



# Putting the customer first – helping ensure food safety is on the menu

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*Growing and Protecting New Zealand*



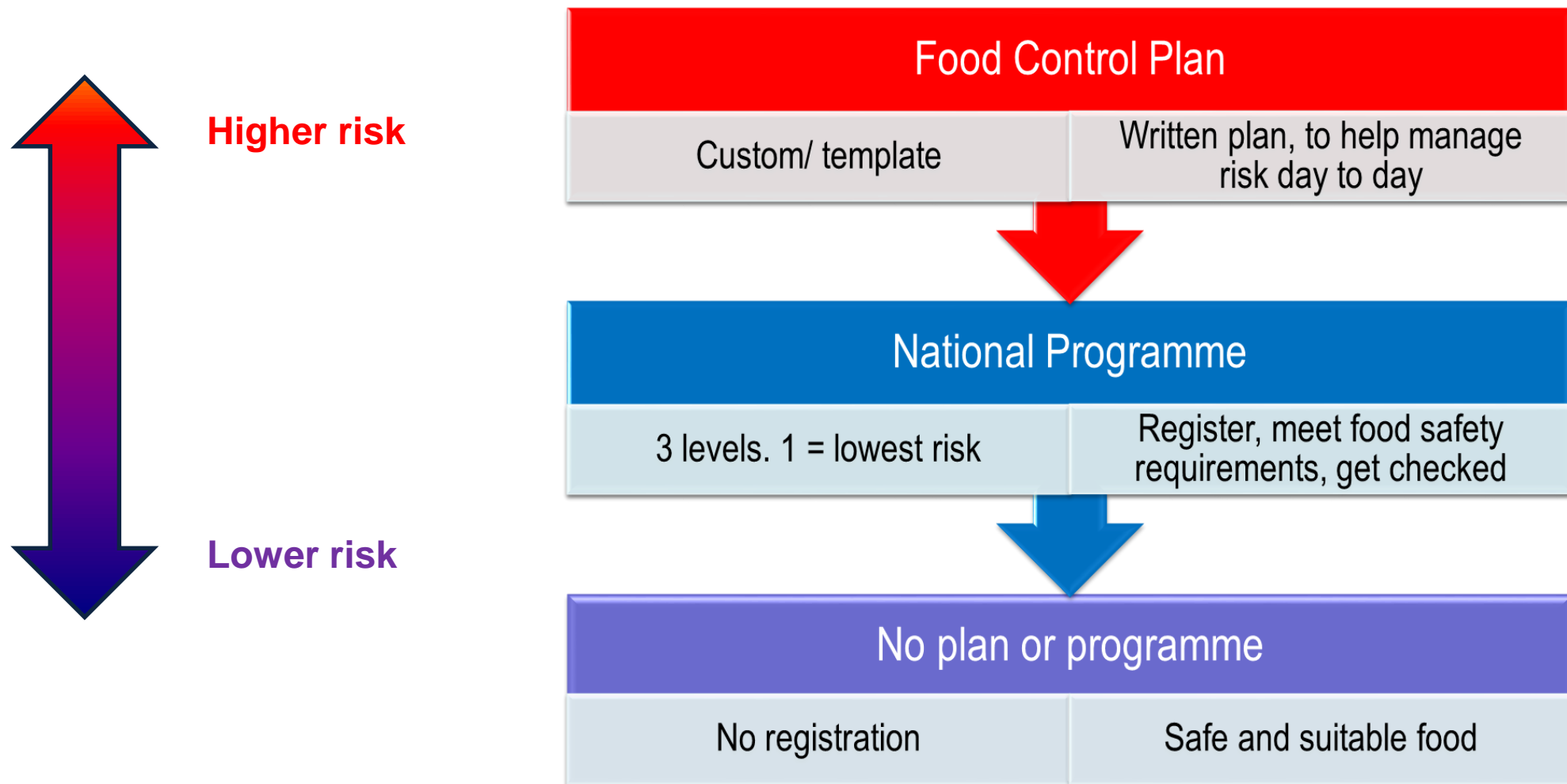
# Outline

- Business cultures
- Background to moving forward
- Changing the way we do business
- Developing relevant tools

