ESSENTIAL STRATEGIES FOR FOOD SAFETY DURING THE COVID-19 CRISIS

Thank you for attending!

- What we will cover:
  - What you can do both in manufacturing and retail to help you succeed.
  - How to use your food safety data to grow your ROI (Hint: advertise!)
  - How you can help your customers and your community during the crisis.
**RESOURCES**

- Sources of information:
  - https://www.aamp.com/coronavirusupdates/
  - https://www.usda.gov/coronavirus

**MANUFACTURING**

- Food Safety:
  - Norovirus is not a food safety hazard, your normal food safety system, when implemented properly, will negate food as being a source of contamination.
  - The real issue is taking care of your employees, without them you can’t make product!
  - You WILL have employees get sick!
MANUFACTURING FOOD SAFETY

Refresher training:
- Cover basic hygiene, handwashing, sneeze and cough control, when to change gloves and out garments, etc.
- Document the training!
- Do a daily reminder for all employees, do not let them loose focus!

We R Food Safety!

Sick Employees:
- You MUST exclude sick employees!
- Congress is moving on rules as well as state and local jurisdictions, use the resource we have provided and your local health department to stay compliant!
- SBA disaster assistance center at 800-659-2955 (TTY: 800-877-8339) or email disastercustomerservice@sba.gov.
What can you do?

- Minimizing large gatherings of employees.
- Minimize or limit meetings in offices or small rooms, maximize telework for office staff.
- Restrict visitors to those that are essential, for example pest control.
- Implement your emergency biohazard plan.

What can you do (part 2)?

- Move a backup management team offsite so that they may step in if the onsite managers are incapacitated.
- Sanitizing nonproduction equipment on a frequent basis, such as office phones, computer keyboards, etc.
Supply Chain Management
- Have a back up plan!
- Be prepared to utilize alternate ingredients and products.
- Cross leverage against your local producers and suppliers, for example a local slaughter facility.
- Be prepared to be creative!

Communication with your customers is critical!
We will cover some strategies for social media later in the presentation
- When a customer enters your retail area, to include drive up service:
  - Posters explaining exactly how to order and or pick up.
  - If they are entering your retail, provide hand sanitizer, gloves, etc.
Communication with your customers is critical!

- Dramatically increase cleaning and sanitizing in public spaces
- Let your customers see your team taking precautions!
- Your employees need to be sharing the message that your space is clean and sanitary!
- Provide stations with hand sanitizer, garbage receptacles, and tissues throughout your retail space, and encourage people to use them!

Communication with your customers is critical!

- Use a “Car Hop” approach if possible for pre orders.
- Be prepared to provide cooking instructions for alternate products.
- Keep customers, retail staff, and manufacturing staff separate!
- Remove self serve items as much as possible.
Staff Protection:
- You must be a leader!
- If you create rules and changes to your process, your employees and your customers, must see you following them!
- Utilize counters and other barriers to add additional space between your employees and the customers

Enforce hand washing between each transaction that results in an employee coming into contact with a customer or customer handled products.

Ultimately, separation by time and or space and proper sanitation will help protect your staff.
FOOD SAFETY DATA

- How to use your food safety data to grow your ROI.
- Flexibility in the marketplace.
- Utilize existing stockpiles of raw materials wisely.
- Supplier quality and explore different avenues of the supply chain.
- Record keeping is critical.

MARKETING 101

- Know your customer
- Be you
- Ignore SEO (KISS)
- Use the right tools
  - Facebook
  - Instagram
  - Twitter
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EDUCATE

WHAT DO I DO IF AN EMPLOYEE TESTS POSITIVE FOR COVID-19?

We have received a number of calls today asking if we were open, we
are still operating at our normal business hours and do not plan to
close.

We also have a full Fresh Meal Case and a full Freezer Meal Case.
Ready to "meet" all of your menu needs!

We want customers to feel safe when they walk thru our front door,
so we wanted to let you know all the measures we have made to
keep you safe.

The second image is from the United States Department of
Agriculture’s website. Just a few frequently asked questions
pertaining to the COVID-19 and food safety.
A message to our customers and the community.

We want to take a moment to express that your health and safety is our number one priority. We are staying up to date on Minnesota Department of Health, CDC and World Health Organization for updates and guidance to help keep our staff and customers safe.

We have implemented extra sanitary measures on top of our current protocols that include regular cleaning and sanitizing of high traffic areas, removing all samples, sanitizing, etc. See More

Home - Grand Champion Meats
Meats: This Good Ate-Rare Stop in and try some free samples of our award winning products. Weekly Specials Shop Online We offer custom beef, pork and wild game processing. You will

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We have made the difficult decision to SUSPEND WILD GAME PROCESSING until further notice. We will no longer be accepting wild game trimmings at any of our locations.

We did not make this decision lightly. This is for the safety of our customers and staff.

With the spread of the COVID-19 virus, we are trying to eliminate all non-essential contact with customers.

The supply or pork trim necessary to make custom sausage is low, and the price is going up daily. We must continue to serve the community as a whole and produce meats for the public as long as we possibly can.

If this causes a problem for you - like this is the only source of food for your family right now - please let us know as soon as possible. And we will work with you to get your order fulfilled as soon as we can. Please know that we are working with a smaller crew and as quickly as we possibly can to fulfill your orders.

We apologize for the inconvenience, but we have to operate under very strict guidelines to keep our business open and our employees healthy.

We encourage you to use outside pick up for all orders by paying
BE YOU

CREATE A BRAND
- Reach out
- Share
- Pay it forward
- We are all in this together

If you think of a question after the presentation feel free to email us at:
info@werfoodsafty.com
WE ARE OFFERING DIGITAL RECORD KEEPING SOFTWARE AT THE LOWEST PRICE WE HAVE EVER OFFERED!!

You will get:
- Digital record keeping of all critical forms
- Offsite backup to protect your data
- Online training
- Reduced costs on all other services

Testimonials:
- "Don't put it on the back shelf, don't wait!"
  Rick Reams — Owner R.J. Reams / Current President of AAMP

- "The software has not only saved us time and money...it has made us better!"
  Kelly Perry — VP Melster Distributing Inc.