

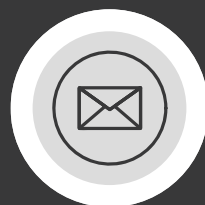
DON'T EAT POOP! A FOOD SAFETY PODCAST 🍌

FROM COMPLIANCE TO CULTURE: ENHANCING FOOD SAFETY IN THE INDUSTRY

2025

PROMOTING A CULTURE OF FOOD SAFETY
REQUIRES INNOVATIVE TOOLS AND METHODS
THAT EXTEND BEYOND TRADITIONAL TRAINING.

PRESENTED BY: **MATT REGUSCI & FRANCINE SHAW**



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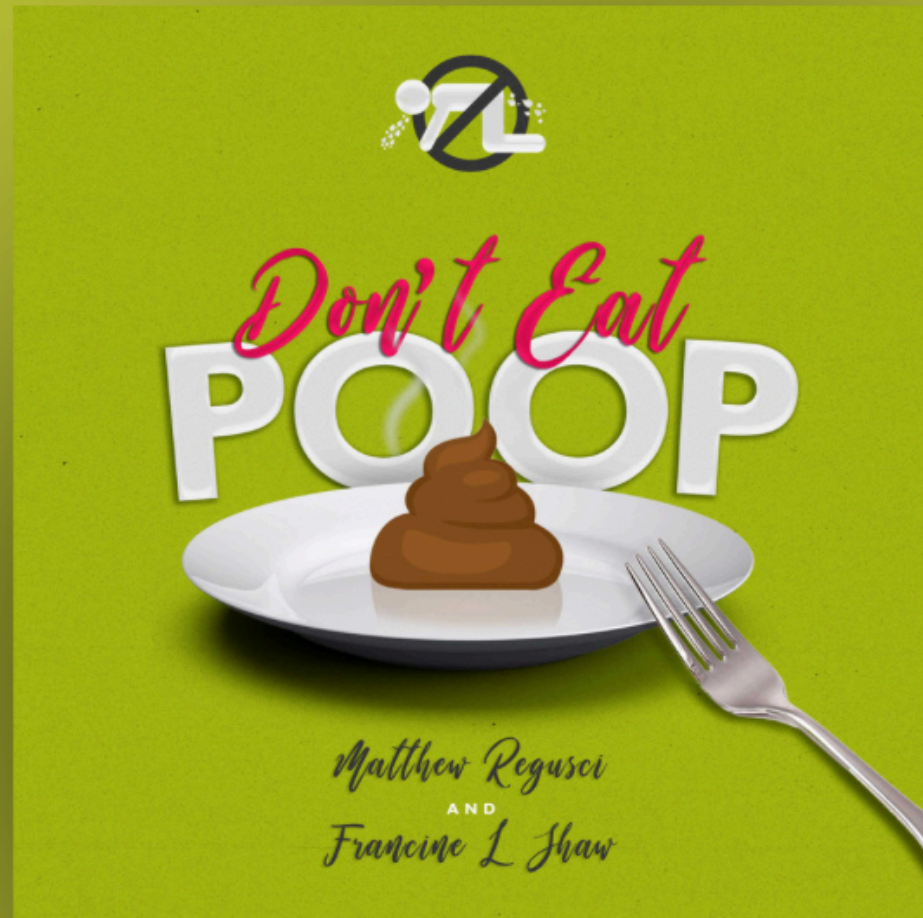




