



WELCOME!

2024 FSOP PROJECT DIRECTOR'S MEETING WEBINARS

September 20 & 24, 2024

Hosted by the Lead Regional Coordination Center (LRCC),
the Regional Centers for FSMA Training and the USDA-NIFA.

 [SC.ifas.ufl.edu](https://www.ifas.ufl.edu)



OVERVIEW

Welcome to the 2024 USDA NIFA Food Safety Outreach Program National Project Directors Meeting Webinars. We are delighted to have all of you here with us today. Over the next two webinar sessions, the Lead Regional Coordination Center (LRCC) and four regional centers (Southern (SC), North Central (NC), Northeast (NECAFS), and the Western Regional Center to Enhance Food Safety (WRCFS) will host FSOP grant awardees from around the country as they discuss their accomplishments and success stories.

01

Fourteen FSOPs Presentations within the 2 webinar sessions.

We will hear from different projects and experts in the field, learn about best practices, and explore new strategies for improving food safety education and outreach.

02

Over 100+ attendees and over 26 states represented between the two sessions!

03

Over 45 Universities and organizations represented, including national and federal regulatory agencies.

Thank you for attending and for your support!

(This work is supported in part by USDA NIFA grant no. 2024-70020-42861. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the US Department of Agriculture.)

Thanks to the program committee:

Lead Regional Coordination Center/ Southern Regional Center

Keith R. Schneider, Professor, University of Florida

Renée Goodrich Schneider, Professor, University of Florida

Michelle D. Danyluk, Professor, University of Florida

Taylor Langford, State Specialized Extension Agent, University of Florida

Matt Benge, Evaluator/Extension Assistant Professor, University of Florida

Peggy Geren, Extension Program Specialist, University of Florida

North Central Regional Center

Ellen Johnsen, Extension Education Specialist, Iowa State University

Arlene Enderton, Evaluator/Program Specialist, Iowa State University

Northeast Regional Center

Chris Callahan, Extension Associate Professor, University of Vermont

Elizabeth Newbold, Assistant Director NECAFS, University of Vermont

USDA-NFA

Jodi Williams USDA Office of the Chief Scientist

Colin Edwards, Program Specialist

USDA-NIFA

Western Regional Center

Jovana Kovacevic, Associate Professor, Oregon State University
Samantha Kilgore, WRCEFS Coordinator, Oregon State University

USDA-NIFA FSOP National Project Director's Meeting Agenda:

- 12:00-12:05 Welcome - Ellen Johnsen/ NRC
- 12:05-12:10 USDA NIFA Update - Jodi Williams
- 12:10-12:20 **Faith Critzer** - Bridging the Gap: Expanding a HACCP-based Curriculum to Help Produce Growers Treat Agricultural Water (Southern Center)
- 12:20-12:30 **Hans Estrin and Vernon Grubinger**- Community Accreditation for Produce Safety to Meet the Needs of Small and Mid-sized Farms (NECAFS)
- 12:30-12:40 **Susie Marshal**- Targeted Food Safety Training for Small Farms in Texas (Southern Center)
- 12:40-12:50 **Cangliang Shen**- Oneida Nation Food Safety (NCR)
- 12:50-1:00 Break
- 1:00-1:10 **Lindsey Pashow**- Overcoming Food Safety Educational Barriers within NY Plain Communities (NECAFS)
- 1:10-1:20 **Michelle Proscia**- Catskills Food Safety Outreach Program (NECAFS)
- 1:20-1:30 **Jameson Small**- Food Safety Outreach for Emerging New American and Beginner Farmers in New Hampshire (NECAFS)
- 1:30-1:40 Matt Bengel- New Evaluation Instrument Update
- 1:40 Closing Remarks and Adjourn

Friday, September 20, 2024, opening session:

Moderator – Ellen Johnsen

Before we start:

- Please take a moment now to silence electronic devices and review your Zoom panel resources. Thank you!
- There will be a break around mid session – 12:50pm ET/ 2:50pm PT
- Your attendance through the entire time of the webinar is appreciated!
- Please reserve any questions for towards the end of each presentation.

FSOP Presentation #1

Bridging the GAPS: Expanding a HACCP-based Curriculum to Help Produce Growers Treat Agricultural Water (Southern Center)

Faith Critzer, UGA, fcritzer@uga.edu





Bridging the GAPS

Faith Critzer, UGA, fcritzer@uga.edu
USDA, FSOP



Project Need

- Preharvest water treatment as a strategy identified in the PSR and by some high-risk commodities
- Implementation is extremely complex without any training support
- High likelihood of failure



Irrigation



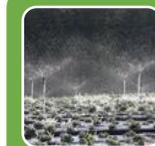
Fertigation



Foliar Sprays



Cooling



Frost Protection

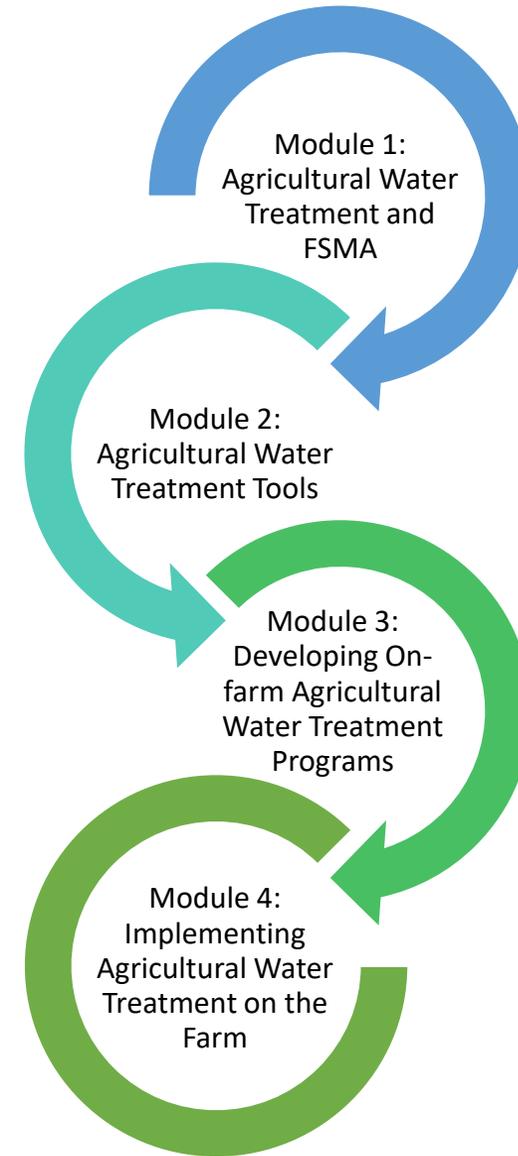
Bridging the GAPs

Faith Critzer, UGA, fcritzer@uga.edu
USDA, FSOP



Approach

- Four-part curriculum developed by our team
- Includes supplemental resources
 - Videos
 - Interactive Test Strip Virtual Lab
 - Hands-on activities
- Hosting both grower training and train-the-trainers



