

MAY 12-15, 2025



Food safety trends and preparing for change:

Exploring recent food safety challenges and trends, what's on the horizon and looking at how other food businesses are preparing in this ever-changing regulatory landscape

MATTHEW TAYLOR

DIRECTOR, FOOD SAFETY CONSULTING - NSF



WHO ARE YOU?



MATTHEW TAYLOR

Director, Food Safety Consulting



25 YEARS AT NSF

EHP and Beyond



RANDOM FACT

I own a pub





NSF FOCUS

(Food Advisory & Training)



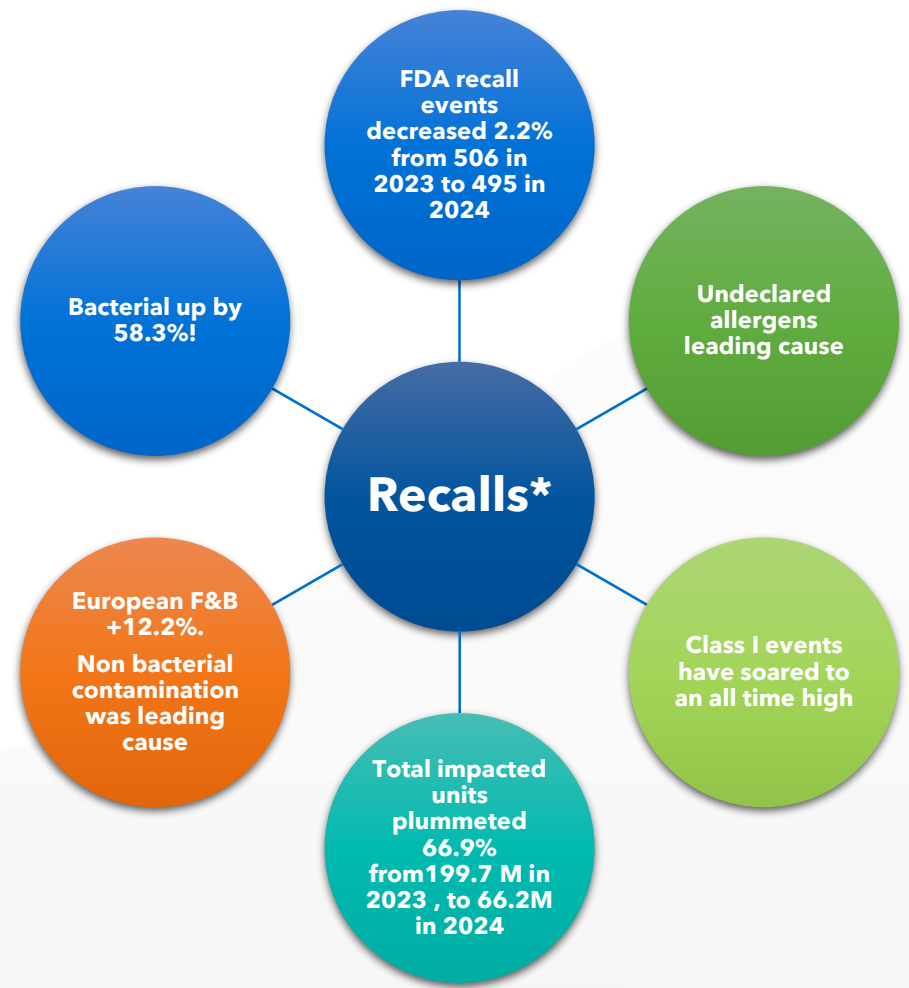
NSF has pioneered food safety for over 80 years. Our people are experts in their field and passionate about what they do - helping businesses to grow and improve.

- Crisis Management
- Getting ready for GFSI
- Client resourcing
- Heading into new markets
- Policy enhancements
- Supply chain management
- Sampling/swabbing
- Sustainability
- And more!

