



IMPACT OF TECHNOLOGY ON FOOD SAFETY CULTURE

OFPA

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NSF INTERNATIONAL

789 N. Dixboro Road, Ann Arbor, Michigan 48105 USA

Could Daley's concerns apply to **food safety culture**?





100%

3 out of **3** experts
agree that **technology**
can impact
food safety culture.

OVERVIEW

- > Food Safety Culture Defined
- > Culture Models
- > Technology and Impact
- > Questions



GREETINGS,
WALLY FOLLOWERS!
WOW, THE BEACH WAS
GREAT TODAY! ALL
AROUND ME I SAW
STRIPES ON TOWELS,
CLOTHES, UMBRELLAS,
AND BEACH HUTS.
THERE WAS A SAND-
CASTLE WITH A REAL
KNIGHT IN ARMOUR
INSIDE! FANTASTIC!

Wally



TO:
WALLY FOLLOWERS,
HERE, THERE,
EVERYWHERE.



ORGANIZATIONAL CULTURE

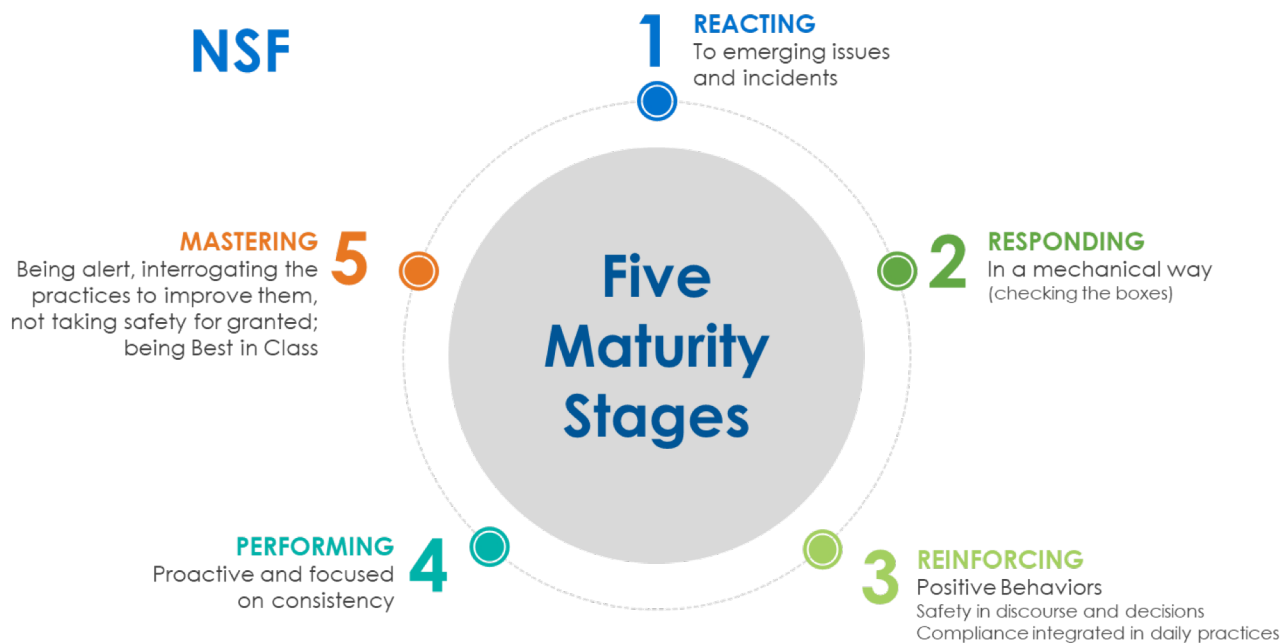


Organizational culture is defined as the underlying beliefs, assumptions, values and ways of interacting that contribute to the unique social and psychological environment of an organization.

WHAT IS FOOD SAFETY CULTURE MATURITY?