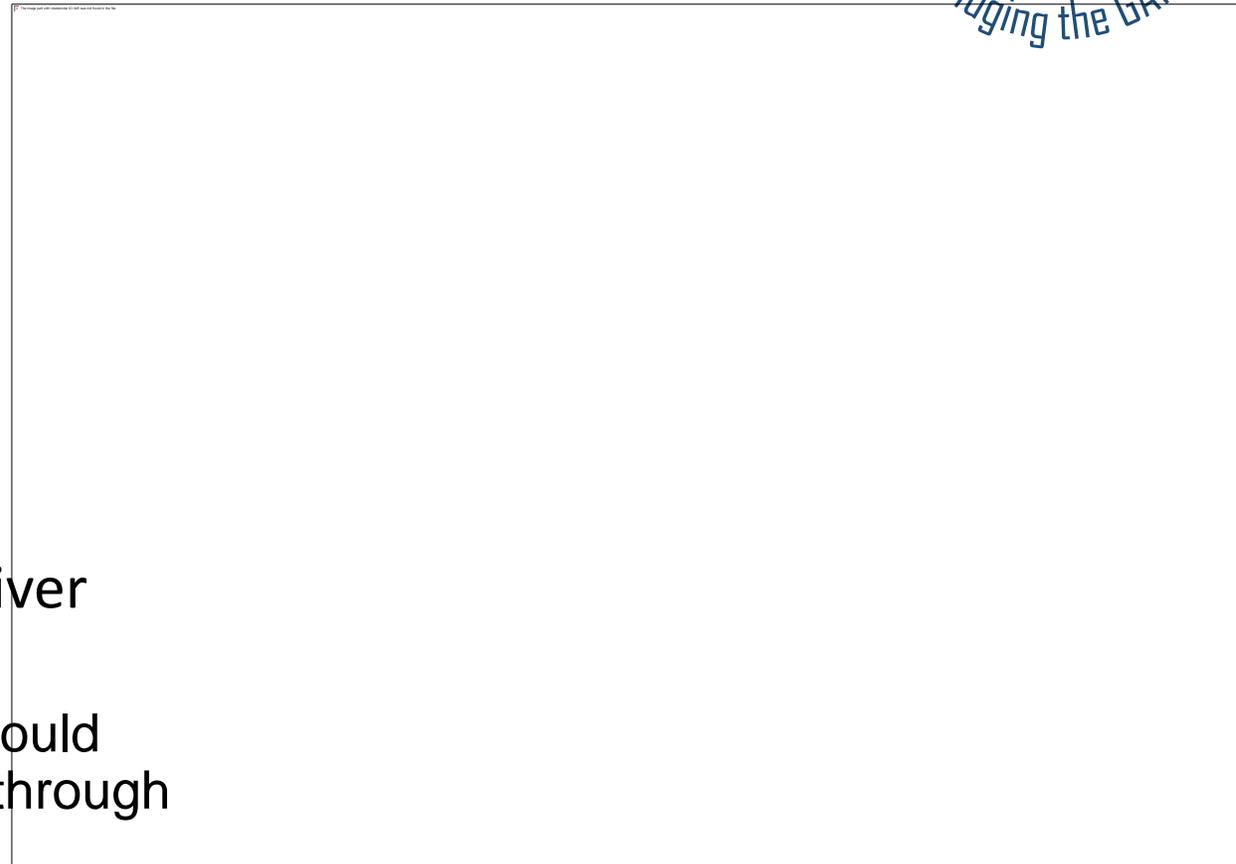
Bridging the GAPs

Faith Critzer, UGA, fcritzer@uga.edu
USDA, FSOP



Outcomes

- Four train-the-trainers
 - 183 participants
 - 39 states and territories
-  20.95% increase in knowledge
- Participants leave with all the materials to deliver any of the content to their stakeholders
 - 82.7% of the TTT participants indicated they would use it to support growers and allied industries through one-on-one interactions
 - 59.2% said they planned on using content for training.



