



North Central Region

Center for FSMA Training, Extension
and Technical Assistance

The North Central Regional FSMA Center: Year One In Review

Angela Shaw, PhD

Catherine Strohbehn, PhD, RD, CP-FS

Linda Naeve, MS

Arlene Enderton, MS

Presentation to MCAFDO Omaha February 28, 2017

IOWA STATE UNIVERSITY

Extension and Outreach

Healthy People. Environments. Economies.

History Lesson

- FDA issued call Spring/Summer 2015
- Establish National and 4 Regional Centers
 - Represent diverse geographic needs
 - Take leadership key area
- Assistance with FSMA Compliance
 - Training
 - Extension
 - Technical Assistance

The North Central Regional (NCR) Center for FSMA Training, Extension, and Technical Assistance

- U.S. Food and Drug Administration (FDA) to represent the 12 states in the Midwest region of the United States (Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Ohio, and Wisconsin).
- Purpose is to establish a network of educators and produce growers and processors to assist with conducting a regional needs assessment and identifying gaps in knowledge related to the FSMA Produce Safety Rule and Preventive Control Rules.
- It will develop and implement a food safety program that addresses the needs of small-scale growers/processors and educators in the North Central Region.



North Central Regional Center



Iowa State University

- Directed by Dr. Angela Shaw
(co-PIs Strohbehn & Naeve)
- 12 State Leads in Midwest with local partners
(11 at Land Grant Universities)
- **Focus** to help growers and processors comply with
Produce Safety Rule and Preventative Controls
Human/Animal foods

Four major objectives



1. Establish a *sustainable communication network* of educators and grower/processors in NCR to facilitate collaboration and build training capacity



2. Conduct a *regional needs assessment* and identify gaps in knowledge and educational tools/technical assistance needs

Four major objectives, cont.