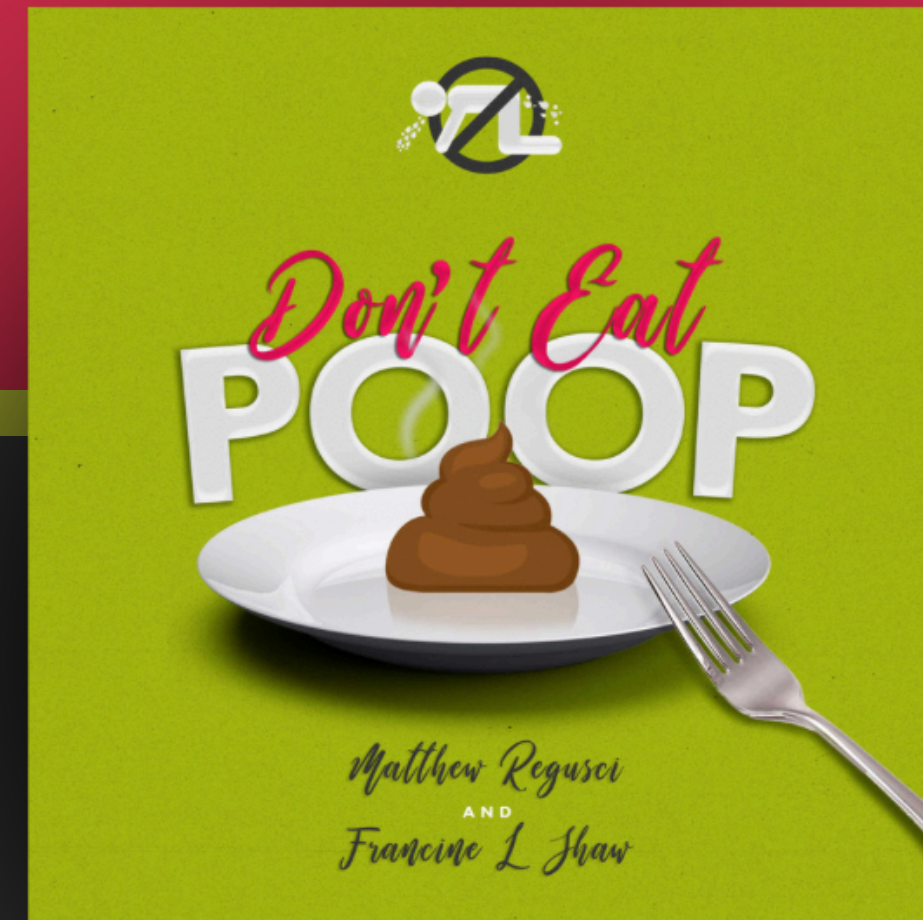
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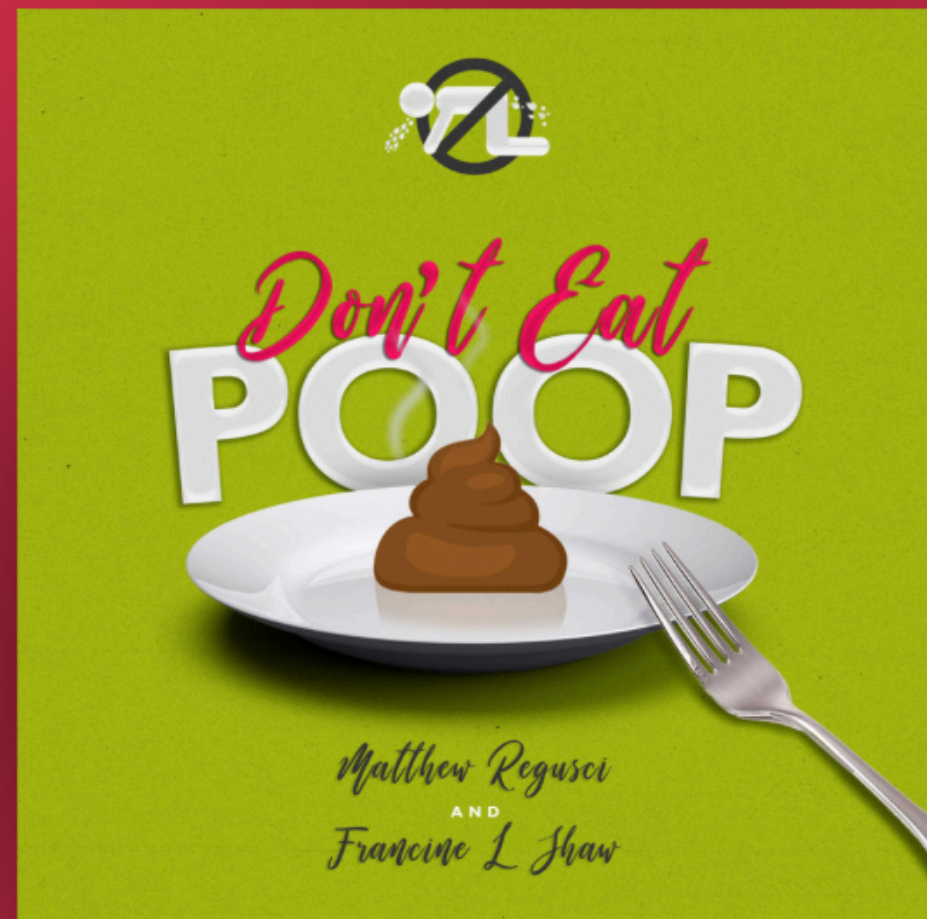
WHAT'S IN A NAME?



