



**DECISION MAKING IN UNCERTAIN TIMES:**

CONSIDERING THE ROI ON FOOD SAFETY

PRESENTED BY  
**DR. KEVIN ROBERTS, PhD**



1




**MEET OUR PRESENTER**




**DR. KEVIN ROBERTS,  
PhD**

2

**PURPOSE**




This webinar will discuss the investment you make in your food safety program and why that investment has great returns.



3

**OBJECTIVES**



1. Discuss the impact and types of foodborne illnesses in the United States.
2. Recognize the potential costs of foodborne illnesses within your operation.
3. Understand how your food safety programs can help to prevent foodborne outbreaks in your establishment.
4. Discuss key investments that could be made in food safety where you will realize immediate ROI.

4

### POLL QUESTION

FoodHandler

**What is the estimated number of foodborne illnesses each year in the United States?**

- A. 1.5 million
- B. 15 million
- C. 36 million
- D. 48 million

5

### FOODBORNE ILLNESSES WITHIN THE UNITED STATES

FoodHandler

The Centers for Disease Control and Prevention estimates that:

- 48 million people fall ill
- 128,000 are hospitalized, and
- 3,000 die each year

....from foodborne diseases.

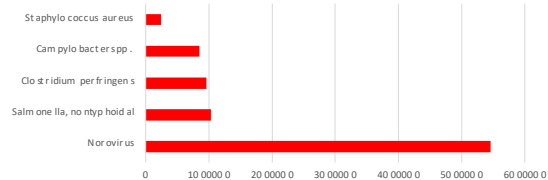


6

### TOP 5 PATHOGENS CAUSING THE MOST FOODBORNE ILLNESSES EACH YEAR IN THE U.S.

FoodHandler

Illnesses

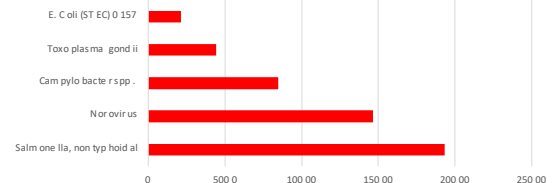


7

### TOP 5 PATHOGENS CAUSING THE MOST FOODBORNE ILLNESS-RELATED HOSPITALIZATIONS EACH YEAR IN THE U.S.

FoodHandler

Hospitalizations



8

### POLL QUESTION

FoodHandler

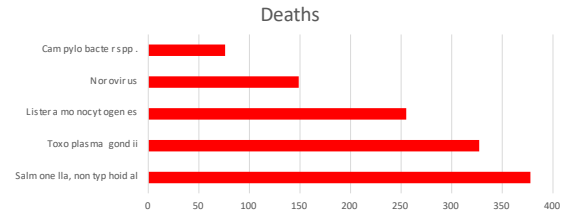
**Which pathogen causes the most foodborne illness-related deaths in the United States?**

- A. E. Coli (STEC) 0157
- B. Norovirus
- C. Listeria Monocytogenes
- D. Salmonella