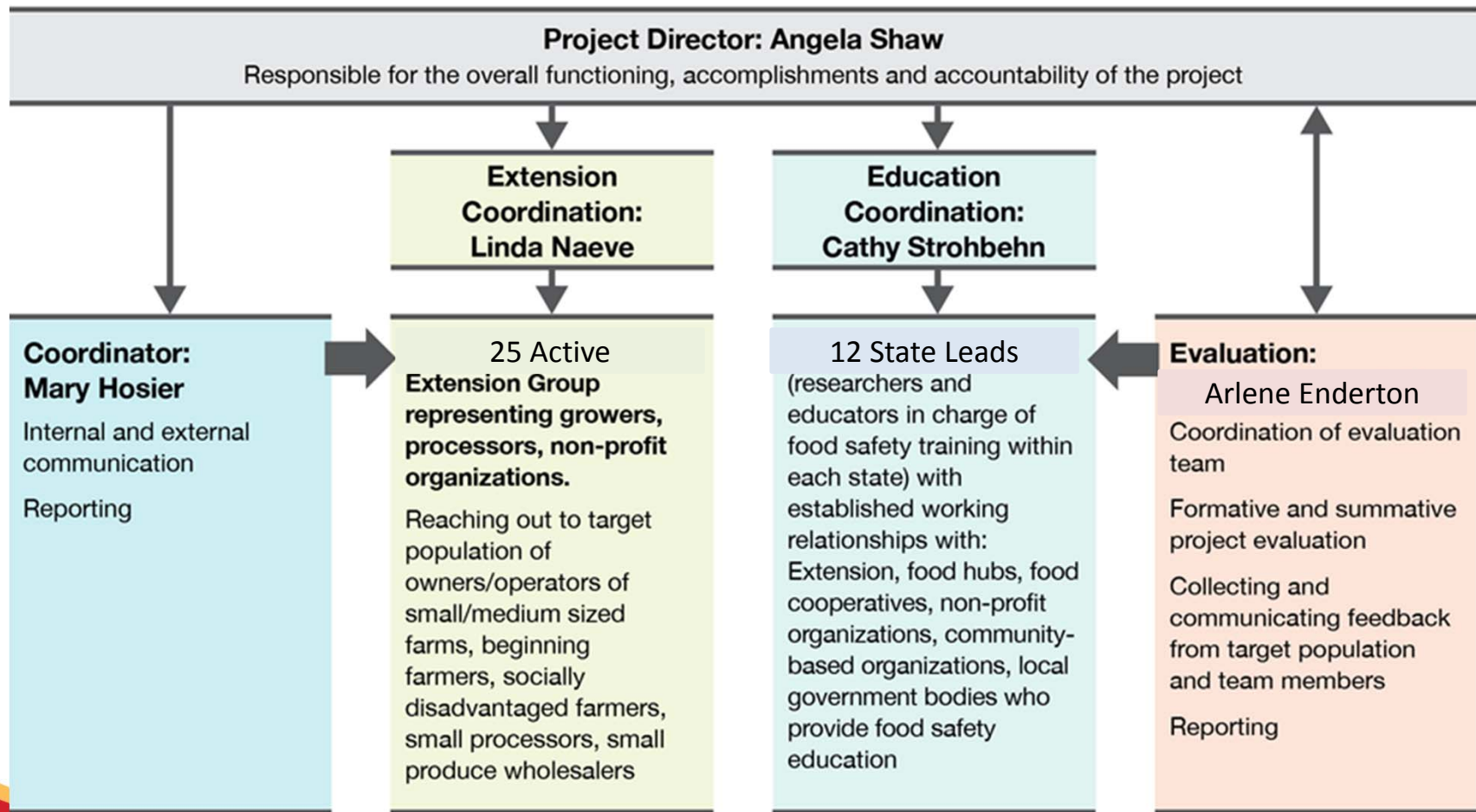


3. Develop and implement a *food safety program* that addresses these regional specific needs of small-sized growers/processors *and* educators.

