



# 2020 Vision: Focus on the Future and Food Safety Education

## Society for Nutrition Education and Behavior 2020 Conference

July 20, 2020

Mindy Brashears, Ph.D.  
Deputy Under Secretary for Food Safety  
U.S. Department of Agriculture

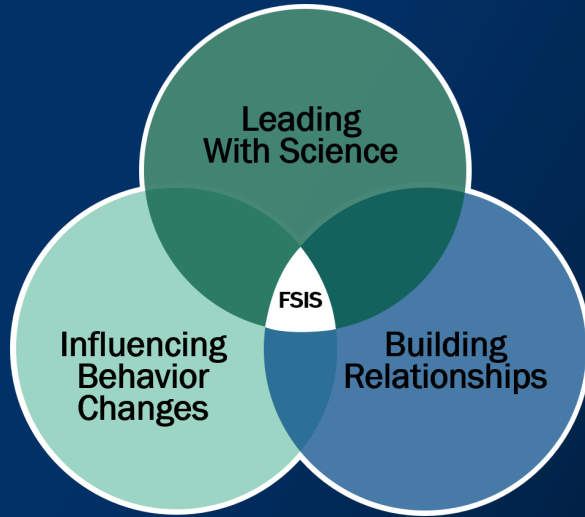
Protecting Public Health and Preventing Foodborne Illness



Protecting  
Public Health



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## The Path to Washington







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The background of the slide features a close-up, artistic rendering of COVID-19 virus particles. These particles are depicted as spherical structures with a textured, greyish-blue surface and numerous red, crown-like spikes protruding from them. The particles are scattered across the frame, with some in sharp focus and others blurred in the background, creating a sense of depth.

# COVID-19

- No food safety concerns
- Role of existing food safety systems

# Food Safety





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**COVID-19**

**The Food Supply**

- Ensure safety of FSIS workforce
- Provide inspection services
- Follow CDC and OSHA Guidance for Meat and Poultry Industry



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**COVID-19**

**Executive  
Order**



EXECUTIVE ORDERS

**Executive Order on  
Delegating Authority  
Under the DPA with  
Respect to Food Supply  
Chain Resources During  
the National Emergency  
Caused by the Outbreak of  
COVID-19**