# Food safety culture

	Who?	What?	How? (examples)
<b>Strong leadership</b> 	Business owners, board members, general managers, site managers	Senior leaders show the way, openly commit to making safe food the top priority throughout your business	<p><i>I make sure there is a regular meeting or get-together where we report and discuss our food safety performance</i></p> <p><i>I personally follow up on things we decided need to be done (e.g. assign time, people or money to specific tasks, make sure corrective actions are done).</i></p> <p><i>I review our food safety performance and budget with my team as part of our overall business performance at least once month.</i></p>
<b>Committed managers</b> 	Production managers, field supervisors, store supervisors, maintenance managers	Managers show their commitment to food safety through dedicating time and effort	<p><i>I communicate and follow up on my expectation that all staff spend 10 minutes each week in team meetings discussing and solving our food safety challenges.</i></p> <p><i>I schedule and lead a regular event (e.g. team meeting, webinar, safety demonstration) where I personally speak to my teams about food safety.</i></p> <p><i>I make sure my leadership team discusses and acts on suggestions about improving food safety at least monthly.</i></p>
<b>Everyone contributes</b> 	Produce pickers, truck drivers, factory workers, shop assistants, restaurant waiters, as well as managers and senior leaders	Everyone in the business believes making safe food is important and everyone plays a part	<p><i>I speak up and correct anyone's behaviour if I see something wrong (if it goes against our food safety practices or principles).</i></p> <p><i>I offer suggestions I think could improve the business's food safety performance.</i></p> <p><i>I ask questions if I don't understand why food safety practices are changed.</i></p>
<b>Everyone's accountable</b> 	All people at all levels in the business	Everyone understands that they are held responsible for ensuring food is safe	<p><i>I understand my role and responsibilities in food safety and that if I do not take them seriously consumers could become ill or die and the business could be harmed.</i></p> <p><i>I help new colleagues and share my pride in what our business expects and achieves when it comes to food safety.</i></p>
<b>Knowing and acting</b> 	All people at all levels in the business	More than training people – making sure they know the risks and do the right thing, every time	<p><i>I assign time and budget for staff to receive food safety training, as well as regular updates or refresher sessions.</i></p> <p><i>I make sure there is a plan for everybody to be involved in food safety observations (e.g. food temperature, equipment sanitation), so we are all checking that we know and do what is expected.</i></p> <p><i>I actively encourage and reward people/ teams who have shown a strong commitment to food safety.</i></p> <p><i>I always speak up and/or take action if I see something (e.g. a food safety observation) is wrong.</i></p>
<b>Continual improvement</b> 	All people at all levels in the business	Be proactive – monitor what goes on, look for ways to improve, prevent problems happening in the future	<p><i>I discuss findings from food safety observations with my team at a pre-set and regular time so we can find better ways to do things and remove obstacles.</i></p> <p><i>I am encouraged to bring ideas about improving food safety to my supervisor and often do this.</i></p> <p><i>I see my supervisor and the business as a whole taking my comments and suggestions seriously. This makes me feel proud and valued.</i></p>

# Risk ranking businesses





# Implementing new rules

## Food Act 2014

Commencement date is 1 March 2016

Get involved in the public consultation  
on the regulations.

Food service businesses  
can transition early  
to the new Act.

Find out more.  
Go to [www.mpi.govt.nz](http://www.mpi.govt.nz)  
and click on the food icon



Ministry for Primary Industries  
Manatū Ahu Matua



# NZ – lots of small businesses

From MBIE small business fact sheet

**97%**

OF ENTERPRISES HAVE  
FEWER THAN 20 EMPLOYEES  
(499,944 ENTERPRISES) (CHART 1)