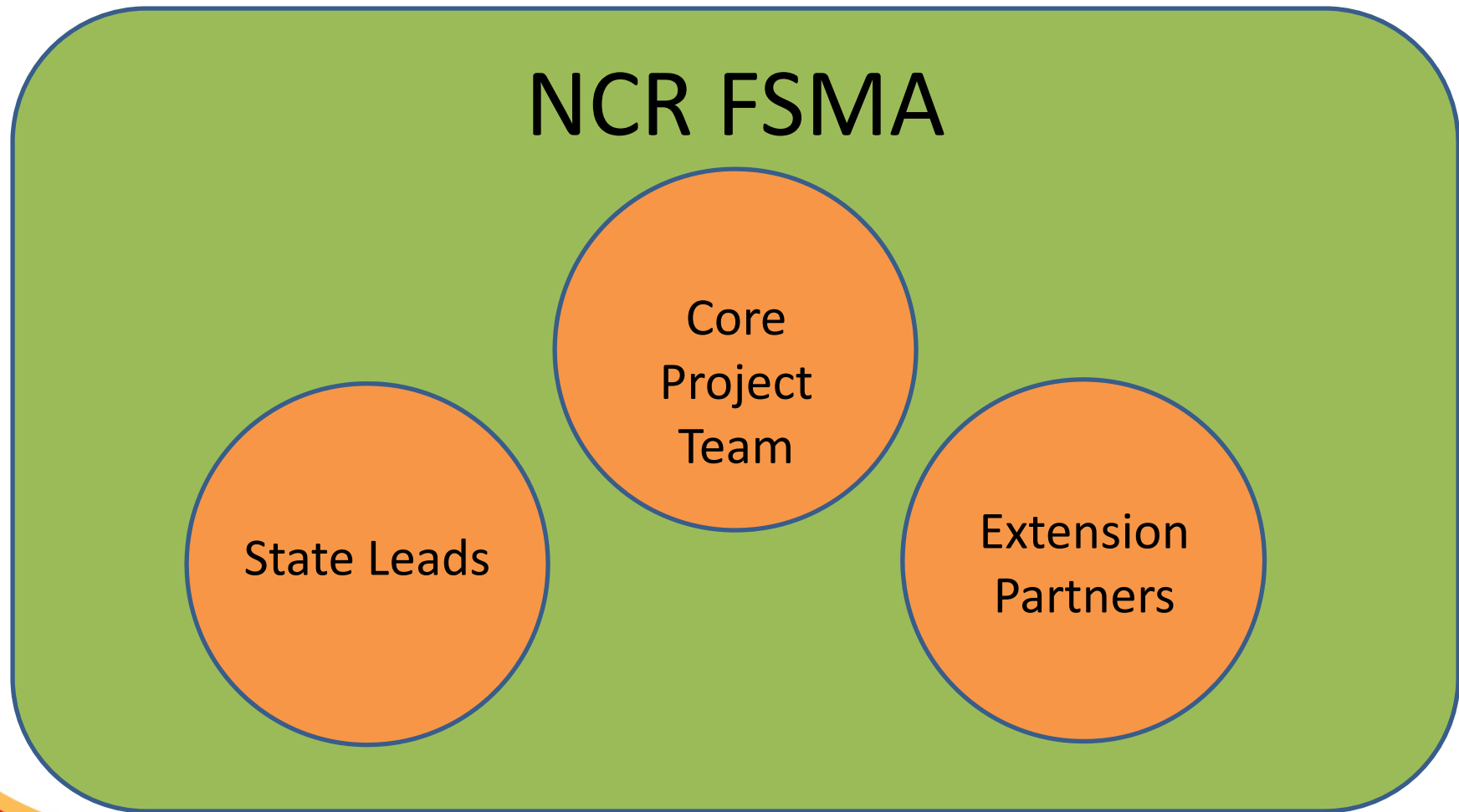


4. Use *continuous evaluation* to improve training and other services.

Structure of NCR Center



Three key groups



Three key groups

- 1) **Core team** –Project team (PIs, Project coordinator, Evaluator)
- 2) **State Leads:** Extension specialists/educators
- 3) **Extension Partners:** Representatives from FSMA impacted populations with focus small-scale growers and food processors, NGOs, community representatives, and associations

Objective 1: Establish Sustainable Communication Network

- Identify growers/ processors and educators in NCR (Year 1)
- Develop public website and internal website interface (Year 1)
- Provide training on how to use public and internal website (Year 1)
- Create Communication Plan (milestone) (Year 1)

Establishment of Sustainable Communication Network

- Identify growers/ processors and educators NCR
 - 2 to 36 stakeholders per state identified
 - Database reaches over 2,000 growers in 12 states.

Develop public website and internal website interface

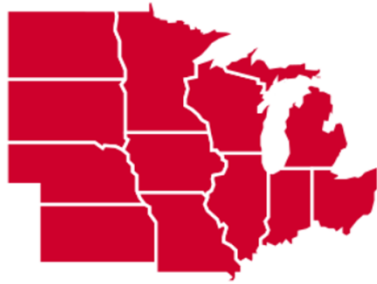
- An internal communication web portal (Box)
- A public/external website interface

<https://ncrfsma.org/>



Public website

www.ncrfsma.com



North Central Region

Center for FSMA Training, Extension
and Technical Assistance

[Home](#) | [About Us](#) | [News](#) | [Calendar](#) | [Resources](#) | [National and Regional Centers](#) | [Box](#) |

Welcome to the North Central Regional Center for FSMA Training, Extension, and Technical Assistance.

We are the North Central Region that was selected by Department of Health and Human Services Food and Drug Administration (Grant Number 1R01FD005685-01) titled "Strategies for Successful Implementation of FSMA (Food Safety Modernization Act) in the North Central Region through Adoption of a Systems Approach and Stakeholder Engagement Framework" to represent the 12 states (Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Ohio, and Wisconsin) in the Midwest region of the United States. Our grant is covered under the Institutional Review Board, Office for Responsible Research at Iowa State University (IRB ID 16-123 4/5/2016).

Join our [listserv](#) and you will be notified when new content is posted on our website. Additionally you will be able to reach other growers, processors and safety experts with your FSMA questions and concerns.

IOWA STATE UNIVERSITY
Extension and Outreach
Healthy People. Environments. Economies.

NCR Branding and Marketing

- Logo
- Mail and email listserves of Partners and State Leads

- Twitter account

(<https://twitter.com/NRCFSMA>)



- Facebook page

(<https://www.facebook.com/NCRFSMA/>)



North Central Region

Center for FSMA Training, Extension
and Technical Assistance

Objective 1: Lessons learned

- Monthly listening sessions: Open forum with State Leads and Core Team
- PI (Shaw)/Project Coordinator to send/control messages to State Leads
- Monthly newsletters
 - External identifies upcoming events, etc.
 - Internal contains “to do” tasks State Leads, etc.

Objective 2: Conduct Needs Assessments

- Develop and administer two needs assessment surveys
 - Growers
 - Preventative Controls Human Foods Training Participants
- Modified Delphi approach used
 - Two rounds
 - Paper and electronic dissemination

Needs Assessments - Growers

- **Round One** – July through November 2016
 - Content Broader based
 - Current knowledge & information needs – rating scale
 - Preferred methods delivery – rating scale
 - Demographic information – multiple choice; open ended
 - Comments independently themed by four researchers; consensus reached
 - Descriptive statistics used to inform Round Two

– n = 299

Needs Assessments - Growers

- **Round Two** deployed January 11th
 - Content – rank order
 - Methods delivery – rating scale
 - Demographic – multiple choice; open ended

Survey PC Human Foods

- Coordination with FSPCA Human Food Trainers
- Post workshop survey
- Developed a PC Animal Food Audit Checklist in 2015/2016
- Developed a PC Human Food Audit Checklist in late 2016
 - Validate this check list with 10 companies