DON'T EAT POOP! A FOOD SAFETY PODCAST 🍌



FOODBORNE ILLNESS AND THE FECAL-ORAL ROUTE



SO...
DON'T EAT
POOP!

SEEMED LIKE THE
LOGICAL NAME.



DON'T EAT POOP! A FOOD SAFETY PODCAST



A STRONG
FOOD SAFETY CULTURE
CANNOT EXIST
WITHOUT
A SOLID
CORPORATE CULTURE.



DON'T EAT POOP! A FOOD SAFETY PODCAST 🍌

CORPORATE CULTURE -
FUNDAMENTAL BELIEFS
AND VALUES THAT GUIDE
THE COMPANY'S
OPERATIONS AND
EMPLOYEES BEHAVIOR.





IT'S TIME TO:

- TURN FOOD SAFETY FROM A BOX TO CHECK TO A BADGE OF HONOR!
- SWAP COMPLIANCE FOR CREATIVITY AND MAKE FOOD SAFETY A DAILY ROUTINE.

BECAUSE A PROACTIVE APPROACH MEANS EVERYONE IS ON THE SAME TEAM KEEPING CONSUMERS SAFE.



DON'T EAT POOP! A FOOD SAFETY PODCAST 🍌

INTRODUCTION

TOPICS OF DISCUSSION

- COLLABORATION
- COMMUNICATION
- COMMUNITY
- CREATIVITY

49%

**“OF COMPANIES HAVE A
FORMAL FOOD SAFETY
CULTURE PLAN”**

*2022 FOOD SAFETY MAGAZINE:

<https://www.food-safety.com/articles/9102-food-safety-culture-moving-from-checklist-to-practice-in-2024>