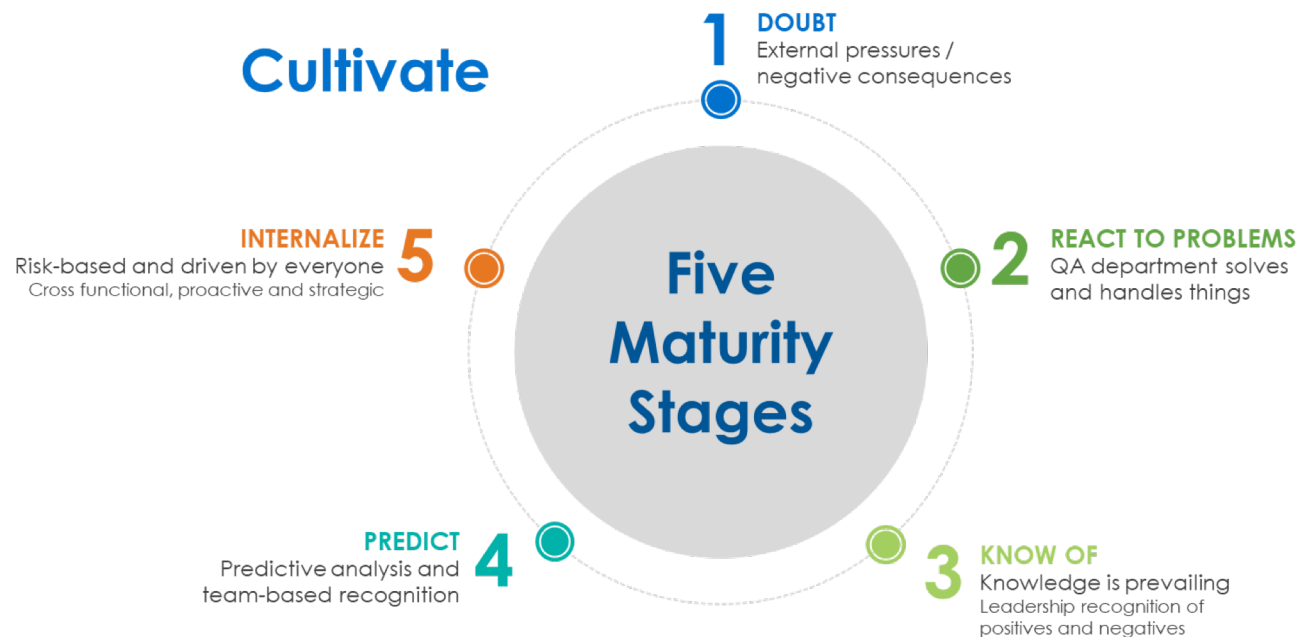


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CULTURE MATURITY MODELS

Cultivate



SHARED MATURITY INFLUENCERS:

- > Understanding the 'Why'
- > Two-way food safety appreciation
- > Trust
- > Risk-based optimism
- > Ability to identify risks internally
- > Ease of communication (up / down / sideways)
- > Clear expectations understood
- > Shared Interest (we're all in this together)