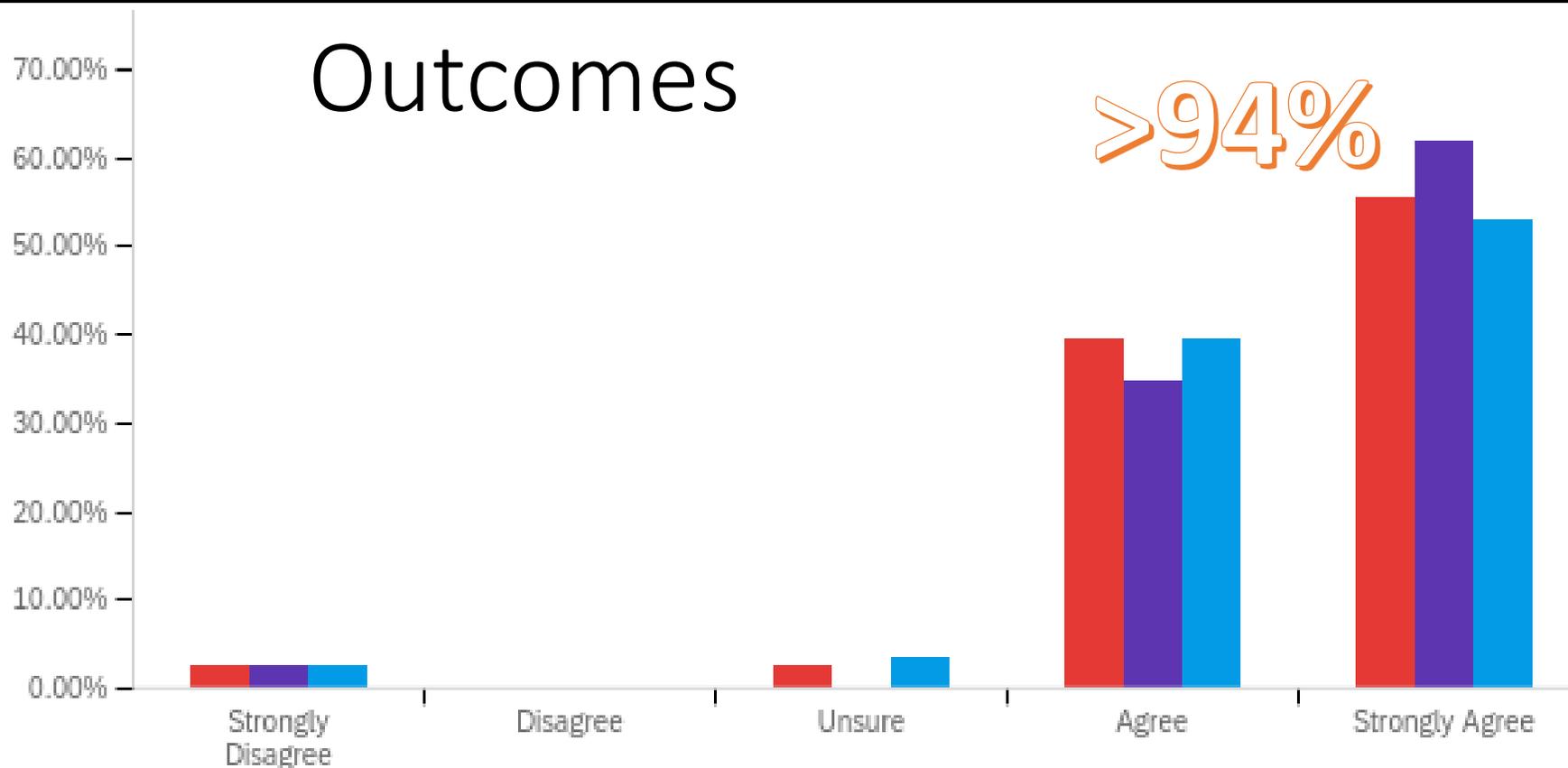
Bridging the GAPS

Faith Critzer, UGA, fcritzer@uga.edu

USDA, FSOP



Outcomes



■ I feel better equipped to discuss water treatment options.

■ I have gained a better perspective for steps involved in treating preharves...

■ I have a better understanding of sanitizer chemistries.

Bridging the GAPs

Faith Critzer, UGA, fcritzer@uga.edu
USDA, FSOP



Outcomes

- 362 growers trained



21.95% increase in knowledge

- Mean course rating of 4.6 on a 5-point Likert scale



United States Department of Agriculture

National Institute of Food and Agriculture

Bridging the GAPs

Faith Critzer, UGA, fcritzer@uga.edu

USDA, FSOP



Outcomes

Animated Videos
irrigation.nmsu.edu

Water Treatment Systems

for Pre-Harvest Use

Animations to give you an introduction to Water Treatment Systems necessary for pre-harvest. They share some benefits and drawbacks of different Water Treatment Systems.



Overview - Water Treatment System



Tablet Chlorinator - Water Treatment System



UV Light - Water Treatment System



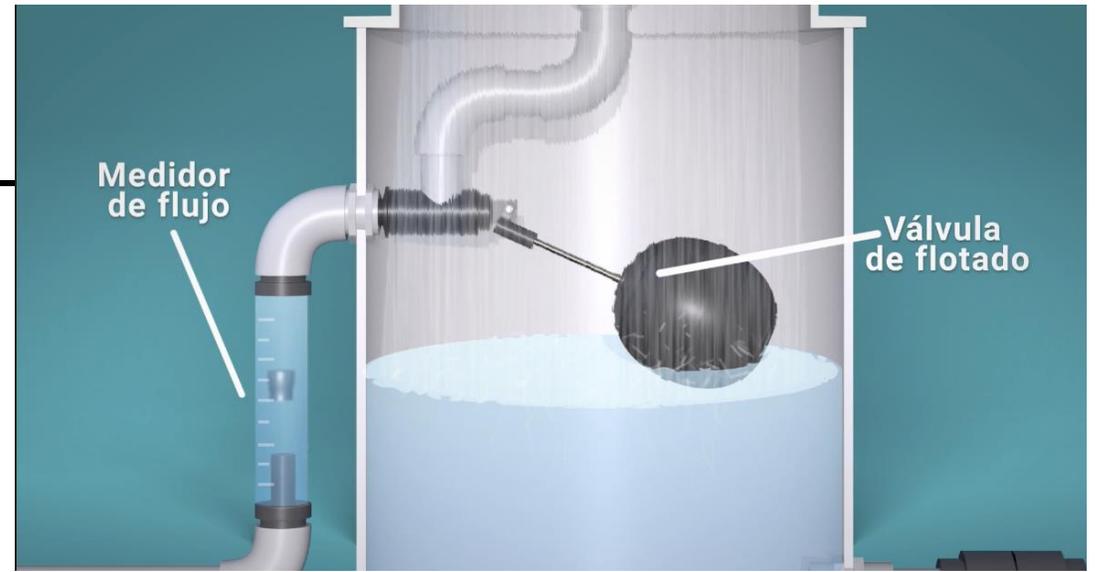
Chemical Injection - Water Treatment System

