

Agricultural Outlook Forum 2013

“The Food Safety Revolution: How Far Have We Come? What’s Next?”

The Consumer Perspective



...America's Voice for Safe Food

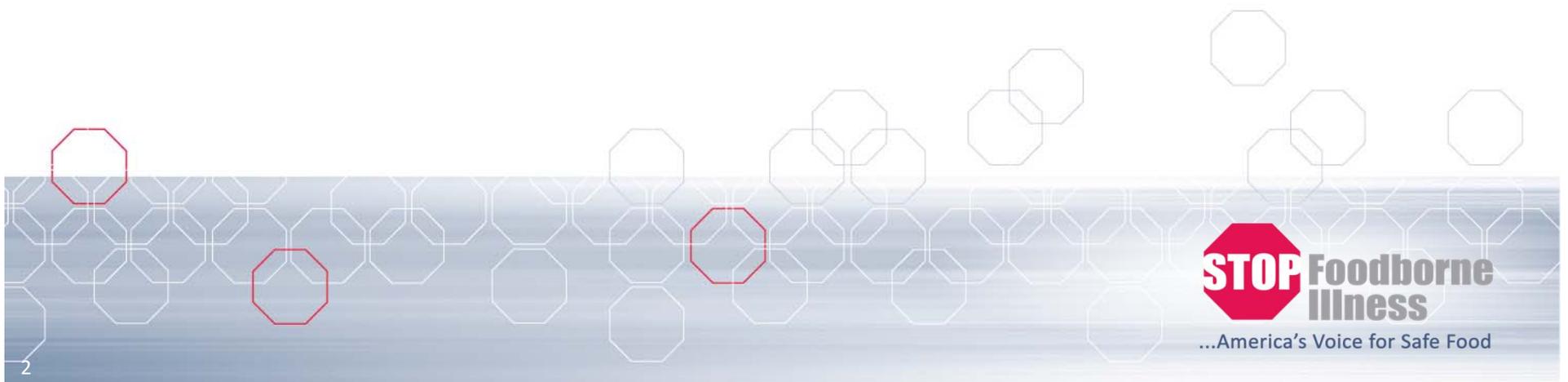
Nancy Donley
STOP Foodborne Illness

February 21, 2013

2013: 20-Year Anniversary of the **Jack In The Box Outbreak**

600 + sickened

4 known children dead



Lauren Beth Rudolph

February 18, 1986-December 28, 1992



1993

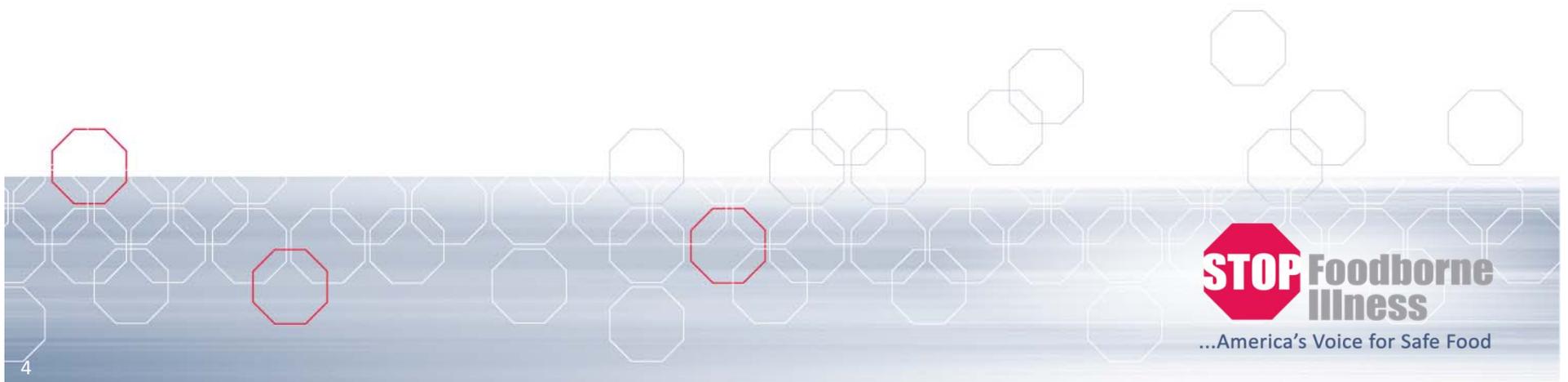
***E. Coli* Outbreak Linked to
Ground Beef**

STOP Foodborne
Illness

...America's Voice for Safe Food

2013: 20-Year Anniversary of **STOP Foodborne Illness**

Formerly S.T.O.P.—Safe Tables Our Priority



The logo for '20 YEARS' is displayed in a large, bold font. The numbers '20' and the word 'YEARS' are filled with a collage of numerous small, diverse photographs of people, representing the community affected by foodborne illness. The entire logo is contained within a white rounded rectangle with a subtle drop shadow.