Survey PC Human Foods

- Post training survey
 - Feedback on the training
 - Self-efficacy (i.e. confidence they can implement changes required by FSMA)
 - Knowledge and attitude changes
- 12-month follow up survey
 - Report of implemented changes and how well the training prepared them to make that change

PC Human Foods Education

- Iowa State University has offered five courses to date
- Upcoming courses in March (Cedar Rapids) and May (Ames)
- Introducing the PC Human Food training into two ISU courses (Food Quality and Animal Food Safety)
- Our team is working with the Animal Food Team to provide trainings that don't conflict

Objective 2: Lessons Learned

- Pilot testing very important
 - Content accuracy
 - Clarity of expression
- Paper and electronic dissemination necessary to reach *all* growers
- Establish data protocol a priori (*example of completion rates*)

Objective 3: Development of Food Safety Program

- Year 2 work primarily
- Increase the Knowledge and Capacity of Growers and Educators in NCR
- Establish a network of lead trainers for Produce Safety and Preventative Controls Workshops (Human and Animal Food)



Trainings

- FDA Produce Safety Rule
 - Produce Safety Alliance
- Preventive Control for Human Food
 - Food Safety Preventive Controls Alliance
- Preventive Control for Animal Food
 - Food Safety Preventive Controls Alliance



Objective 3:

Produce Safety Alliance: Train-the-Trainer

Fall 2016 – Kansas, Minneapolis, Michigan

- 40 NCR Core Team and State Leads & Partners
- 60 attendees in Michigan

Winter 2017 – Chicago and Indiana

Lead Trainer

- 45 NCR applied– Three confirmed, others pending
- Nationally - 140 applications with 31 confirmed

PC trainings – Currently over 50 in region

- List to be developed by end of February
- Posted web site www.ncrfsma.org

IOWA STATE UNIVERSITY

Extension and Outreach

Healthy People. Environments. Economies.

Objective 3:

State Leads sponsored Grower Trainings

- GAPs
- Elements of Produce Safety Rule/qualifications
- Pending - Produce Safety Rule
- FSMA Preventative Controls
- Farm visits
- Retail sales

Objective 3: Lessons Learned

- Advance promotion of trainings
 - NCR web page
 - NCR newsletters
 - State leads and Partners networks
- Communication avoids duplication
- Trusted source

Objective 4: Continuous Evaluation

- Formal Project Evaluator – part of Core Team
- Purpose - continuously improve to ensure efficiency and effectiveness in project administration
- Post workshops (Produce and PC) surveys
- Needs Assessment Growers
- Interviews with State Leads (N=11)

Objective 4: State Lead Interview Findings Summary

- The NCR FSMA has created opportunities for State Leads to meet one another, but not to know one another deeply
- State Leads understand trusting relationships can contribute to more productive or new work.
- Suggestions given communication improvements

Interview findings, cont.

- State Leads mostly agree Core Project Team has been responsive.
- State Leads vary in levels of confidence that they know what is expected of them.
 - They appreciate “to do” lists
 - Would like to know what their responsibilities will be in the coming year.

Interview Findings, cont.

- State Leads shared several ideas for improving the collaborative work of the NCR FSMA, including:
 - Improve navigation Box-shared files with links to needed documents, index, or emails of needed files.
 - Try a different platform bi-monthly conference calls.
 - Shorten survey used Round Two needs assessment

Interview findings, cont.

- NCR FSMA has led to new collaborations
 - Two State Leads applied and received food safety-related grant with support from NCR
 - Four State Leads are working in food safety for the first time as a result of NCR invite
 - One invited to work on a food safety-related grant with his/her state department of agriculture.
- State Leads have sense of urgency to receive Lead Trainer status, because farmer trainings have been planned.