Bridging the GAPs

Faith Critzer, UGA, fcritzer@uga.edu
USDA, FSOP

Outcomes

- Spanish
- Haitian Creole
- Mandarin
- Hindi

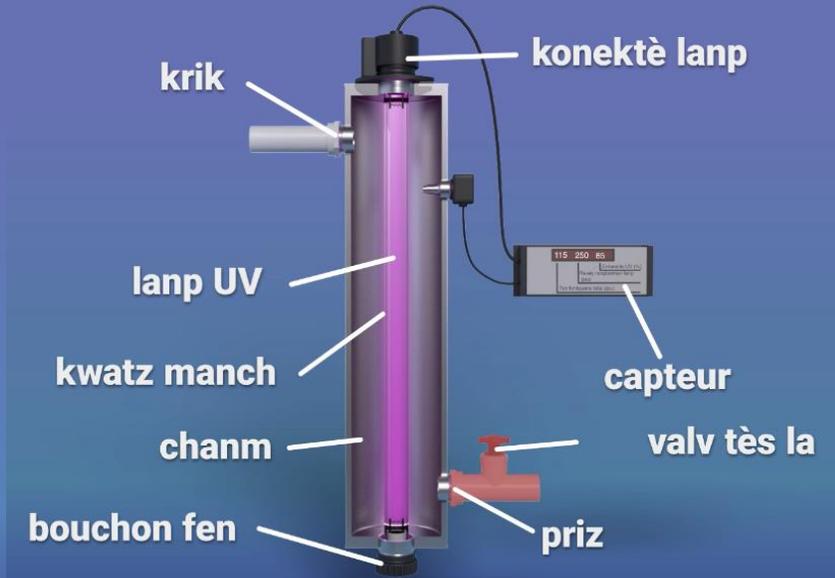


3. 确认

• 审核结果

隔膜泵结果

日期:	2018/11/26	2018/11/30	2018/12/03
时间:	上午 8:35	下午 3:25	下午 1:15
流速:	40 psi	38 psi	41 psi
水温:	76° F	72° F	80° F
油度:	47 NTU	45 NTU	42 NTU
水的pH值:	7.3	7.0	6.9





Pamela Martinez



Alexis Hamilton
Laura Strawn



Faith Critzer
Laurel Dunn



Michelle Danyluk
Chris Gunter
Taylor O'Bannon



John Buchanan
Annette Wszelaki



Channah Rock

Acknowledgement



United States Department of Agriculture
National Institute of Food and Agriculture

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FSOP Presentation #2

Community Accreditation for Produce Safety to Meet the Needs of Small and Mid-sized Farms (NECAFS)

Hans Estrin

Produce Safety Specialist, hestrin@uvm.edu

Vernon Grubinger

Extension Professor: Vegetable and Berry Specialist



FSOP Project Directors' Meetings

September 20, 2024

Community Accreditation for Produce Safety (CAPS)

...to Meet the Needs of Small and Mid-size Farms

Hans Estrin

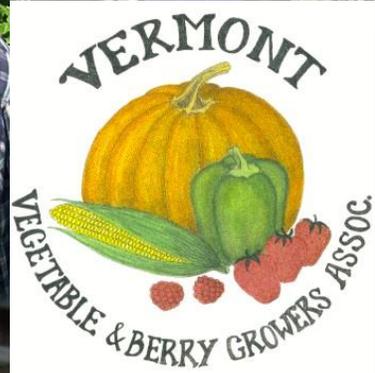
Produce Safety Specialist, hestrin@uvm.edu

Vernon Grubinger

Extension Professor: Vegetable and Berry Specialist



THE UNIVERSITY OF VERMONT
EXTENSION



What is CAPS?

Launched in 2015, CAPS is

- a resource-linked produce safety plan builder and accreditation program.
- Education and TA to help farmers plan, adopt, and document best practices that promote produce safety

CAPS Community Accreditation for Produce Safety

How to Participate....

1. Join the Vermont Vegetable & Berry Growers Association at vbvba.org to access the CAPS Produce Safety Plan builder and pay CAPS fee. (Financial aid is available if needed.)
2. Draft and submit Produce Safety Plan for review by March 1 (existing plans) or April 1 (new plans).
3. Revise plan based on reviewer feedback in April and May.
4. Submit final plan by June 15.
5. Train employees and test your water by July 15.
6. Upload remaining documents for review by November 1. *Manure & compost management records, Photos & management procedures for your wash line, farm containers & cold storage*
7. Revise and finalize plan documents by December 15 to meet the 18 CAPS requirements. CAPS certificate is valid through the end of the year.

CAPS Community Accreditation for Produce Safety
Your Farm Name: _____
Community Accreditation for Produce Safety for 2022

1. Start Here!

★ CAPS+ Program

2. Land Use and Risk Reduction

3. Farm Containers and Risk Reduction →

4. Livestock and Domestic Animals

6. Irrigation and Risk Reduction

7. Wash and Pack Facility and Cleaning

3. Farm Containers and Risk Reduction

Clean Farm Containers

CAPS requires a list of all major crop containers. CAPS requires a description of how and when you clean your containers and where they are stored.

- Describe major crop containers and their usage.
- Describe how containers are cleaned, dried and stored to prevent contamination. (Or upload an SOP to the appendix).
- Describe any other methods used to reduce container contamination risk. (e.g. dedicated containers for harvest, protected storage, plastic liners for reused wax boxes).

▶ Click [HERE](#) for SOP examples and resources on container cleaning.

Wooden apple bins- Bins are inspected before use for contamination and biofilm. Any bin that isn't suitable for harvest gets put in the dirty stack for steam cleaning. Steam cleaning is done outside with a high pressure oil fired steam cleaner to remove any debris that cold water and brushes won't remove.