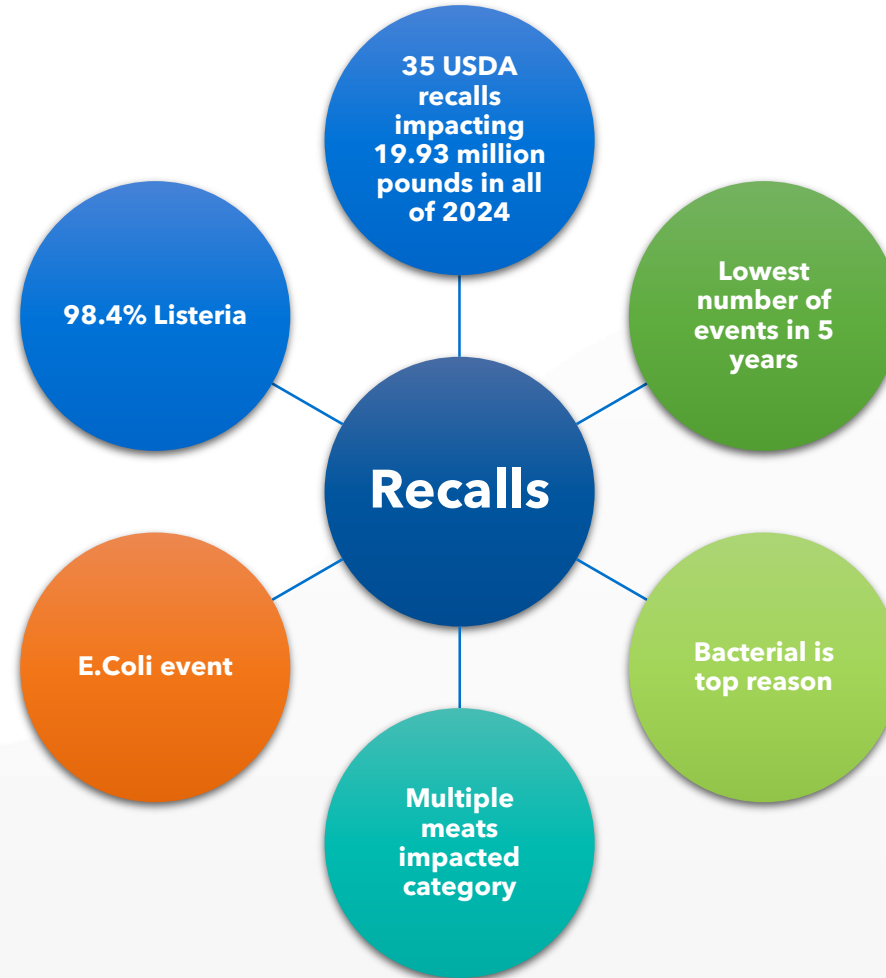
LET'S REFRESH ON SOME TRENDS



FDA/EU RECALLS



USDA RECALLS



SOCIAL MEDIA IMPACT STILL REAL

- Food safety education V's fake news?
- Dishwasher or washing machine
- Social media will continue to play a part in your business
- Brand damage, brand awareness – growing your business?



FOOD BORNE ILLNESS LATEST

*QUICK FACTS:

- Estimated **1,392** Americans in 2024 became ill after consuming a contaminated food item, up from 1,118 in 2023.
- Number of hospitalizations more than **doubled**, rising from 230 to 487, and **deaths climbed** from 8 to 19.
- Nearly all (98%) of the people became ill from food that was recalled in 13 outbreaks with confirmed illnesses, all but 1 of which involved either Listeria, Salmonella, or Escherichia coli.
- CDC:
 - Estimated the average number of U.S. foodborne illnesses, hospitalizations, and deaths in 2019 caused by seven major pathogens.
 - 6 of these pathogens caused 9.9 million domestically acquired foodborne illnesses.
 - Illnesses caused by all seven pathogens resulted in 53,300 hospitalizations and 931 deaths.



FOOD BORNE ILLNESS LATEST

*HIGH PROFILE EVENTS :

- Multistate *Listeria monocytogenes* outbreak linked to Boar's Head deli meat. The 19-state outbreak sickened 61 people, 60 of whom were hospitalized, and is suspected in the deaths of 10 people.
- Another was an outbreak of *E coli* O157:H7 tied to Quarter Pounder hamburgers sold at McDonald's. The outbreak sickened 104 people in 14 states, with 34 hospitalizations and 1 death. The FDA identified raw slivered onions as the likely source of contamination in that outbreak.
- Other major outbreaks included a multistate outbreak of *Salmonella* tied to cucumbers that resulted in 551 cases and 155 hospitalizations in 34 states and the District of Columbia. The outbreak led Fresh Start Produce Sales Inc. to issue a cucumber recall on May 31.
- Another *Salmonella* outbreak in November connected to cucumbers grown in Mexico caused 113 illnesses in 23 states, including 28 hospitalizations.



ON THE HORIZON



WHATS ON OUR MIND?

- Avian flu – milk and transference?
- Food fraud **still out there** – are you managing?
- Tariff's affecting you? **Impacts** on supply chain disruption and sourcing new raw materials
- The **perfect storm** now – geopolitical, inflation, climate, tariffs – are you prepared?
- Criminals **will** find a way (and still do) – monthly fraud reports and data solutions are useful!
- Due diligence when **importing** from other regions
- What does your **back up** supply look like?
- **How** are your franchisee's managing safety?



WHAT ELSE IS NEW?

- FSMA 204 - Will this eventually be enforced? July 2028!
- FDA structure now and future - DOGE
- Labor is still an issue in food and drink sector (globally)
- Health/obesity on the agenda (MAHA, Europe & other regions)
- Sustainability becoming part of FSQ - are you ready?
- AI - good or bad?
- Ultra high processed foods - studies continues/social media
- PFAS regulatory framework in new administration/drinking water standards on the agenda?
- Getting the basics right - some data indicates not

WHAT IS EVERYONE ELSE UP TO?



COLLABORATION

- Go food safety experts!!
- Become part of working groups
- Share what you do – doesn't have to be competitive
- Maintain your networks
- Horizon scan – know where to look
- Remember the 3rd parties (labor/experts)
- Some countries continuing to improve frameworks and sharing (UK allergens/Martins Law)



TECHNOLOGY, DATA AND THE WHY

- Increased use of technology, including artificial intelligence and the Internet of Things (IoT), to enhance food safety through improved traceability, risk assessment, and outbreak detection and response.
- Using safety metrics to define audit approach and identify where target interventions are needed
- Moving away from paper based to digital - LOVE IT!
- Cyber security will need to play a part
- Understanding the why behind what we do



PRESSURE TESTING



ANYTHING ELSE?

- Food safety culture still a buzz word/phrase - what?
- Moving to data - not everyone has it covered
- Supply chain software to help manage the pain
- Diving into toxicology behind raw materials (GRAS)
- Testing traceability beyond usual mock exercise and food
- Simplifying FSQ documents will help
- Training should be fun - remember the generations
- IT/systems to help capture data automatically
- Benchmarking their FS against competition - Maturity

THE ROAD AHEAD?

- Crystal ball?
- The learning never stops
- Remember as experts our mission – we are important and it's not always easy
- Get the message across as to the why – to all stakeholders
- Recognition is vital
- Don't be afraid to look under the rock
- Thank you for all you do in making this world safer 😊





VISIT US AT OUR BOOTH

THANK YOU

MATTHEW TAYLOR

mtaylor@nsf.org / +1 629 244 8946 / www.nsf.org