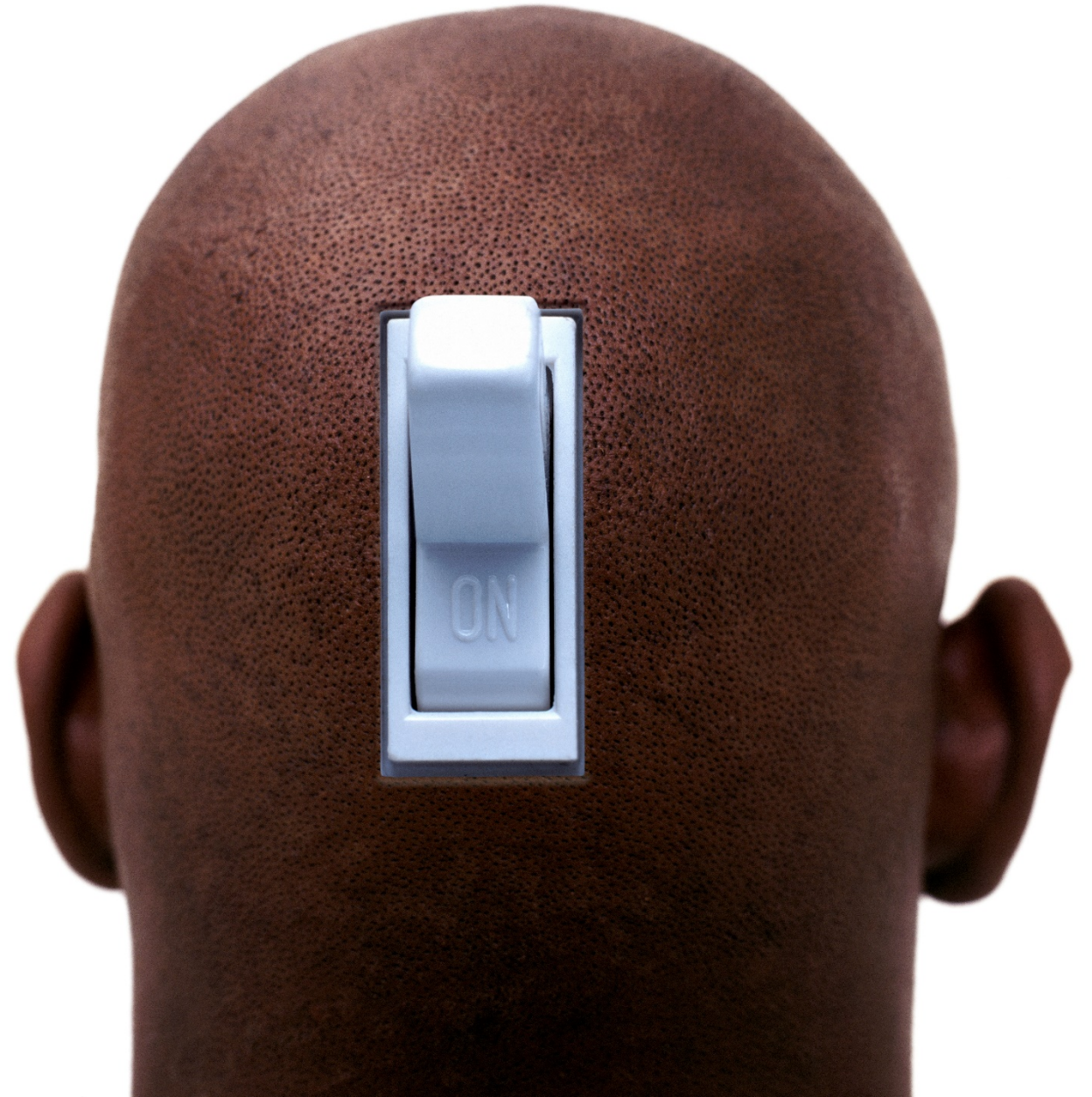
Automation



Image source: <https://www.theguardian.com/careers/2017/may/29/sexist-robots-can-be-stopped-by-women-who-work-in-ai#img-1>



What **impact** can
automation and
constant alerts
have on **food
safety culture**?



