

# Engaging Qualified-Exempt SMPs to Comply with FSMA Preventive Controls for Human Food

Food Safety Outreach Program, NIFA USDA 2022-70020-37562

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2023 FSOP PROJECT DIRECTORS' MEETING

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# Goal and Objectives

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Improve Preventive Controls for Human Food (PCHF) rule compliance among small and very small processors by identifying effective motivating factors for processors to engage with food safety education and developing outreach strategies for extension educators based on these strategies.

- Objective 1: Work with the food safety community in the Northeast to identify and systematically analyze outreach and extension barriers and opportunities to engage and support compliance.
- Objective 2: Use behavioral science methods to ask SMPs to identify the most promising outreach methods that would encourage SMP uptake of PCHF Compliance Extension materials.
- Objective 3: Use results from Objective 2. to develop a wrap-around PCHF Outreach and Awareness campaign and increase the number of small and very small processors in the Northeast that use PCHF Resources.

# The challenge

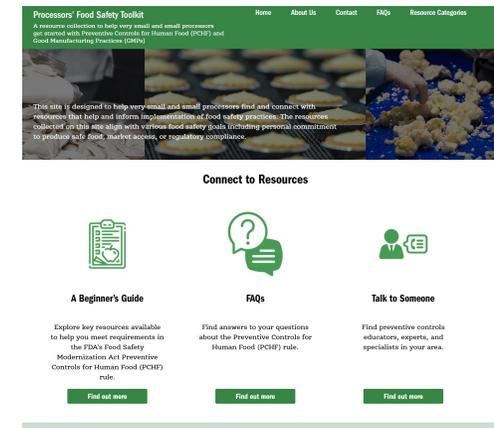
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- Many small and very small processors in the Northeast are not in compliance with the Preventive Controls for Human Food (PCHF) rule.
- A portion of these processors are unaware of their need to comply with the rule or what that entails.
- Extension educators lack the historical relationship with processors that they have with other food producers (e.g. produce growers) to inform them of the rule, the need to comply, or how to do so.

# Work to date

Objective 1: Work with the food safety community in the Northeast to identify and systematically analyze outreach and extension barriers and opportunities to engage and support compliance.

- Map current food safety outreach strengths, weaknesses, opportunities, and threats that extension educators encounter
- Develop data collection approaches to understand how processors currently engage with PCHF Compliance Extension materials



# Next steps

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- Objective 2: Use behavioral science methods to ask SMPs to identify the most promising outreach methods that would encourage SMP uptake of PCHF Compliance Extension materials.
- Objective 3: Use results from Objective 2. to develop a wrap-around PCHF Outreach and Awareness campaign and increase the number of small and very small processors in the Northeast that use PCHF Resources.