CAPS+ LGS

VERMONT
Vermont Vegetable & Berry Growers Association

CAPS

Community Accreditation for Produce Safety

The Vermont Vegetable and Berry Growers Association hereby recognizes

Foote Brook Farm

for implementation of the best practices necessary to qualify for

Community Accreditation for Produce Safety for 2024

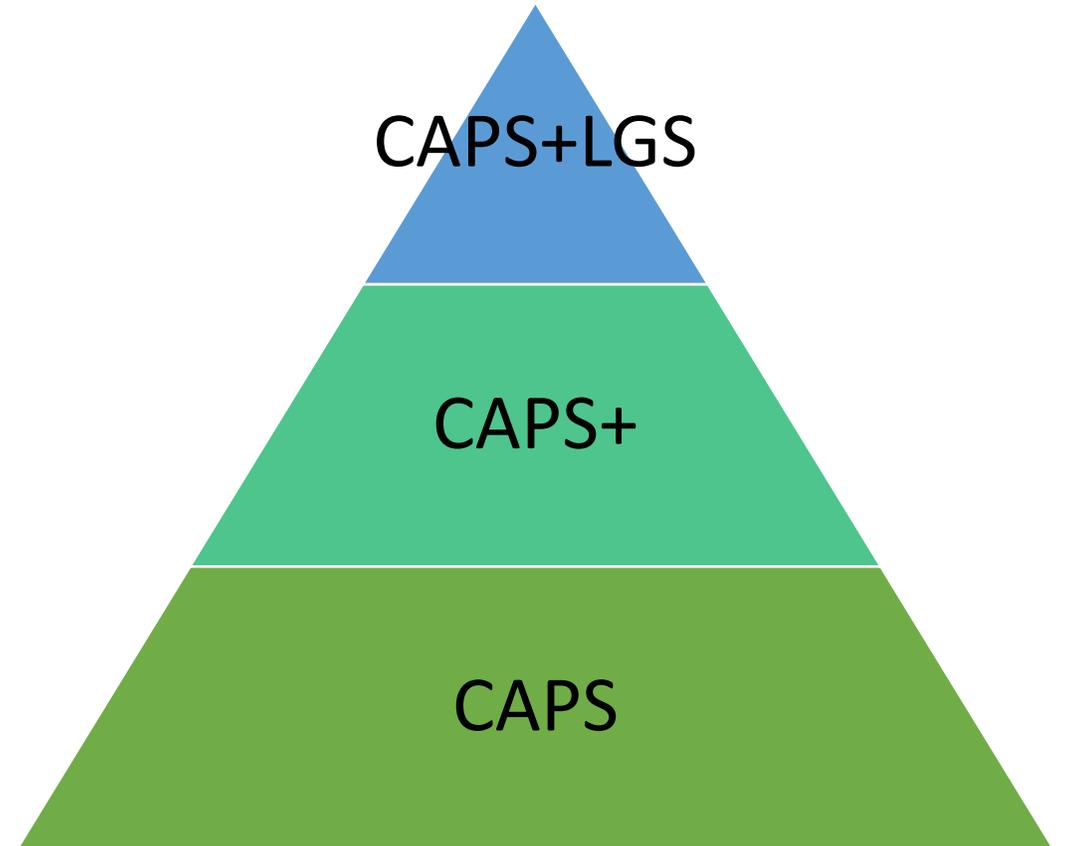
Date of Issue: 08/30/24
Certificate is valid through 12/31 of the next calendar year

Lisa MacDougall
WBGA President, Lisa MacDougall

Vermont-Made Produce Safety!

What is CAPS?

- A produce safety “easy on-ramp” with 3 accreditation levels to meet market requirements
- CAPS+ and CAPS+LGS include 3rd – party on farm audit verification



What is CAPS?

- A peer-learning and sharing community of growers...
- supporting each other to collectively strengthen local markets and industry

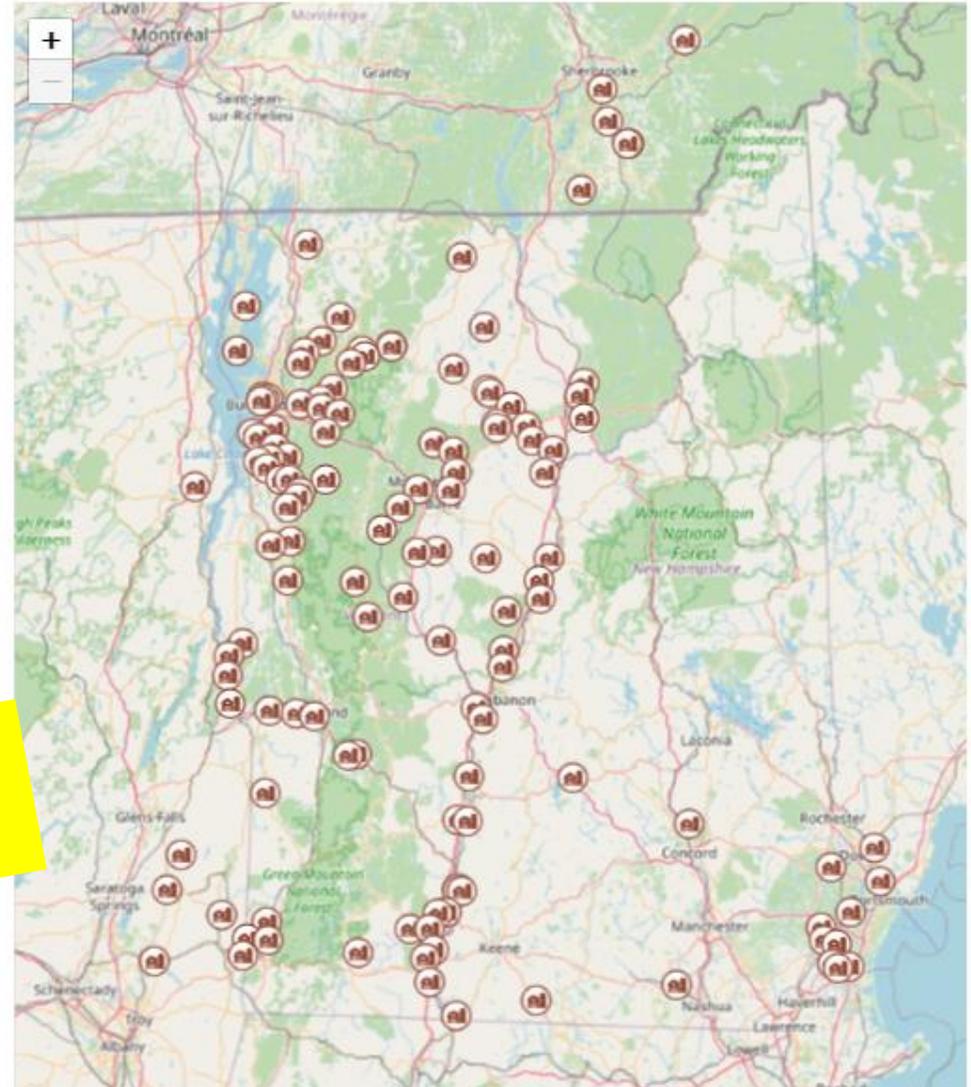
Annual Meeting Information
Member Farms List & Map
Commercial Members List
Additional Resources
Website Feedback
Log Out