20
YEARS

Mission of STOP Foodborne Illness

To prevent illness and death from foodborne pathogens by:

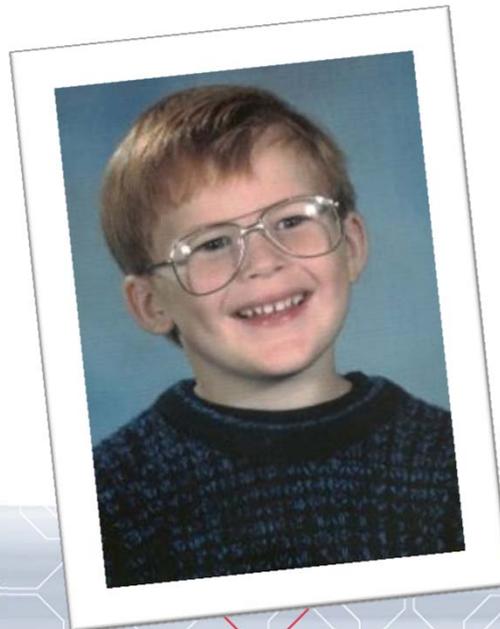
- Advocating for sound public policy
- Building public awareness
- Assisting those impacted by foodborne illness

The logo for 'STOP Foodborne Illness' features a red octagonal stop sign with the word 'STOP' in white. To the right of the stop sign, the words 'Foodborne Illness' are written in a bold, black, sans-serif font.

STOP Foodborne
Illness

...America's Voice for Safe Food

2013: 20-Year Anniversary of My Son's Death From *E. coli* O157:H7



STOP Foodborne
Illness
...America's Voice for Safe Food



Alexander Thomas Donley

January 28, 1987 – July 18, 1993

STOP Foodborne
Illness

...America's Voice for Safe Food

The Toll of Foodborne Illness



EACH YEAR...

48 million

people become ill

Source: Centers for Disease Control and Prevention



EACH YEAR...

128,000
people are hospitalized

Source: Centers for Disease Control and Prevention

EACH YEAR...

3,000
people die

Source: Centers for Disease Control and Prevention



THAT MEANS EACH DAY:

8 people die from
contaminated food

AND EACH YEAR:

1 in 6 Americans
become ill

Source: Centers for Disease Control and Prevention

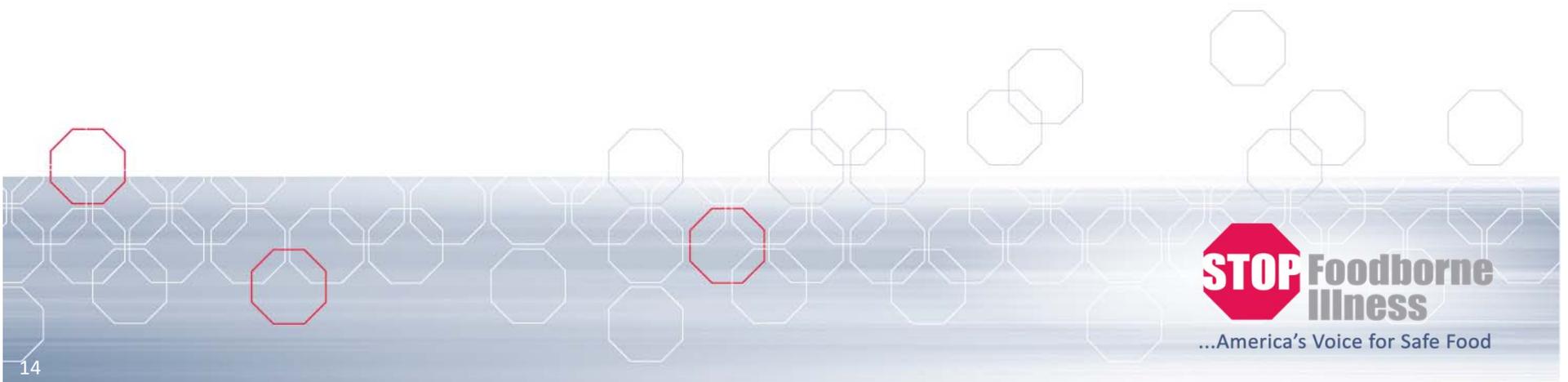
So How Far Have We Come?