— LAND & AGRICULTURE

Issued on: April 28, 2020





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**Safety**

**Coordination**

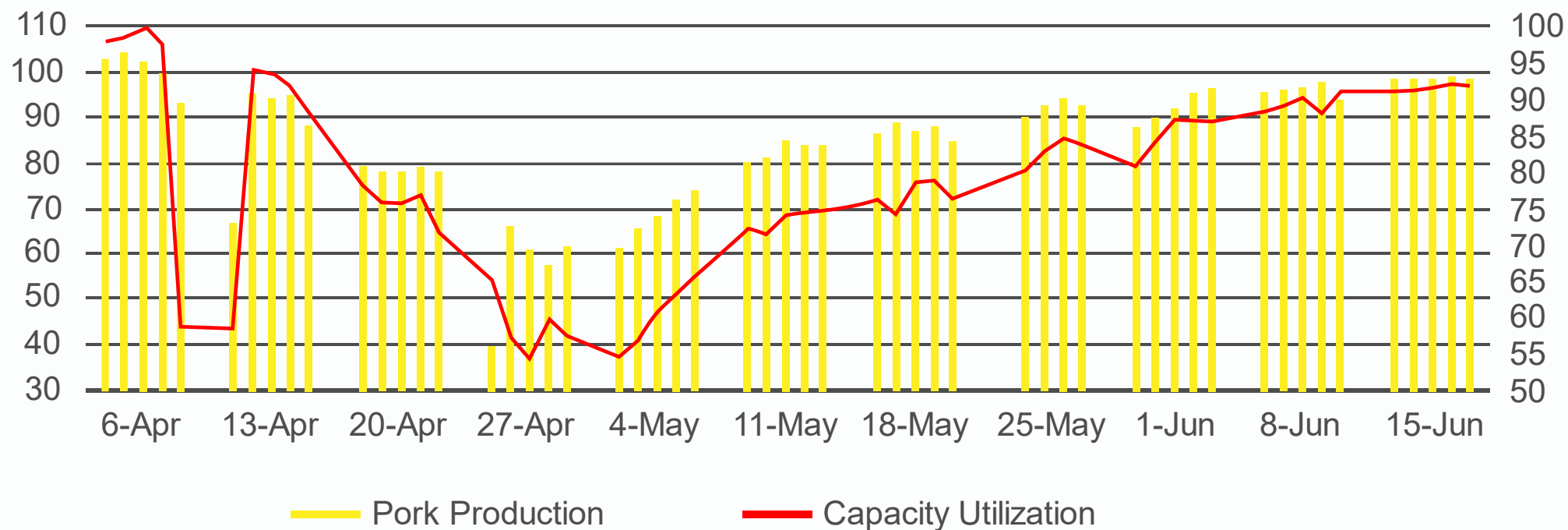
**Reopening**



## Daily Pork Processing Capacity Utilization and Pork Production

Million Pounds

Percent Utilization





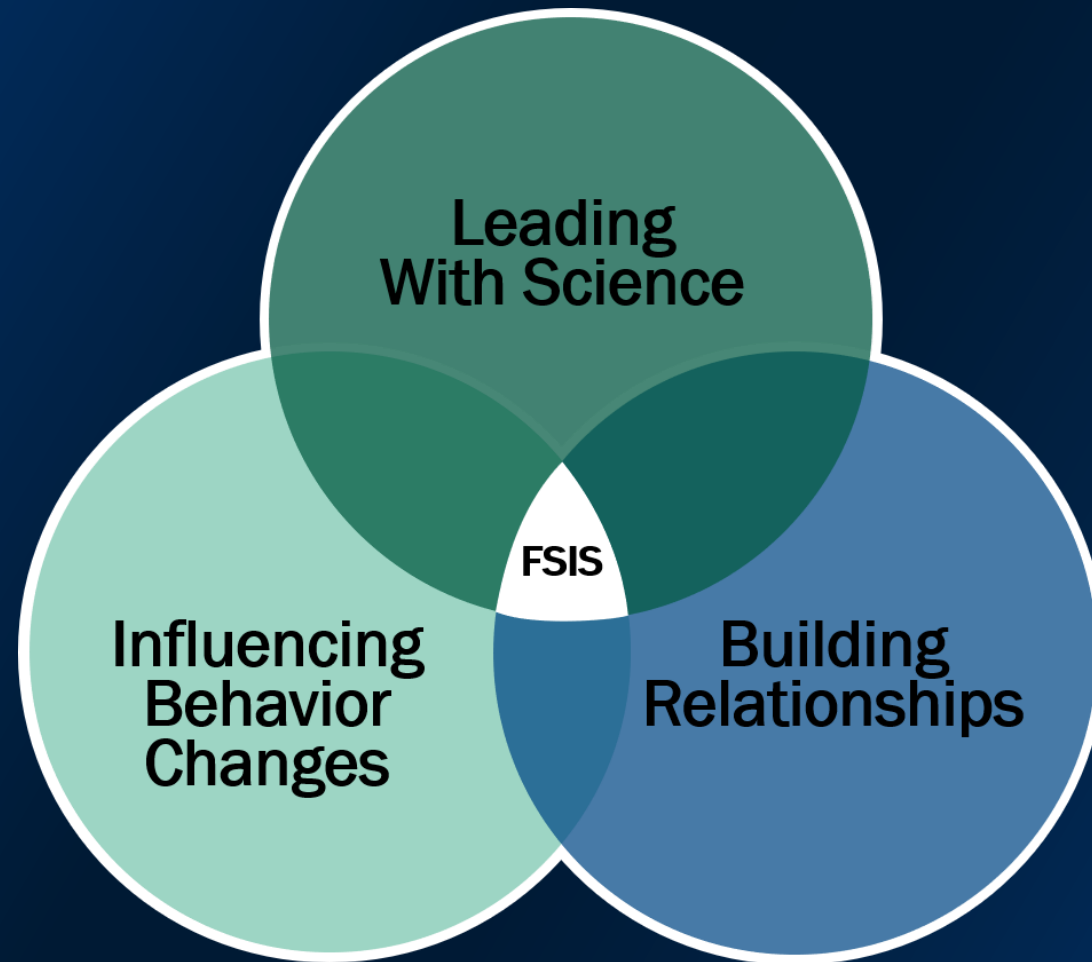


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# Leading With Science





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# Leading With Science

- Modernized Inspection
- Performance Standards
- Guidance Documents
- Petitions
- Research Priorities

Existing Policies



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# Building Relationships



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# Building Relationships

- Congress
- Universities
- International Partners
- Federal Partners
- Stake Holders





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A collage of four photographs showing various groups of people in professional settings. The top-left photo shows a group of people seated