9

### TOP 5 PATHOGENS CAUSING THE MOST FOODBORNE ILLNESS-RELATED DEATHS EACH YEAR IN THE U.S.

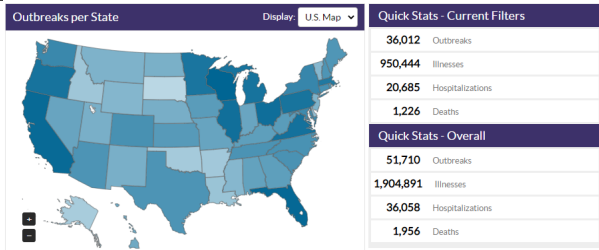
FoodHandler



10

### FOODBORNE ILLNESSES IN COMMERCIAL & ON-SITE FOODSERVICE OPERATIONS: 1998 - 2018

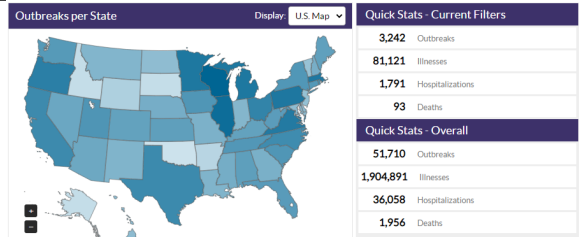
FoodHandler



11

### FOODBORNE ILLNESSES IN COMMERCIAL & ON-SITE FOODSERVICE OPERATIONS: 2018

FoodHandler



12

## THE COST OF FOODBORNE ILLNESS

FoodHandler

The U.S. Department of Agriculture estimates that the 15 pathogens responsible for 95% of the foodborne illnesses in the US each year cost more than \$15.5 billion annually.



13

## THE COST OF FOODBORNE ILLNESS TO RESTAURANTS

FoodHandler

- The cost of a single outbreak ranged based on restaurant type:
  - Fast Food: \$3,968 - \$1,900,000
  - Fast Casual: \$6,330 - \$2,100,000
  - Casual Dining: \$8,030 - \$2,200,000
  - Fine Dining: \$8,273 - \$2,600,000



14

## THE COST OF FOODBORNE ILLNESS TO RESTAURANTS

FoodHandler

- Largest drivers of cost:
  - Outbreak size
  - Lawsuits & Legal fees
  - Lost revenue
  - Pathogen type

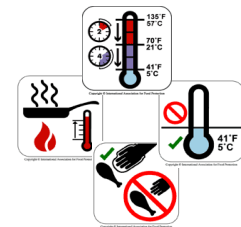


15

## CDC FIVE RISK FACTORS

FoodHandler

- Improper temperature control
- Inadequate cooking
- Cross contamination
- Poor employee health and hygiene
- Food from unsafe sources

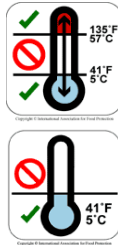


16

## IMPROPER TEMPERATURE CONTROL

FoodHandler

- Lack of temperature control
- Improper cold holding
- Improper hot holding due to equipment malfunction
- Improper hot holding due to procedure
- Improper adherence to approved plan to use time as a public health control.
- Improper or slow cooling
- Improper reheating



17

## POLL QUESTION

FoodHandler

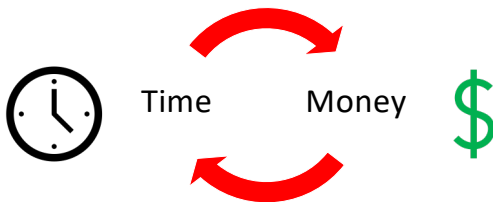
Why do you or your employees NOT follow proper food safety practices?

- A. Time
- B. Money
- C. Simply forgot
- D. Did not care

18

## ROADBLOCKS TO FOOD SAFETY PROGRAM IMPLEMENTATION

FoodHandler



19

## THE COST OF FOODBORNE ILLNESS TO RESTAURANTS

FoodHandler

- The cost of a single outbreak ranged based on restaurant type:
  - Fast Food: \$3,968 - \$1,900,000
  - Fast Casual: \$6,330 - \$2,100,000
  - Casual Dining: \$8,030 - \$2,200,000
  - Fine Dining: \$8,273 - \$2,600,000



20

## KEYS TO MITIGATING LAPSES IN PROPER FOOD SAFETY PRACTICES

FoodHandler

- **Train employees in proper practices**
  - ServSafe, National Restaurant Association
  - Learn2Serv Food Protection Manager Certification Program, 360training.com, Inc.
  - Certified Food Protection Manager (CFPM) Exam, AboveTraining/StateFoodSafety.com
  - Food Protection Manager Certification Program, National Registry of Food Safety Professionals
  - Food Protection Manager Certification Program, Prometric Inc.
  - Food Protection Manager Certification, The Always Food Safe Company, LLC