Produce Safety

Manage Your Plan
CAPS Overview
CAPS Resources
Share Page

Filter by farm size:

- Any - Small (0-3 acres) Medium (3-15 acres) Large (15+ acres)



Nearly 200 growers have participated for one or more years, since 2015

Typical CAPS Farms

Small Axe Farm— 1.5 acres, off-grid diversified greens and veg, Barnet, VT



Harlow Farms—250 acres diversified wholesale, Westminster, VT



Root 5 Farm – 8 acres diversified CSA, Farilee, VT



Heron Pond Farm—47 acres diversified retail/wholesale, S. Hampton, NH



This Project Builds on the Shoulders of

- **Vermont Veg and Berry Grower's Association (VVBGA)**
 - Decades of sharing and social capital amongst several hundred farms
 - Recent needs assessment (2023)
- **SCRUB FSOP (2020-2023)**
 - Dozens of new resources/ case studies
 - NFU Surveys and DEI lessons including growers wanting “see themselves” in educational materials, and work with what they have



CAPS Lessons and Strategy

(from recent surveys, Listening sessions, and years of intensive consults)

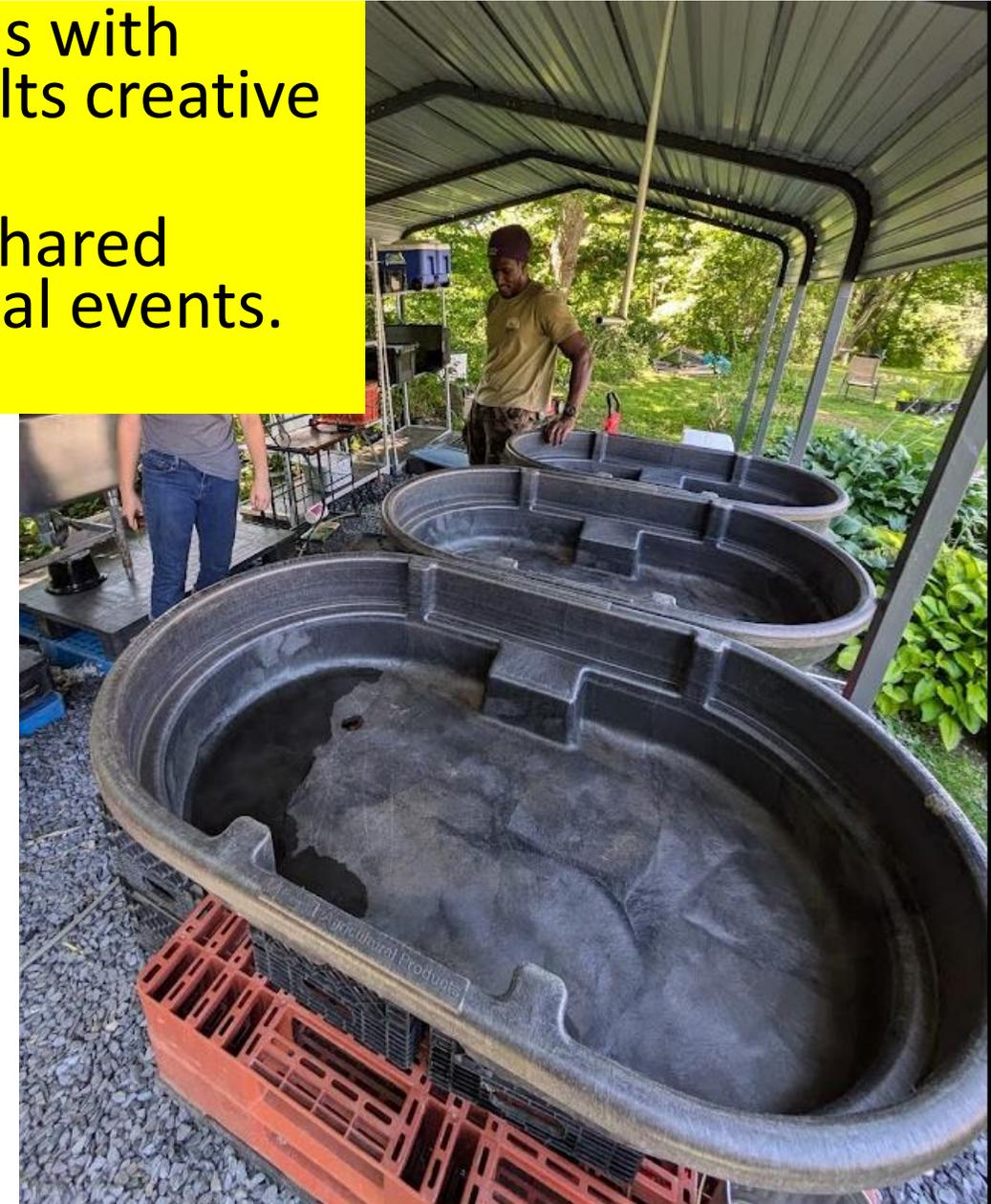
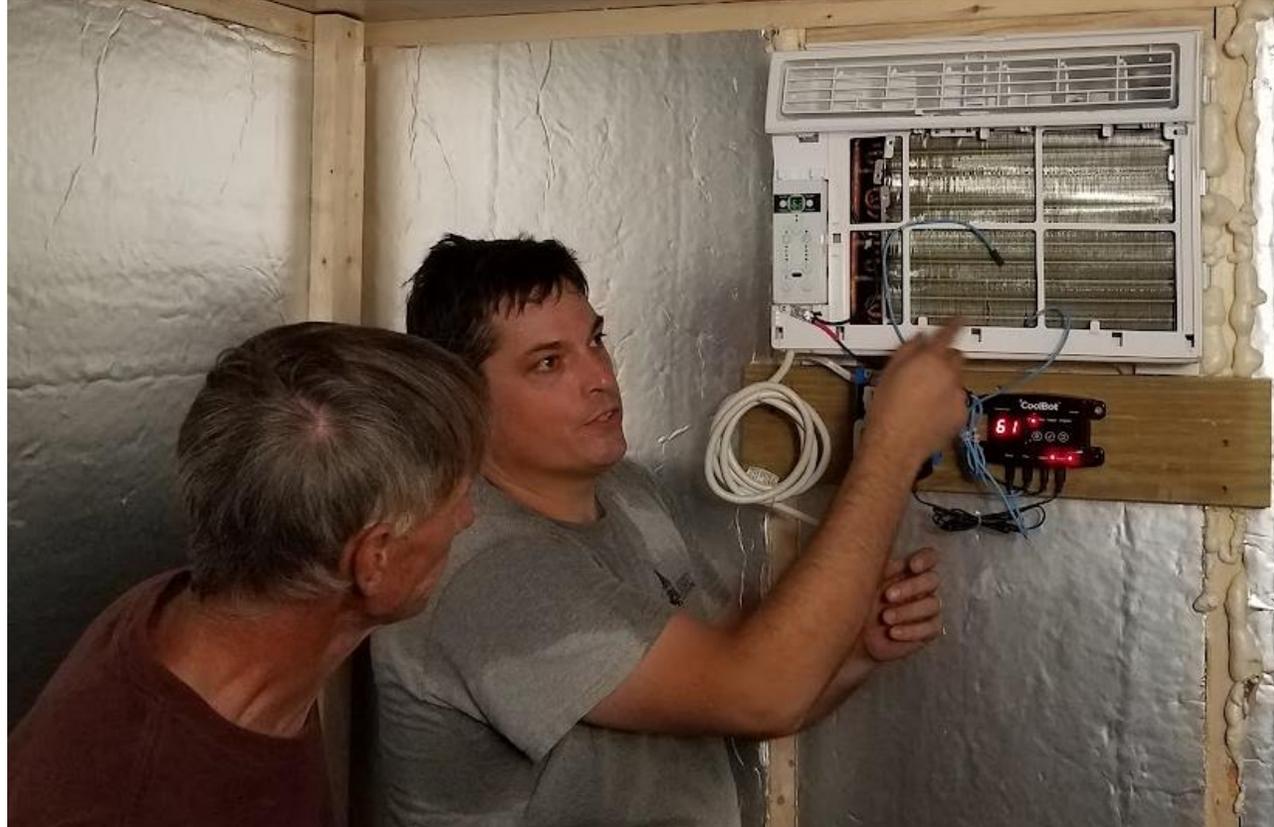
- (Our) Growers WANT to do the right thing, but they are too **maxed out** with limited band width and resources (\$, time, material)
- **THUS**...Traditional Extension education approach of offering trainings and materials, and on-line platforms **does not work**.
- **BUT**...**Case management approach WORKS! ...**