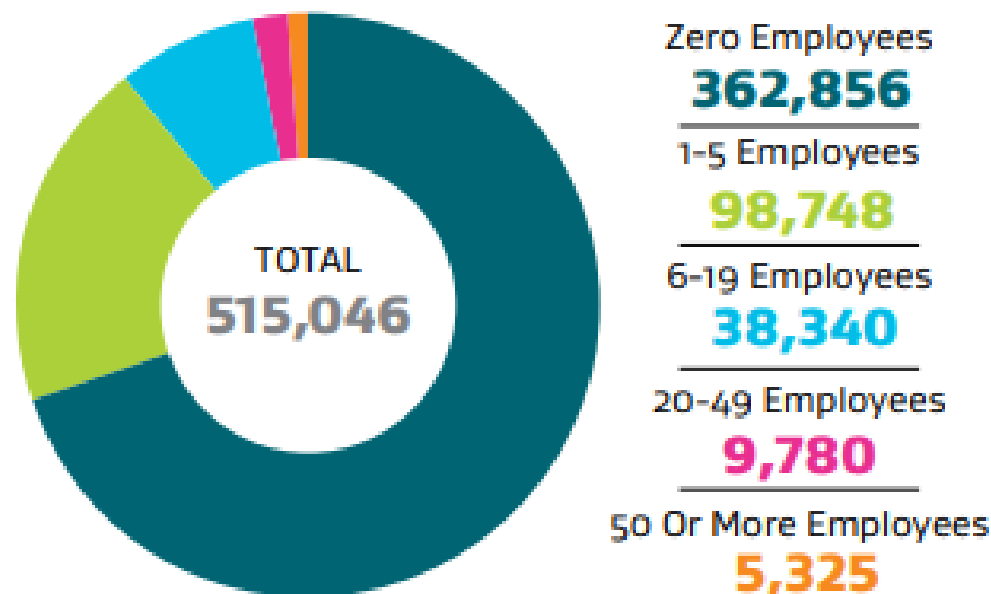
**70%**

OF ENTERPRISES HAVE  
ZERO EMPLOYEES (CHART 1)

