A FRESH TASTE OF FOODSERVICE INDUSTRY TRENDS & INNOVATIVE FOOD SAFETY STRATEGIES TO POWER YOUR PERFORMANCE

RUTH PETRAN, PHD, CFS
VP RD&E FOOD SAFETY AND PUBLIC HEALTH, ECOLAB

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Every day Ecolab makes the world cleaner, safer and healthier

Protecting people and vital resources
There are a lot of them!

Spur excitement from consumers to drive business

Caution - Need to be managed with a risk-based mindset

Food Trends Become Realities
### Top Priorities for Consumers in Selecting Restaurants

**What Are the Most Important Factors You Consider in Selecting the Restaurant You Visit Most?**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food quality</td>
<td>62%</td>
</tr>
<tr>
<td>Overall price</td>
<td>44%</td>
</tr>
<tr>
<td>Menu variety</td>
<td>25%</td>
</tr>
<tr>
<td>Location</td>
<td>24%</td>
</tr>
<tr>
<td>Healthy food</td>
<td>18%</td>
</tr>
<tr>
<td>Overall value</td>
<td>18%</td>
</tr>
<tr>
<td>Overall service</td>
<td>17%</td>
</tr>
<tr>
<td>Atmosphere (music, decor, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Family-friendly environment</td>
<td>12%</td>
</tr>
<tr>
<td>Promotions, discounts, or coupons</td>
<td>10%</td>
</tr>
<tr>
<td>Offers full table service (waiters, waitresses)</td>
<td>8%</td>
</tr>
<tr>
<td>Portion size</td>
<td>7%</td>
</tr>
<tr>
<td>Time to get in and out</td>
<td>7%</td>
</tr>
<tr>
<td>Accommodates special dietary needs (vegetarian, low fat, etc.)</td>
<td>3%</td>
</tr>
<tr>
<td>Drive-thru order/Pickup</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: AlixPartners' global consumer survey
Increasing Consumer Demands

What is the story behind the food?

Where did it come from?

Is it good for my body?
Is it free of pesticides, residues, and allergens?

Is it natural, fresh, organic?
TREND: Customized Eating

- Consumers want more healthy foods

  Healthy includes:
  - Natural, Organic
  - Locally sourced
  - Sustainable
  - No preservatives

- Menus tailored to preferences/lifestyles/health needs
  - Paleo, vegan
  - Low carb, low sodium
TREND: Clean Labels / Transparency

- Consumers more likely to look for ingredients they recognize
- Less likely to discriminate against ingredients they don't recognize

Nevertheless, how food was produced – locally sourced, non-GMO – is important
GMO crops are deemed safe by public health authorities.

Reality Facing Restauranteurs

Just because it’s organic or local, doesn’t mean it's safer or less safe!

Removing sodium or other chemicals may allow microbes to persist and grow.

GMO crops are deemed safe by public health authorities.
TREND: Food Choices

40,000 +
TREND: Food Choices

- Demands of more variety leads to broader sourcing - introducing more risk

- Demand in developed world for high-value foods growing at double digit rates
  - Many come from developing countries

Source: International Trade Centre Trade Map Database.
TREND: Growing Demands on the Supply Chain

One package of ground beef can contain meat from more than 50 cows from several countries.

**Tomatoes**
- Guatemala
- Colombia
- Mexico
- New Zealand

**Lettuce**
- Mostly Mexico
- Sometimes Canada and Peru

**Yeast**
- Canada

**Vitamin enrichments**
- China

**Wheat gluten**
- Poland

**Mold-inhibiting preservatives**
- Netherlands

**Mustard seeds**
- Canada

**Garlic powder**
- Australia

**Vinegar**
- Italy

Source: Roka Bioscience
Reality Facing Restauranteurs

What food safety systems exist in the developing world?

Are they robust enough to effective control food safety risks?
Global Foodborne Illness Data Must Spur Development of Targeted Actions

- Global Variability in What Causes Illness
  - Developed World - Norovirus, Campylobacter, E. coli and Salmonella
  - Developing World expanded to also include hazards from chemicals

- Agents responsible for most deaths – Salmonella, E. coli, Norovirus
- 40% of affected people suffering were < 5 years old

http://www.who.int/foodsafety/areas_work/foodborne-diseases/ferg/en/
TREND: Food Delivery

By 2020, restaurants who don’t offer online ordering & delivery will lose 70% of customers
Reality Facing Restaurateurs

What new risks are introduced in delivery?

Who is in charge?
SYSTEMATIC FOOD SAFETY RISK MANAGEMENT STRATEGIES ARE NEEDED
Putting Into Action

- Think like a hazard, but make sure to **assess its risks**
- **Be aware** - Sources of contamination, Transmission routes, New developments
- Develop and implement proven **preventive controls**
- Enforce and reinforce **procedures and practices with your staff**
- Verify

- **Build connections and invest in food safety**
  - Tools and technology
  - Partnerships and approaches

Be persistent, consider impact of “why” food safety practices are imperative!
Poor Food Safety Culture
Critical & Repeat Health Inspections Violations
High Guest Complaints and Social Media Exposure

Strong Food Safety Culture
Consistent High Performing Health Inspection Results
Low Risk to Guest Complaints and Social Media Exposure
US Health Inspection Trends

Foodservice critical violation trending % of out compliance
Food Safety Remains a Challenge in Foodservice

MOST cited violation: 25% of all violations due to food contact surfaces not being properly cleaned and sanitized.*

Of foodborne illnesses originate in commercial foodservice facilities.*

Of outbreaks are due to contaminated equipment and/or environment typically due to inadequate cleaning.*

Average cost of an outbreak.**

*Center for Disease Control, June 2014 Study
**National Restaurant Association
FDA Food Code requires food contact surfaces be **washed, rinsed and sanitized every four hours at minimum when contaminated.**

Simpler procedures more likely to be compliant

- Benefits of RTU
  - no dispensing, mixing or measuring required
  - easy to use
    - only need to use one product, reduces number of products that are needed
  - no test strips
  - safety

- Use
  - on food processing equipment, utensils and other food contact articles.

- Process
  - Follow use directions on the label
  - Apply product to the surface, wipe down
  - Reapply leaving it on the surface time specified to ensure the proper food contact sanitizing time

EASY
SAFE
Results of a Strong Food Safety Program

Avoid Costly Fees
- Legal Fees
- Medical Claims
- Lost Wages
- Sanitizing Costs

Avoid Down Time
- Recovery can take up to two years

Increase Shelf Life
- Reduce Food Waste

High Food Quality
- Consumer Satisfaction

Opportunity for Business Growth
Questions?

Ecolab is everywhere it matters.
Because what we do - and how we do it - matters everywhere.