• **Case Management is TA and co-learning over time that builds** trusting relationship (You are on a journey together --grower, you, team, and grower community)



Case Management strategy:

- Team up with growers to solve problems with what they have (Intensive grower consults creative combined with REAL work!)
- Document this work to inform broadly shared produce safety resources and educational events.



Case Management Journey – for growers, our team, and our grower community

Intensive, individual Consult and TA to address pressing issues

Design and deliver Collaborative Educational Events based on these Important issues.

Create and broadly share resources from individual consults and TA – (promotes peer-to-learning)

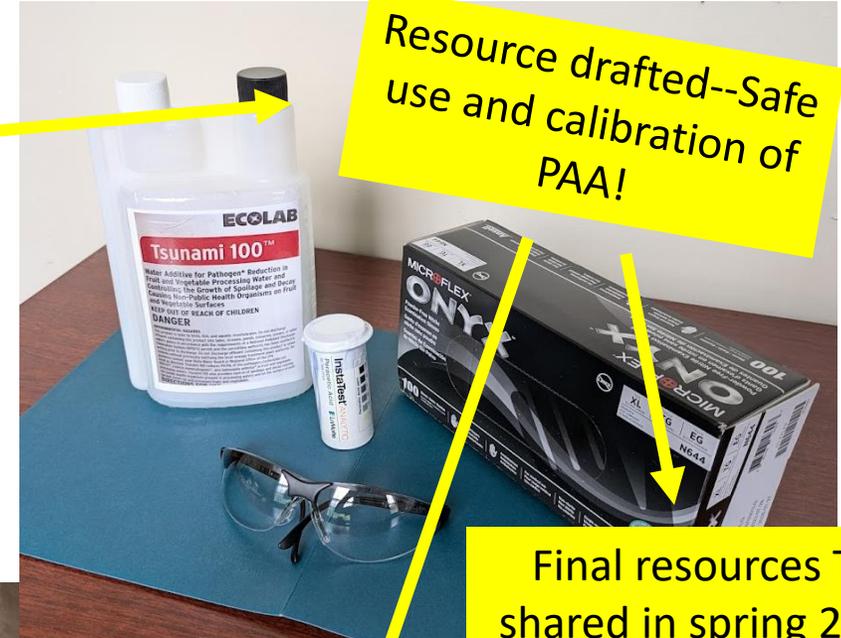
Train growers to use the CAPS platform – (target smaller farms to plan and apply learning and best practices)



August 2024 Example



PAA Burn and TA at long time CAPS farm → joint solution



Resource drafted--Safe use and calibration of PAA!

Final resources TB shared in spring 2025 (html, pdf, video)



CAPS Consult and PAA training and starter kit for Leaping Bear Farm!



Emergent micro-greens market filled

Method

Year-one Progress

Individual Consult and TA to meet needs



122 unique email / phone consults
32 Intensive on-farm/virtual consults

Educational Events to address Important issues.