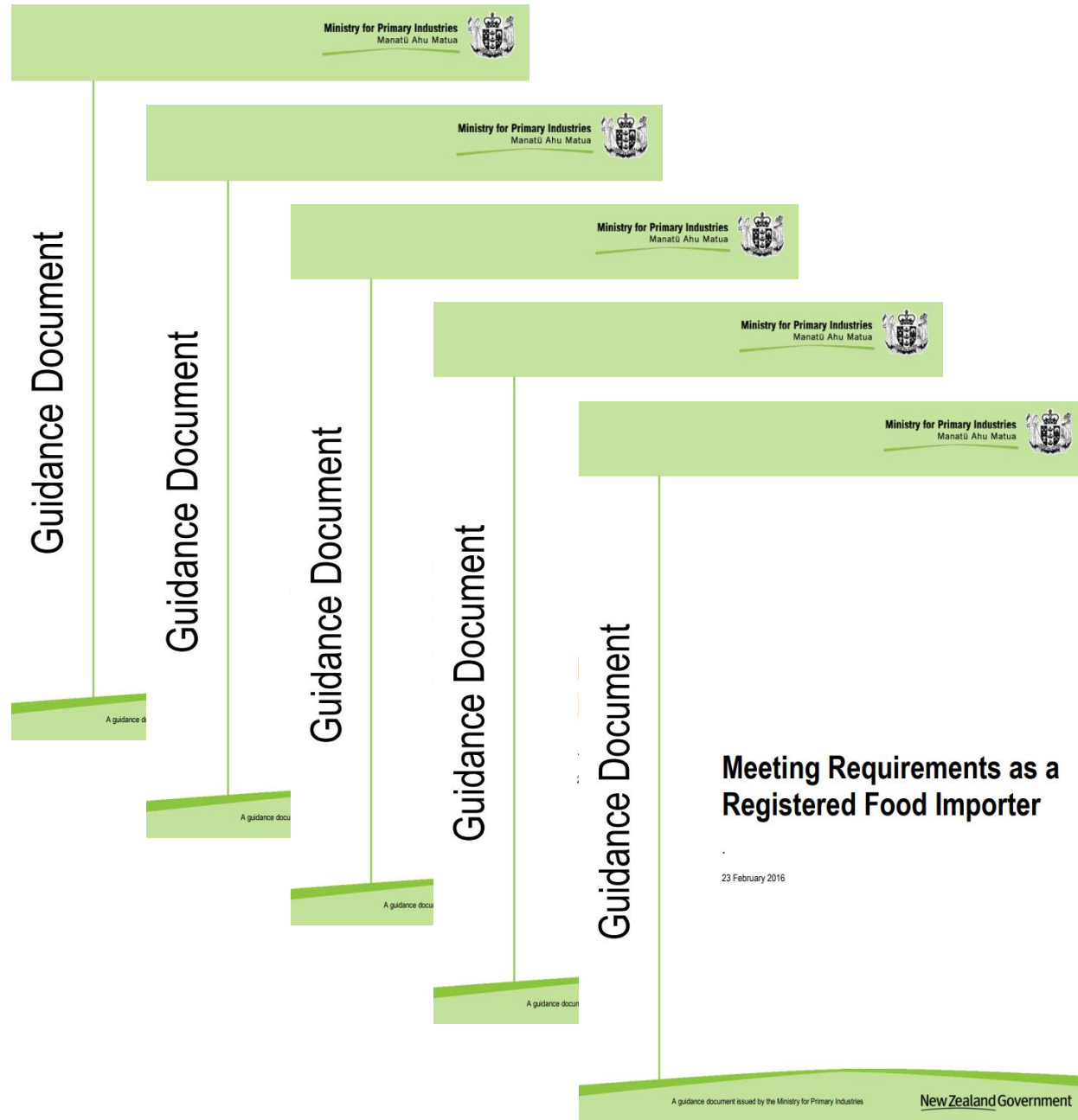
**29%**

OF EMPLOYEES IN NEW ZEALAND  
ARE EMPLOYED BY ENTERPRISES  
WITH FEWER THAN 20 EMPLOYEES  
(614,580) (CHART 2)

**Chart 1: Number of Enterprises  
by Employee Size Group**



Data source: Statistics New Zealand Business Demography, Feb 2016



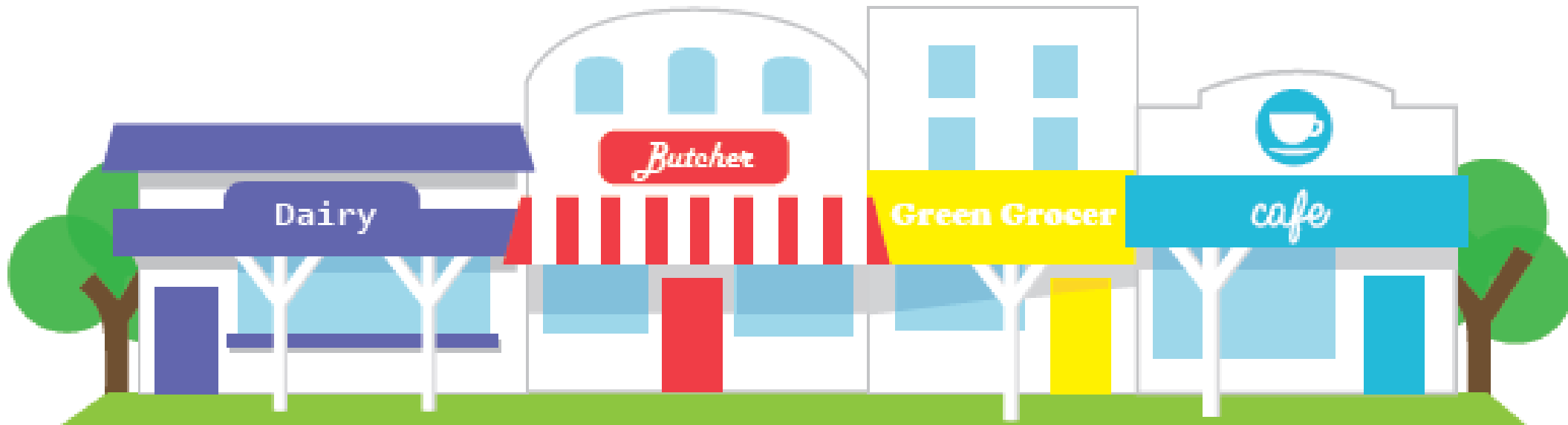
# What regulators think food businesses should think 24/7

- Everyone here understands the hazards and risks associated with our food
- We all know why managing the risks is important
- We are able to effectively manage these risks
- We can show you what we do every day to manage risks and deal with the unexpected
- Our customers come first





# The reality of small business



# What small food businesses think about

- need more customers....make monthly lease payment.... Why haven't the chilled foods arrived?....sous-chef just phoned-in sick....pay staff ....pay the IRD/GST....pick children up from school....apply for liquor license....plan new menu....make safe food.... keep customers happy....train new kitchen hand.... What do those new health and safety laws mean?....fill-in temperature records....chase-up laundry....deal with social media post....fix chiller door handle.... take cat to vet.... license the car...