21

## KEYS TO MITIGATING LAPSES IN PROPER FOOD SAFETY PRACTICES

FoodHandler

- **Establish a preventative food safety program.**
  - It does not have to be a full HACCP program, but the key is to be proactive and not reactive to any issues that might arise.
- **Digitize audits and other programs whenever possible.**
  - Digital checklists & auditing tools
  - Remote temperature monitoring sensors
  - Mobile solutions
  - Digital storage of records
  - Blockchain



22

## KEYS TO MITIGATING LAPSES IN PROPER FOOD SAFETY PRACTICES

FoodHandler

- **Engage employees in the process.**
  - If employees are not engaged, the program will fail. It is simply a matter of how soon it will happen.
- **Develop a strong and supportive food safety culture.**



23

## RETURN ON FOOD SAFETY INVESTMENTS

FoodHandler

- Train employees in proper practices
  - Establish a preventative food safety program.
  - Digitize audits and other programs whenever possible.
  - Engage employees in the process.
  - Develop a strong and supportive food safety culture.
- Reduced waste
  - Less paper, toner, pens, etc.
  - Saving time for managers and employees who conduct audits, complete logs, and other food safety tasks (recall response).
  - Lower employee turnover
  - Improved food and service quality
  - Energy savings for cooling
  - Notice equipment issues before the equipment fails

24

## CONSIDERATIONS BEFORE MAKING ANY INVESTMENT

FoodHandler

- Develop clear goal(s)
- Take time to plan the details of your process
- Get commitment from managers and employees
- Maintain involvement of all managers and employees
- Properly train employees
- Use free resources, when available.
- Take time to measure the results



25

## IN THE END...

FoodHandler

Being sure that you have done everything you can do to protect your business and your employees is...



**Priceless**

26

## QUESTIONS?

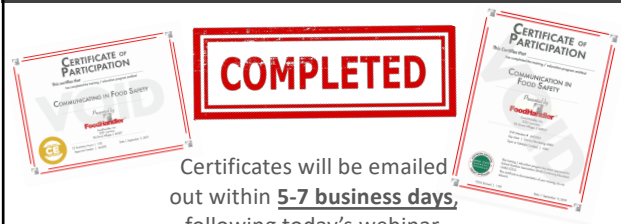
FoodHandler



27

## CERTIFICATES

FoodHandler



Certificates will be emailed out within **5-7 business days**, following today's webinar.

28

## WEBINAR RESOURCE



For more information about our webinars and registration:

← → ↺ [foodhandler.com/education-training/](http://foodhandler.com/education-training/) ☆



29

## FOODHANDLER FOOD SAFETY RESOURCES



### Downloads

- Restaurant Re-Opening Guidelines
- Daily Temperature Logs
- Temperature Chart For Safe Food
- Refrigerator Storage Chart
- Food Safety Doesn't Happen By Accident

### Videos

- Handwashing
- Why To Glove
- When To Glove
- How To Glove



30

## FOODHANDLER FOOD SAFETY RESOURCES

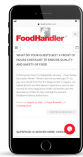


### Past Blogs

- Emergency Preparedness
- Hand Hygiene
- Reopening Best Practices
- Allergies in Foodservices
- Identifying a Foodborne Illness
- Holiday Food Safety

### Upcoming Blogs

- Reviewing your food safety playbook

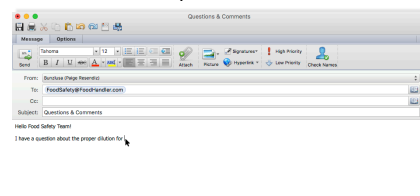


31

## FOODHANDLER FOOD SAFETY RESOURCES



Please send us your questions or comments at:  
[FoodSafety@foodhandler.com](mailto:FoodSafety@foodhandler.com)



32





33