
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>
 - <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>
 - <https://www.fda.gov/food/food-safety-during-emergencies/food-safety-and-coronavirus-disease-2019-covid-19>



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!



**MANUFACTURING
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.



MANUFACTURING
FOOD SAFETY

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.



MANUFACTURING
FOOD SAFETY

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.



MANUFACTURING FOOD SAFETY

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!



RETAIL (DIRECT CUSTOMER SALES)

FOOD SAFETY

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.



RETAIL

(DIRECT CUSTOMER SALES)

FOOD SAFETY

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!



The logo features the text "We R Food Safety!" in a bold, black, sans-serif font. The letter "R" is significantly larger and is enclosed within a black diamond-shaped warning symbol with a white border. The entire logo is set against a bright yellow background, which is framed by a black and yellow diagonal hazard stripe border.

RETAIL

(DIRECT CUSTOMER SALES)

FOOD SAFETY

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.



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RETAIL
(DIRECT CUSTOMER SALES)

FOOD SAFETY

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

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RETAIL
(DIRECT CUSTOMER SALES)

FOOD SAFETY

Staff Protection:

- You must be a leader!
- 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.

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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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- Know your customer
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EDUCATE



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

Posted on March 19, 2020 by Diana Dietz

In recent days there have been a lot of questions about what you should do if you have an employee that tests positive for COVID-19. There has been no clear step-by-step direction from regulatory agencies as to how you should proceed other than what the patient who tested positive should do. This is partly due to the fact that this does not require regulatory action on the part of inspection agencies.

In phone calls today with the USDA Office of Food Safety and FSIS, the agency is directing us to use the Center for Disease Control's (CDC) [Guidelines for Businesses](#). An employee that tests positive for the virus does not affect the food being produced, the virus does not spread in food or food packaging, it spreads person to person. There are a number of ways a company can choose to address the situation and that varies from business to business depending on a number of circumstances.

The main questions to ask yourselves are: How do I protect the rest of my employees and how many of them have had close contact with the infected employee? Remember, I am not a veterinarian or a meat inspector, I am just a business owner.



Alewel's Country Meats
March 18 at 12:59 PM · 🌐

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 differ from that.

We also have a full Fresh Meat Case and a full Freezer Meat Case! Ready to "meat" all of your meat needs!

48 likes · 7 Comments · 4 Shares

Like Comment Share

Alewel's Country Meats
March 17 at 3:48 PM · 🌐

We want customers to feel safe when they walk-thru our front door, so we wanted to let you know one of the changes we have made to keep you safe!

We are making Fresh Ground Beef daily to keep up with customer demand.

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.

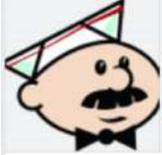
NOTICE

WITH RECENT CURRENT EVENTS

CONSISTENCY

Grand Champion Meats-Foley
March 15 at 4:05 PM · 🌐

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 of all samples, reinforci... See More



GRANDCHAMPIONMEATS.COM
Home - Grand Champion Meats
Meats This Good Are 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

36 8 Shares

Like Comment Share

Write a comment...

Grand Champion Meats-Foley
March 17 at 8:32 AM · 🌐

Effective today, March 17, 2020 we have implemented new store hours at Grand Champion Meats.
We will be open
Monday - Friday: 9am - 5:30pm
and
Saturday: 9am - 1pm... See More



TEMPORARY HOURS

GRAND CHAMPION MEATS

320-968-7267

MON-FRI: 9AM-5:30PM

SAT: 9AM-1PM

SUNDAY: CLOSED

CONSISTENCY

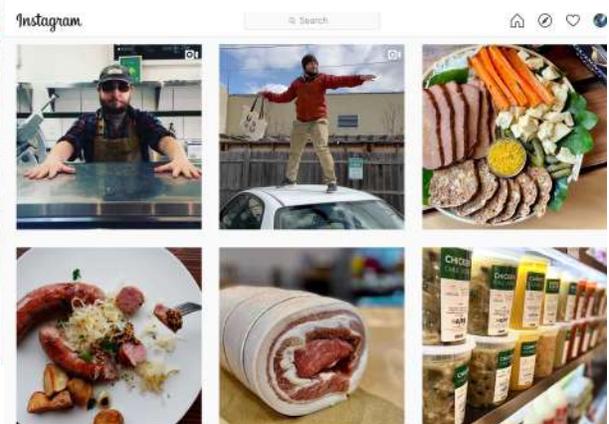
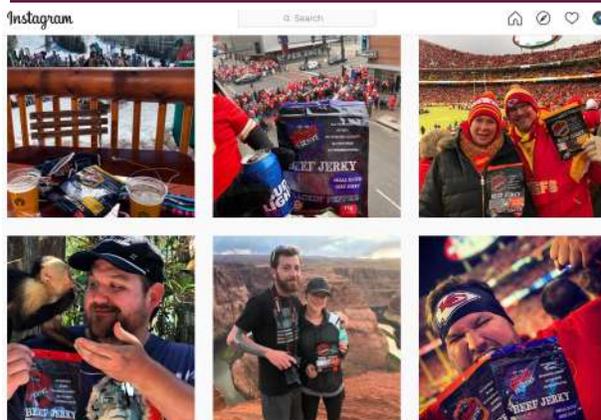
Grand Champion Meats-Foley
3 hrs · 🌐

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 of 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 curbside pick up for all orders by paying

BE YOU



CREATE A BRAND



COMMUNITY

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



QUESTIONS,
COMMENTS,
FINAL
THOUGHTS?

If you think of a question after the presentation feel free to email us at:
info@werfoodsafety.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 RJ's Meats / Current President of AAMP

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