DON'T EAT POOP! A FOOD SAFETY PODCAST 🍌

COLLABORATION & COMMUNICATION



DON'T EAT POOP! A FOOD SAFETY PODCAST 🍌

COMMUNITY & CREATIVITY

SOCIAL MEDIA
ENGAGEMENT

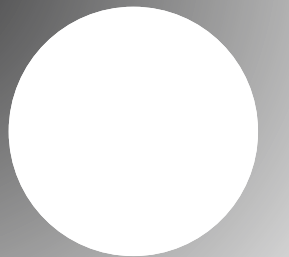
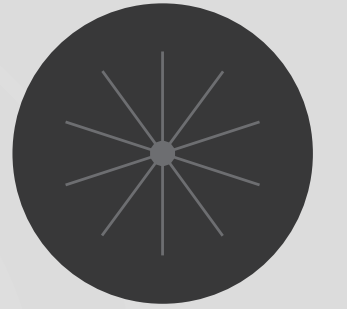
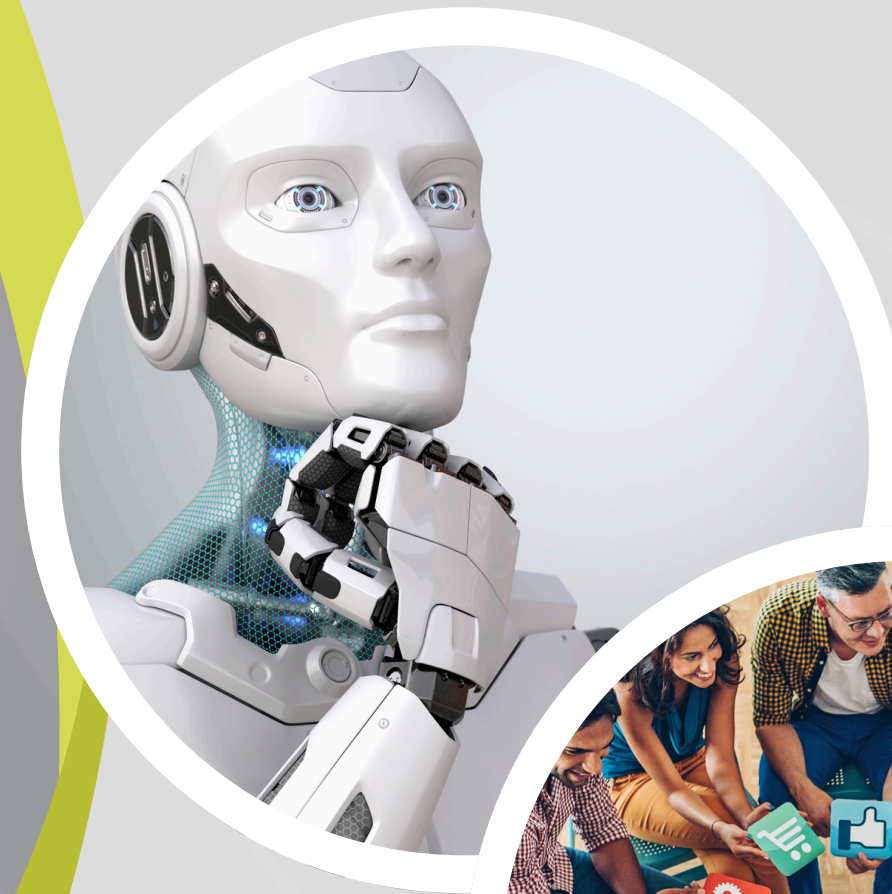
FEEDBACK
LOOPS

STORYTELLING
CAMPAIGNS

ARTIFICIAL
INTELLIGENCE
(AI)

ACADEMIA
PARTNERSHIPS

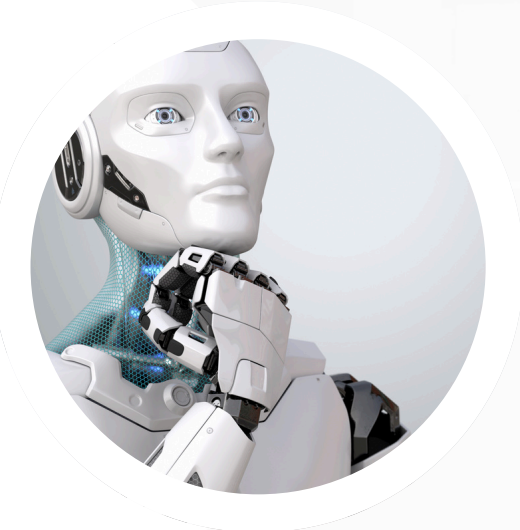
RECOGNITION
PROGRAMS



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QUESTIONS





DON'T EAT POOP! A FOOD SAFETY PODCAST 🍌

THANK YOU

FOR JOINING US.



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