around a large wooden conference table. The top-right photo shows a group of people seated at long tables in a large room. The bottom-left photo shows a group of people seated at a long table, with a green bottle visible in the foreground. The bottom-right photo shows a group of people seated around a large conference table, with an American flag and a state flag visible in the background.

# Building Relationships — Stakeholders



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# Influencing Behavior Changes





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National Preparedness Month  
Twitter Chat

## FOOD SAFETY IN OUR NATION'S SCHOOLS

Hosted by the REMS TA Center



@remstacenter



@usda



Q&A with:  
**Dr. Mindy Brasher**  
Deputy Under Secretary  
Food Safety, USF

Thursday, September  
**#SchoolFood**

UNIVERSITY

E. Gore  
Research Kitchens



# Influencing Behavior Changes

# Consumers

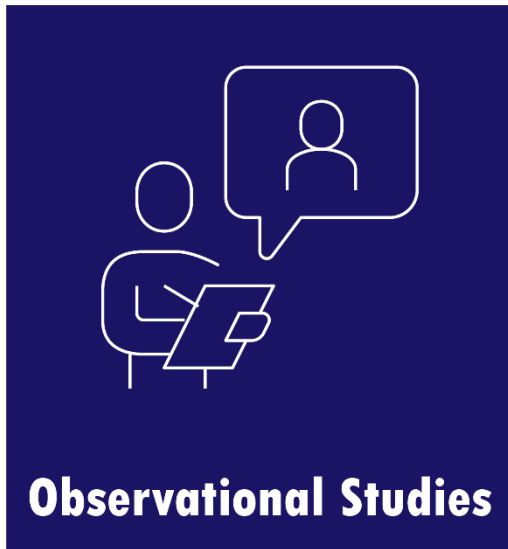






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## FSIS Approach to Consumer Research