Objective 4: Lessons Learned

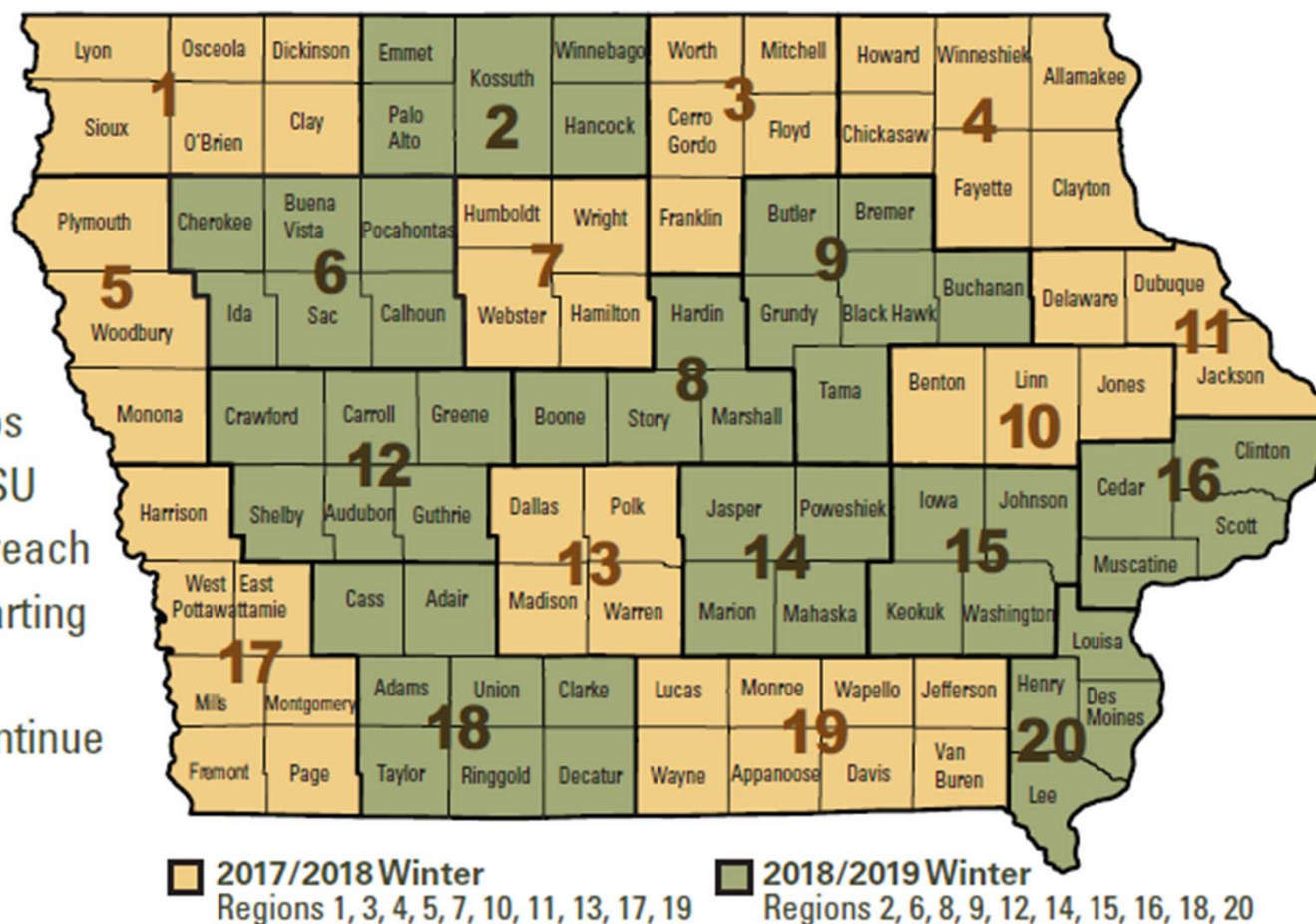
- Monthly Listening Sessions – open forum State Leads
- Formation of subgroups to identify action steps:
 - Small grower supplemental training (pre-harvest)
 - Post-Harvest education (i.e. packing house design)
 - Advanced training (i.e. 3rd party audit vs produce rule)
 - Diversified Farmers
 - Special Populations (Amish, Mung)
 - FSMA Compliance and Qualifications
 - Finding growers
 - List of Lead trainers in region

Leverage Funds

- Subcontract from IDALS/FDA State of Agriculture to focus on Iowa growers
- Develop a Coordinated Effort to Implement an Infrastructure, Education, Technical Assistance, and Inventory Program in Alignment with FDA's Produce Safety Rule
- \$1.1 Million/ 5 year grant

Food Safety Modernization Act (FSMA) Training

Produce Safety Alliance workshops will be offered at ISU Extension and Outreach regional offices starting in the fall of 2017. Workshops will continue into 2018 and 2019.



Safeproduce.cals.iastate.edu

IOWA STATE UNIVERSITY
Extension and Outreach
Healthy People. Environments. Economies.

Summary

- NCR established
- Interfaced with 3 other regional centers and national center
- Year 1 theme was “Establishment of Partnerships and Needs Assessment”
- Year 2 theme is “Evidence Based Curriculum: Using Needs Assessment to Develop Tools”.

Questions

- Angela Shaw
 - angelaml@iastate.edu
 - 515-294-0868
- [Visit our website: https://ncrfsma.org/](https://ncrfsma.org/)
- Follow us on Facebook and Twitter
 - NCR FSMA Training, Extension, and Technical Assistance