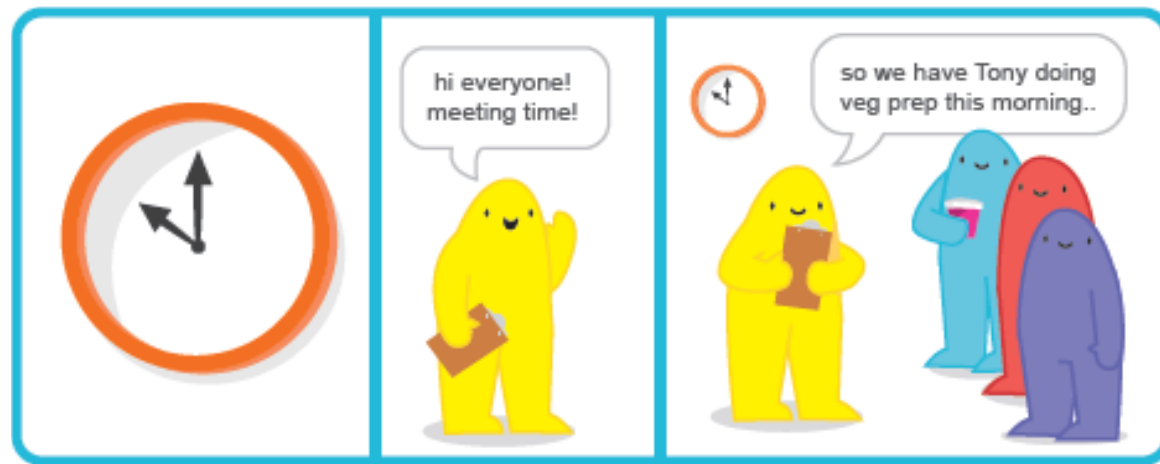
# Realities of putting the customer first





# Engage and develop





# Unhappy customers





# Learning together



# Result



## Preparing red meat for mincing and serving lightly-cooked or raw

Specialist



Know

### What do you need to know?

- This process only covers red meat – beef, lamb and venison. This process does not cover pork, chicken, duck or livers.
- This process only needs to be followed if you choose to serve red meat lightly-cooked or raw.
- Bugs are found on the surface of whole cuts of meat. Mincing meat spreads the bugs from the surface all the way through the meat.
- It only takes a few harmful bugs to make people sick.
- The only way to make meat safe to be served lightly-cooked or raw is to kill the bugs on the surface of the meat before it is minced.
- There are 3 ways to reduce the number of bugs on the outside of meat – sear it, blanch it or sanitise it.
- Bugs can be hidden under flaps, in cavities and between the seams of whole cuts of meat. Make the outside of the meat smooth by removing any parts which could stop the searing, blanching or sanitising solution from killing bugs.



Know

- All additional ingredients used with the sanitised red meat (e.g. seasonings, binders etc.) must be safe and suitable for use.
- You do not need to follow the rules about cooking minced red meat on the 'Cooking poultry, minced meat and chicken liver' (page 45) card if you follow this procedure.

Specialist



Do

### What do you need to do?

- You must choose one of the following methods:
  - searing, or
  - blanching, or
  - using sanitising solution.
- You must only use cuts of meat with a smooth surface. (E.g. prime cuts like sirloin, rump, thick flank, silverside, topside).
- You must either:
  - trim any seams, obvious flaps and/or cavities before searing, blanching or sanitising so the entire surface of the meat is evenly treated, or
  - cut or trim the meat into smaller portions (i.e. no flaps or cavities) before searing, blanching or sanitising so the entire surface of the meat is evenly treated.

### Searing

- When searing, all surfaces of the meat (including any fat layer) must come into contact with the oiled hot plate, grill or pan.



Do

### Blanching

- When blanching, you can choose to blanch the meat either unwrapped or in a vacuum-sealed bag. If you use a vacuum-sealed bag, all surfaces of the meat must come into direct contact with the bag.
- The meat must be fully covered by water or stock that is at a rolling boil, for at least:
  - 30 seconds if it is not in a bag, or
  - 60 seconds if it is in a vacuum-sealed bag.

### For both searing and blanching

- You must rapidly chill the seared or blanched meat by either:
  - placing the meat in an ice slurry, or
  - putting the meat in the fridge, or
  - putting the meat in the freezer.

### Using sanitising solution

- When sanitising, you must only use one of the following chemicals: (tick as appropriate)
  - ☐ lactic acid
  - ☐ peroxyacetic acid (POAA)
- You must not use a lower or higher concentration of sanitising solution.
- The whole piece of meat must always be fully covered by the sanitising solution. All surfaces of the meat must come in direct contact with the sanitising solution.
- You must use a new sanitising solution for each piece of meat you sanitise.