The least safe jobs

Telemarketer
Chance of automation
99%

Loan officer
Chance of automation
98%

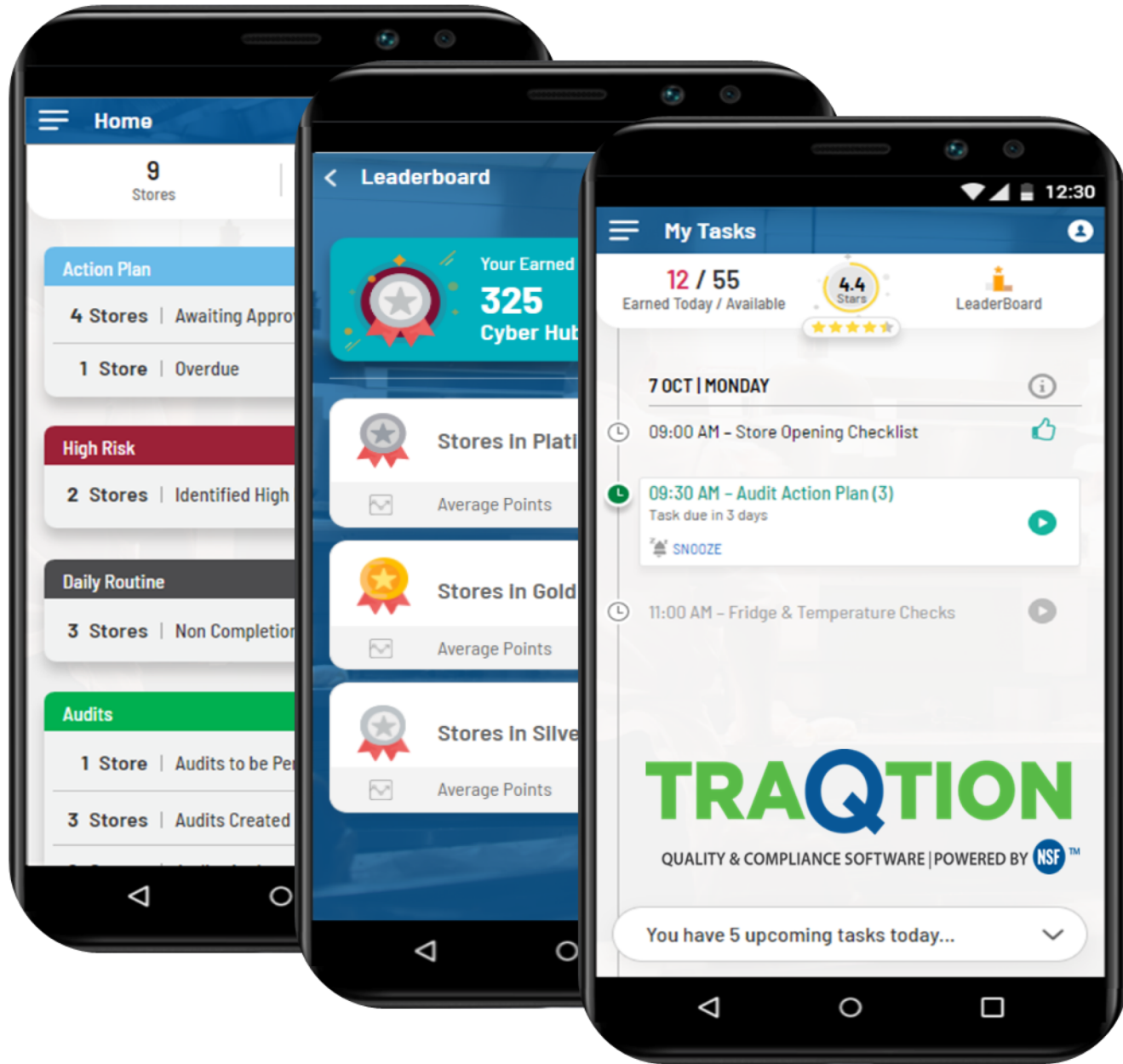
Cashier
Chance of automation
97%

Paralegal and
legal assistant
Chance of automation
94%

Taxi driver
Chance of automation
89%

Fast food
cook
Chance of automation
81%

Source: The Future of Employment



Communication

13%

Top ranked *Tech Savvy* restaurant brands are among **happiest** places to work.

compared with

3%

Bottom ranked *Tech Savvy* restaurant brands are among **happiest** places to work.





Tech clutter and other
ways **technology**
hurts our **ability**
to **communicate.**

SURVEILLANCE



SURVEILLANCE



88%

Hospital **handwashing compliance** after use video monitoring with digital monitors onsite showing real time stats (versus 10% pre-study).

6
months

Amount of **time** it took biosecurity compliance rates to fall back to **control levels** following installation of cameras.



What **impact** could **surveillance** have on **culture**?





Does employee risk
perception influence
behavior and **culture**?



“Smarter food safety is both hi-tech and hi-touch. Technology & culture should be synergistic, when managed correctly.”

- *Frank Yiannas*



THANK YOU!

QUESTIONS?
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