**5 ongoing**



**2 ongoing**

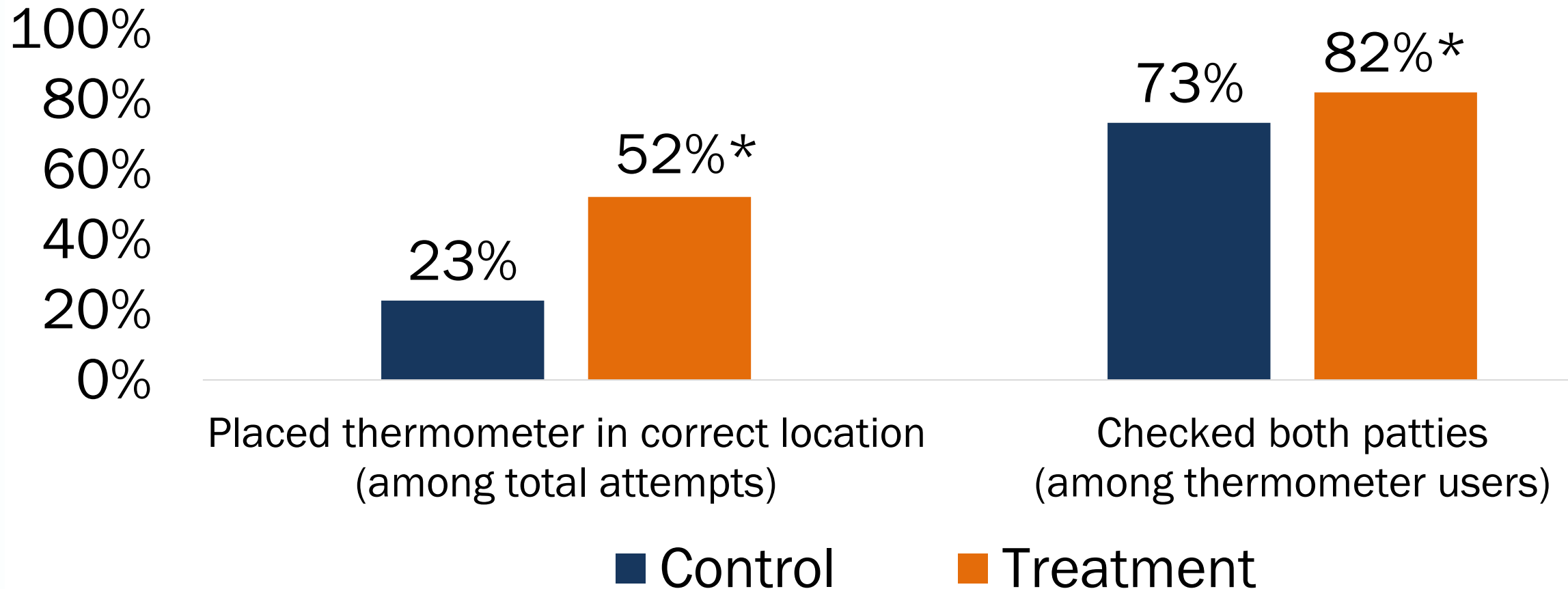


**2 ongoing**



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## Food Thermometer Usage



\* Differences between two groups statistically significant at  $p < .001$



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A close-up photograph of two hands being washed with white, bubbly soap suds. The hands are positioned as if being scrubbed together, with the fingers and palms visible. The background is a plain, light color.

