



Breakout Session

9:30 - 10:30 AM

Africa 60

John Butts,

Principal, Food Safety by Design, LLC.

Joseph Meyer,

Global Microbiology Lead, Kerry

Purnendu C. Vasavada,

Professor Emeritus, University of WI-River Falls

The Interaction of Food Safety Culture & Hygienic Design

Food Safety Culture problems are often seen as excessive firefighting and failure to solve chronic problems. Hygienic Design problems allow a higher level of food safety, quality and productivity risks. Failure to address these risks results in firefighting or solving the same problem repeatedly, over and over again. Product risk is also exacerbated by the movement of people, equipment, materials and product from raw to RTE areas. Plants with teams that recognize the risk and choose to get to the root cause and eliminate or manage more effectively will reduce stress, decrease firefighting while building trust and improving the Food Safety Culture.

Bios:

John Butts

Dr. John N. Butts held the primary technical role at Land O' Frost, the 3rd largest sliced lunchmeat brand in the US, for over 40 years and served as an officer for over 35 years. His team at LOF developed the Seek & Destroy Process for Lm control in the early 90's. Food Safety By Design, LLC was founded in 2010 to help producers of high-risk products learn how to prevent and manage food safety risks. Dr. Butts has presented Seek & Destroy Process Workshops in the United States, Canada, Europe, Australia, and Asia. Dr. Butts was a member of the American Meat Institute Board of Directors and received the 2005 NSF Food Safety Leadership Award, 2006 Food Safety Magazine Distinguished Service Award, 2008 Meat Processing Award from the American Meat Science Association, 2009 Scientific Achievement Award from the American Meat Institute Foundation, & NSF Lifetime Achievement Award in 2016. He was inducted into the Meat Industry Hall of Fame in 2020 and received 2024 International Association of Food Protection Honorary Life Membership Award.



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Bios:

Joseph Meyer

Joe Meyer is the Global Microbiology Lead for Kerry. He provides microbiology and food safety systems support to Sanitation, Quality, R&D and Kerry manufacturing and co-manufacturing facilities worldwide. Joe has over 30 years of food industry experience. He worked for KraftHeinz, Miniat Holdings, Covance Laboratories, Kellogg, ConAgra Foods and Kraft Foods/Oscar Mayer prior to joining Kerry. Much of his career has been spent on the control of foodborne pathogens in the manufacturing plant environment, rapid methods for identification and genetic characterization foodborne pathogens, and continuous improvement of food safety systems such as Hazard Analysis Critical Control Point (HACCP). Joe is also a Lead Instructor for the Preventive Controls for Human Foods under the Food Safety Preventive Controls Alliance.

Purnendu C. Vasavada

Dr. Purnendu Vasavada is a Professor Emeritus of Food Science, University of Wisconsin- River Falls and Principal and managing member of the PCV & Associates, LLC. He is recognized internationally for his teaching, applied research, innovative training programs and active consultations in Food Science and Technology, especially, Food Safety and Microbiology and Rapid methods and Automation in Food Microbiology. Since his retirement from the University of Wisconsin- River Falls, Dr. Vasavada accepted a 2 year assignment as the FDA-ORISE Fellow and is involved in the Food Safety Preventive Controls Alliance (FSPCA) – a broad-based public-private alliance consisting of key industry, academia and government stakeholders designed to help food industry comply with the Preventive Controls regulations for implementation of the Food Safety Modernization Act (FSMA).