Specialist



Do

### Using lactic acid

- You must use a solution that is between 2–5%.
- You must dip the whole piece of meat in the solution for 9 seconds. The solution must be used at 55°C.

### Using POAA

- You must use a concentration of between 150–220 parts per million.
- The concentration of hydrogen peroxide must be 75 parts per million or less (note: if using pre-prepared concentrate, you don't need to do this).
- You must dip the whole piece of meat in the solution for 10–15 seconds (no more than 30 seconds) at room temperature.

### For all methods

- All meat that has been seared, blanched, or sanitised must be used within a maximum of 48 hours.
- Formed patties must be used within 24 hours or frozen immediately for later use.
- Thawed patties must be used within 24 hours.
- All seared, blanched, or sanitised meat must be stored at 5°C or less when not being used or handled.



Show

### What do you need to show?

Show or describe to your verifier:

- how the method you have chosen is followed exactly, every time,
- how you kill the bugs on the outside of whole cuts of meat,



Show

- how you handle the meat after it has been either seared, blanched, or sanitised,
- how you ensure, blanched, seared or sanitised meat is used within 48 hours,
- how you mince red meat safely and use the resulting patties within 24 hours,
- how you mince red meat safely.

### Sanitising solution method

- Show or describe to your verifier:
  - how you prepare the sanitising solution,
  - how you know you have used the right:
    - chemical, and
    - concentration, and
    - temperature, and
    - amount of time to kill bugs.

Specialist

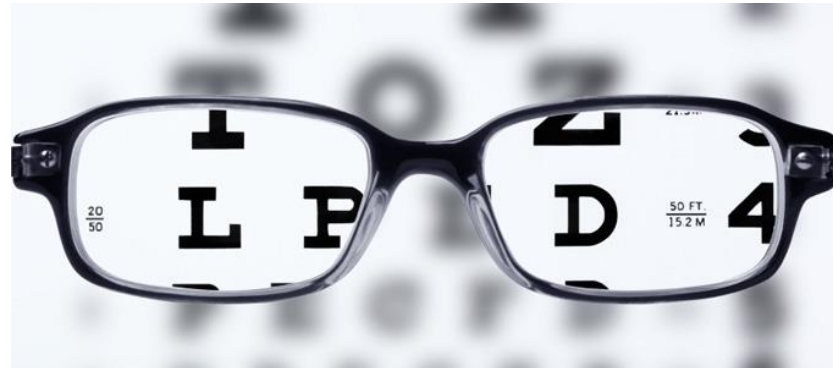


# New ideas



# Customer focus

- Take time to listen to customers
- Create the best solutions – but don't sweat the detail
- Create a customer culture - look for new needs
- Develop new solutions – manage customer experience
- Deeper insight into customers – rewards people
- Keep learning and refining



# Thank you

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# Posters

## Starting Your Day Checklist



Wash your hands



Put on suitable clothing



Check the kitchen is clean and tidy



Prepare for deliveries



Check and record fridge temperatures



Fill hand wash and paper towels



Check staff roster, be aware of absences

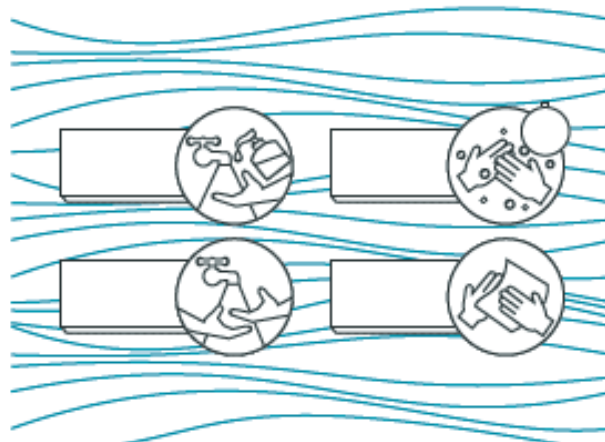


Check for evidence of pests

Notes

# 90%

of **bugs** can be **killed** by washing your hands properly



## Cellphones



A Cellphone has  
**18x**  
**MORE BUGS**  
than a  
**PUBLIC TOILET**

WHATEVER WE TOUCH



..OUR PHONES TOUCH

Keep your phones away from food, preparation areas and equipment, and wash hands after use.