**Influencing  
Behavior  
Changes**

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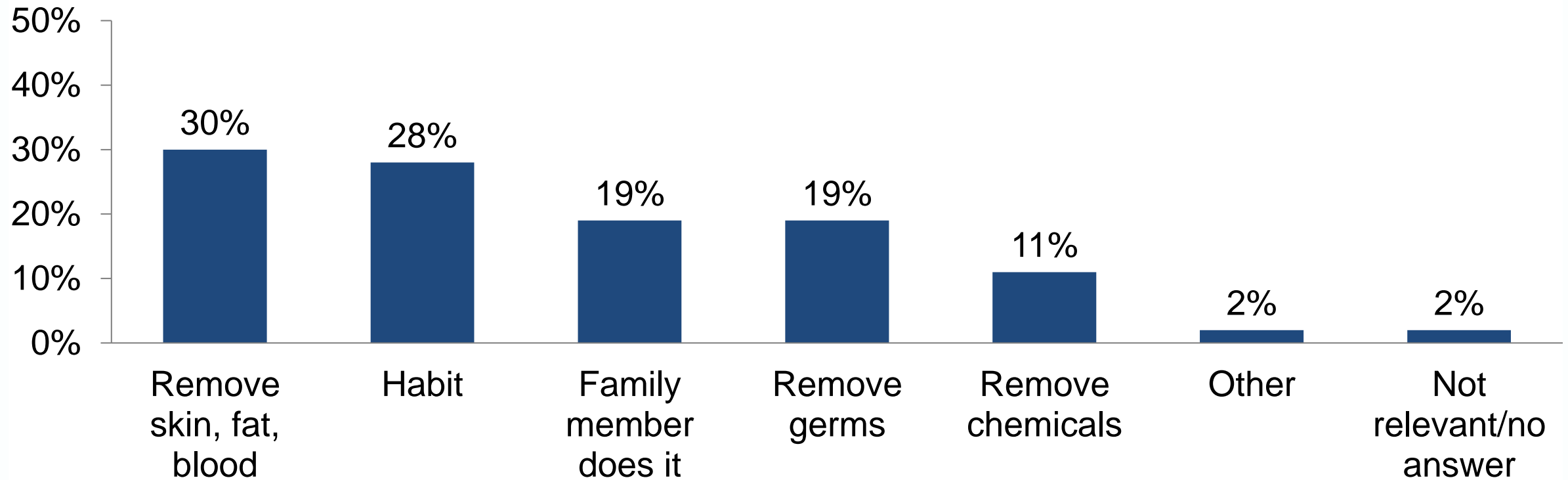
**Consumer  
Studies**





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## Why Consumers Wash Poultry





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# RESULTS: Cross Contamination



**4%**

**Of poultry washers successfully cleaned and sanitized their sink**



**26%**

**Of poultry washers contaminated their ready-to-eat salads**



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## **RESULTS:** **Typical Use of a Food Thermometer When Cooking**

**At Home**

**52%**



**Test Kitchen**

**76%** control

**83%** treatment





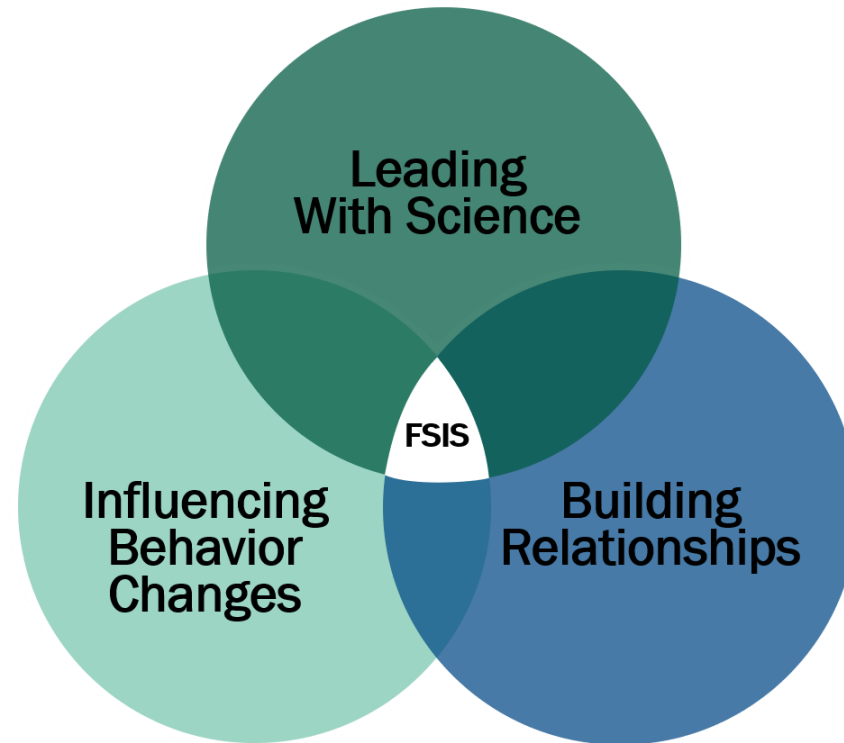
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# Ongoing Research



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Do Right and Feed Everyone...**Safely!**