- 1994- *E.coli* O157:H7 Declared an Adulterant in Raw Ground Beef
- 1994- PR/HACCP Rule Promulgated
- 1996- PR/HACCP Rule Finalized

□ 1998- HACCP Rule Roll-out

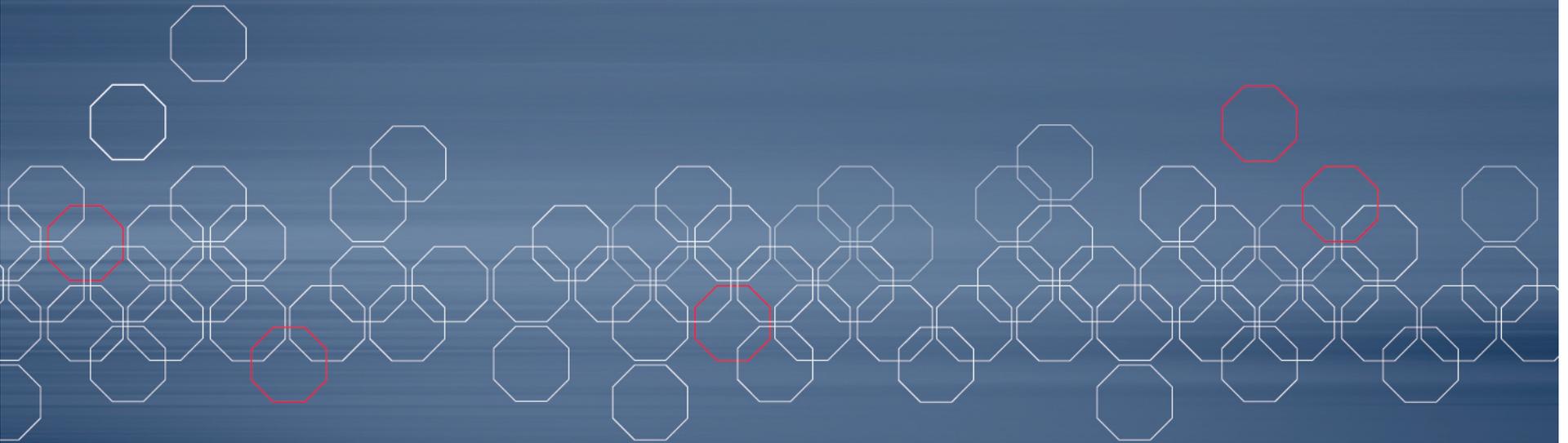
So How Far Have We Come?

- 2000- Zero Tolerance for *Salmonella* in Ground Beef for National School Lunch Program
- 2012- The “Big Six” STEC Declared Adulterants
- 2013- ???????



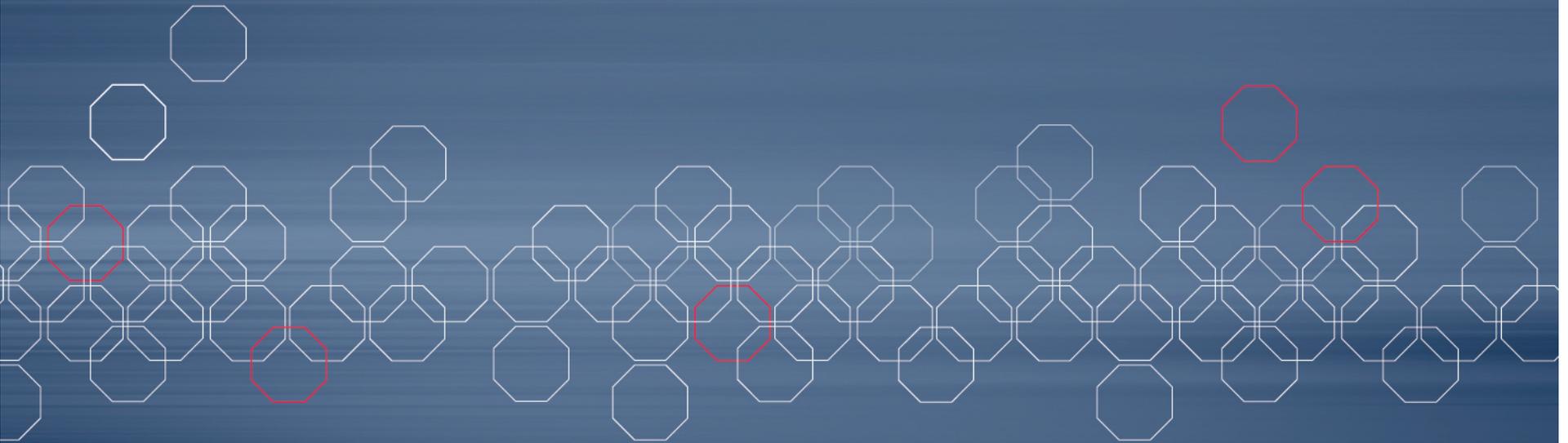
So What's Next?