# Templates



## Create your template food control plan

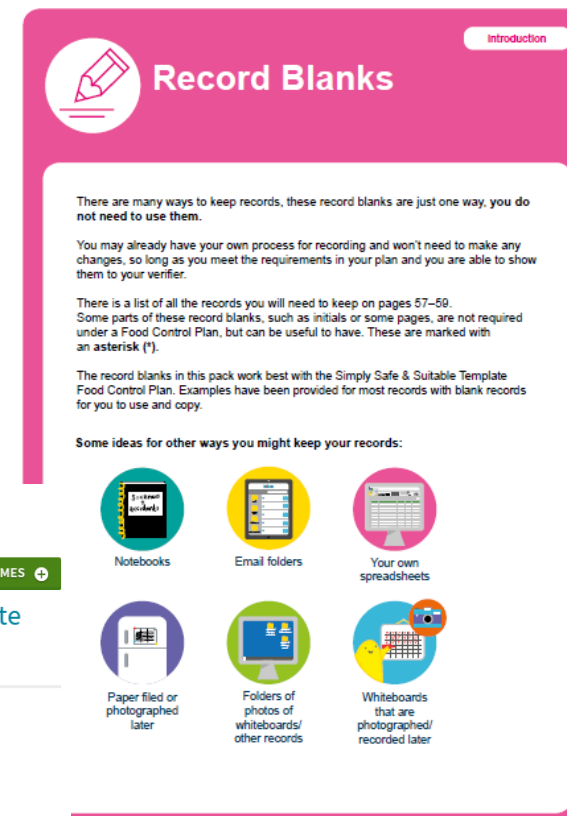
We've developed a tool to help you create your template food control plan.

### Using the tool

To create your plan:

- answer a series of yes or no questions
- add some more details after you've answered all the questions
- print or save the plan to your computer
- get it registered.

START CREATING YOUR FOOD CONTROL PLAN



# Simply safe and suitable

## Day cycle

Set-up



## Checking for pests

Starting

**K**

Know

### What do you need to know?

- Pests such as mice, birds and insects can spread disease. They do this by picking up bugs from dirty items such as waste and transferring them to food and food equipment.

**D**

Do

### What do you need to do?

- Check for and remove any signs of pests daily (e.g. droppings, empty full traps, dead insects).
- Clean and sanitise any affected equipment and areas that come into contact with food.
- Follow the procedure on what to do **'When something goes wrong'** (page 79) if you find signs that a pest may be present in your food business.

**S**

Show

### What do you need to show?

- Show your verifier how you check for pests.

# Translations

## Food control plan templates

- English
- Chinese (simplified and traditional)
- Korean
- Thai
- Hindi
- Khmer/Cambodian
- Vietnamese



# National Programme Guidance

## National Programme 3 Guidance

You should use National Programme 3 if you:

- Brew, distill, manufacture alcoholic beverages (not including wine), vinegar or malt extract.
- Manufacture non-alcoholic beverages.
- Manufacture oils or fats (other than butter) for human consumption.
- Manufacture food additives (and dietary supplements).
- Process grain (includes milling, malting rolling and roasting).
- Handle food for retail (includes scooping ice cream and reheating manufacture prepared food).
- Process herbs or spices (includes loose tea).
- Manufacture dry mix products (includes cake mixes, powdered desserts, drinks, flavourings and soups).

## National Programme 2 Guidance

You should use National Programme 2 if you:

### Manufacture

- Bread, fruit loaves, bagels pita bread etc.
- Cereals, biscuits and crackers
- Crisps, popcorn and other snack foods
- Peanut butter, jams, pickles and chutneys
- Confectionery, chocolate and icing
- Ice, iced confectionery and iced desserts
- Frozen, dried or dehydrated fruits and vegetables

### Sell

- Chilled or frozen foods

### Process

- Nuts & seeds

### Serve

- Food at an early childhood education centre (ECE) / Kōhanga Reo

## National Programme 1 Guidance

You should use National Programme 1 if you:

- Extract or pack honey
- Grow or pack fruit, vegetables or other horticultural products
- Make sugar molasses, syrups or related products
- Sell tea, coffee, hot chocolate and packaged shelf stable food only
- Sell packaged ice creams, ice blocks or similar items only
- Store or transport food only