspective

- Restaurants have high expectations and stringent controls to ensure the products they purchase are safe and wholesome.
- The Association membership has been at the forefront of providing customers with safe and wholesome meals.
- Our members have responded to food safety challenges and developed innovative solutions to minimize illness risk for decades.



# ServSafe as Foundation to Restaurant Food Safety

- The ServSafe Program is a high-quality food safety training and certification program for the restaurant and foodservice industry.
- It is created by applications-oriented food safety experts
- Training materials and examinations reflect current food safety science, revisions to the *FDA Model Food Code* and industry best practices.
- Based on a job task analysis created by industry subject matter experts that defines the knowledge every food safety manager must know.
- NRA Solutions has awarded more than 4 million ServSafe Food Protection Manager Certifications.



## Council to Improve Foodborne Outbreak Response (CIFOR) Industry Task Group

Task Group utilizes industry, local, state and federal agencies, associations, and others, as available.

Task Group would seek out, document, compile and consolidate **best practices** for food establishments on responding to food borne illness reports and investigations. This could include areas of employee health as they relate to investigations.



## CIFOR Industry Task Group

### Document:

- “Recommended actions to take during a potential foodborne illness or product investigation”
- “Records and information to compile, collect and release to support an effective investigation”



## Food Safety: Current State of Play

- President Obama and Congressional leaders have made enhancing food safety a top priority.
- The White House created a Food Safety Working Group, chaired by the Secretaries of the HHS and USDA, to study the issue and make suggestions for reform, the first of which were released in July.
- The Senate and House have both introduced food safety measures this year. On July 30, 2009, the House passed its version of food safety legislation, the Food Safety Enhancement Act of 2009 (H.R. 2749). The Senate is likely to consider S. 510 after the Easter Congressional break.
- Industry groups, including the NRA, have joined with FDA in calling for reforms to the current food safety system, stating that more effective safeguards needed.



## Administration Food Safety Working Group Priorities

- Preventing *Salmonella* Contamination
- Reducing the Threat of *E. coli* O157:H7
- Building a National Traceback and Response System
- Improving Organization of Federal Food Safety Responsibilities



# Congressional Legislation

- Comprehensive
- Bipartisan
- Applies to FDA regulated products



## Congressional Legislation

- Contains principles that we have fought for including **enhanced preventative controls, risk based inspections, and mandatory recall authority.**
- Areas to interest to restaurant operators:
  - **Record Keeping**
  - **Traceability**
  - **Reportable Food Registry**
  - **Civil and Criminal Penalties**





## **NRA Actions/Next Steps**

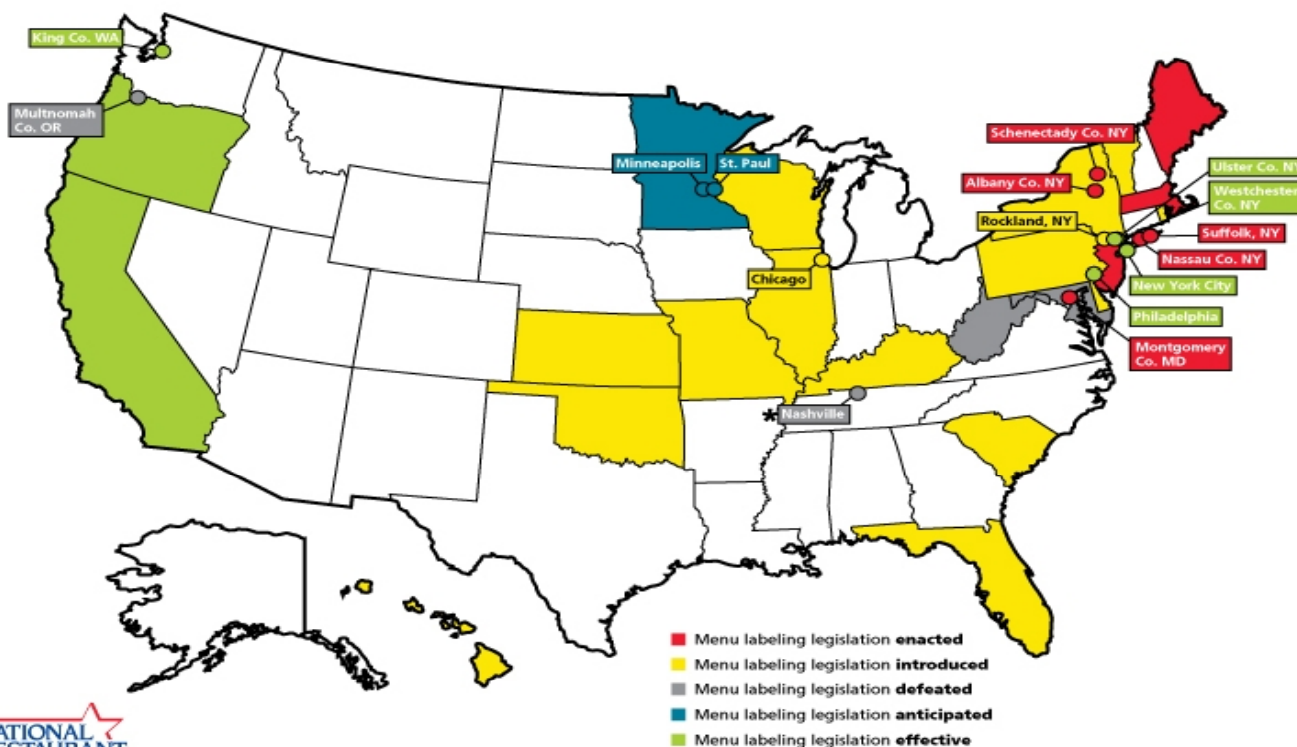
- Remain engaged with the Obama administration and the Food Safety Working Group.
- Continue collaborating with the Senate as it looks to consider food safety legislation.



# Need for a Uniform Standard

## STATE & LOCAL MENU LABELING PROPOSALS

As of March 18, 2010





## Key Components of the New Law

- Restaurant chains and retailers with 20 or more locations under the same trade name
- Number of calories listed on menu, menu board or drive-thru board
- Additional information available upon request
- Preempts all State and local menu labeling requirements
- Protection from litigation over accuracy of nutrient content disclosures
- Provides incentive for voluntary menu labeling



## Support for the New Law

- Support from the National Restaurant Association and the Coalition for Responsible Nutrition Information
- Support from CSPI and 77 health and consumer groups
- Support from state restaurant associations
- Bipartisan decision makers in Congress



# Questions?

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