- Redefinition of “Adulterated”
- Declare All Enterohemorrhagic *E. coli* Adulterants



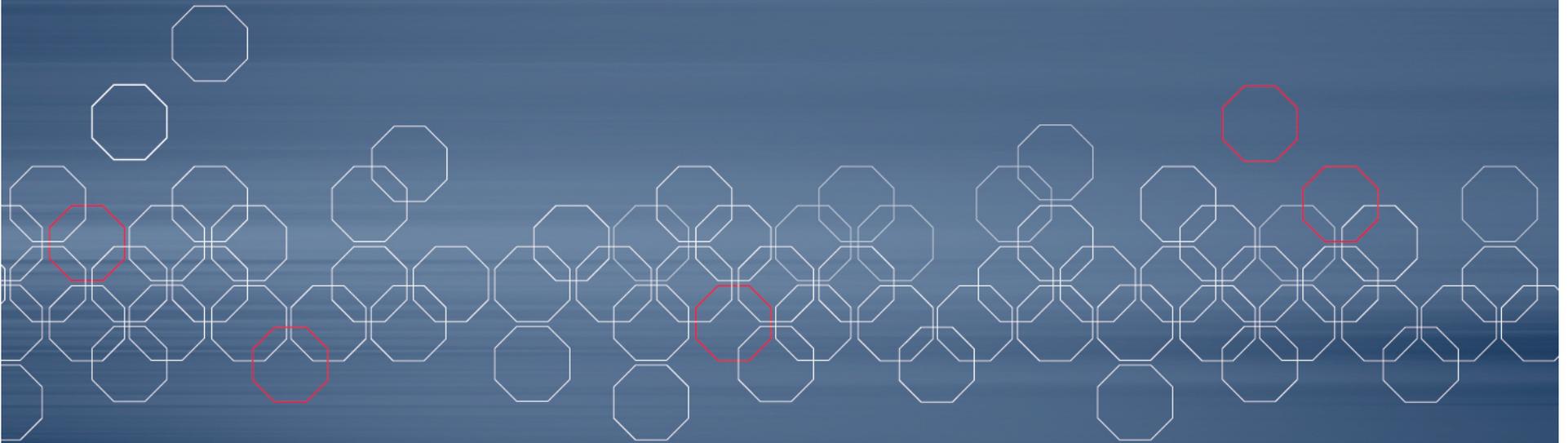
So What's Next?

- Antibiotic-resistant Strains of Pathogens
- On-farm “Gap”



What Must Not Happen

- Budget-driven Policies
- More Industry Self-regulation





Ana
Deceased



Lauren
Deceased



Austin & Daniel



Anna



Jack



Lizzie



Chance



Mary



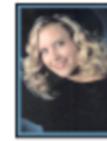
Florence
Deceased



Lea
Deceased



Michael



Laura



Trace



Henry
Deceased



Ashley
Deceased



Haylee



Madi



Shelby



Scott
Deceased



Lindsay



Sara



Ryan



Brooke
Deceased



Chelsea



Sydney



Cole



Alex
Deceased



Damien



Morgan
Deceased



Julie



Katelyn



Nicole
Deceased



Pam



Patty



Jacob
Deceased



Kara



Aimee



Brianna
Deceased



Ashley

STOP has been supporting those who have fallen sick and those who have lost their loved ones from foodborne illness, their families, friends, and larger communities of concerned consumers for the last 20 years. We recognize and give a voice to those who have experienced the ill effects of contaminated food.