4 Webinars –total 74 attendees and 117 views
2 Collaborative Workshops—total 124 attendees

Create resources to organize and broadly share learning from consults and TA



2 resources completed
3 resources in progress

Provide training and TA on use of the CAPS platform – (target smaller farms)



2 Webinars and direct TA support drafting of 17 new CAPS farms drafting new plans,



FSOP Project Directors' Meetings

September 20, 2024

Improving NE local produce
with great growers and
colleagues...

Thank You, FSOP!



Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture. University of Vermont Extension, Burlington, Vermont.

University of Vermont Extension, and U.S. Department of Agriculture, cooperating, offer education and employment to everyone without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or familial status.

FSOP Presentation #3

Targeted Food Safety Training for Small Farms in Texas
(Southern Center)

Susie Marshall/susie@tofga.org



Food Safety Capacity Building for Exempt Farms in Texas



Texas Organic Farmers & Gardeners Association

Purpose and Goals

- Designed for not-covered & qualified exempt farmers and the small nonprofits that support them.
- Basics of on-farm food safety as best practice & community care
- Include multiple other nonprofits to increase their food safety knowledge & capacity
- Implement a food safety resource hub on the TOFGA website



Challenges

- Collaborator capacity changed
- Project Coordinator left job
- Lead PD health challenges



Successes & Moving Forward

- 1 PSA training
- Developed intro to on-farm food safety – well received
- Portable hand wash station workshops
- Resource hub on website



Upcoming

- ▶ New collaborators
- ▶ Redeveloped timeline
- ▶ Online Food Safety 101 course with Texas Center for Local Food



Contact Info

Susie Marshall
susie@tofga.org

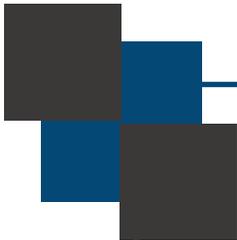


FSOP Presentation #4

Oneida Nation Food Safety (NCR)

Cangliang Shen/cashen@mail.wvu.edu



A decorative graphic consisting of four squares in a 2x2 grid, with the top-left and bottom-right squares in dark grey and the top-right and bottom-left squares in blue.

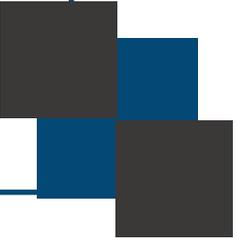
**Expand the Current Food Safety Modernization Act
Training Program for West Virginia Very Small Local
Produce Growers with the Content of Triple-Wash and
Related Outreach Activities (NECAFS)**

A horizontal blue line with a downward-pointing triangle in the center.

Cangliang Shen

Professor/Extension Specialist

School of Agriculture and Food System
Division of Land-Grant Engagement
West Virginia University, Morgantown, WV, U.S.A

A decorative graphic consisting of four squares in a 2x2 grid, with the top-left and bottom-right squares in dark grey and the top-right and bottom-left squares in blue.

FSOP Project Directors' Meetings, September 19th, 2024

Lisa Jones

Program Coordinator – Small Farm Center

Triple-Wash



304-293-2715

Lisa.Lagana@mail.wvu.edu

Method-1 (WAW, 45 sec each step)



Method-2 (WWA, 45 sec each step)



WEST VIRGINIA 2022

AGRICULTURE & FORESTRY
HALL OF FAME

THOMAS R. "TOM" MCCONNELL

Thomas R. "Tom" McConnell is a longtime WVU Extension Service employee noted for helping West Virginia's small farmers maximize their profits through improved production, marketing and financial management. He founded the West Virginia Small Farm Conference in 2006, an event that routinely hosts 600 farmers over three days of educational sessions and networking opportunities.

McConnell grew up in Preston County and was involved with agriculture and cattle from a young age. He attended high school there and was active FFA. He graduated WVU in 1971 with a degree in Agriculture and earned a master's degree in 1988.

He started his career as the Agriculture Extension Agent in Preston County in 1973. Some of his initiatives over 20 years there included pioneering work in no-till seeding, forage testing and ration balancing. He coached a dairy judging team to the nation's #1 contest and managed livestock shows at the Preston County Buckwheat Festival. He is a 4-H All-Star, received the national FFA VIP Award and served as president of the WVFFA Association.

He was then promoted to Extension assistant dean and finally as the program leader for the WVU Extension Service Small Farm Center. He retired in 2020 and continues to operate a large beef, cattle and sheep farm in Terra Alta. He's a founding member of the Preston Farmers Market and the Preston County Chamber of Commerce.

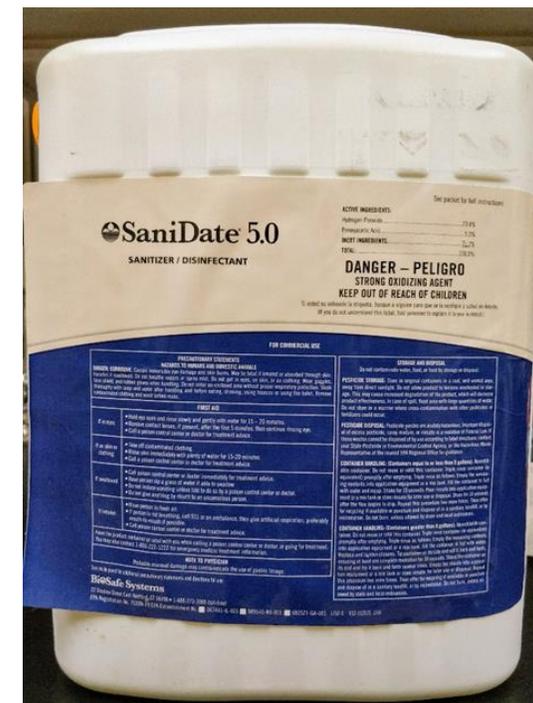
He organized wool pools and computerized lamb marketing. He has brought over 30 grants worth many millions of dollars to the state.

He is passionate about small farmers being direct marketers rather than commodity producers. He also widely promoted coop insurance programs. His IRS income tax education meetings, started in 1998, have remained an annual event for farmers and accountants. The Small Farm Conference was the capstone of those efforts. McConnell retired from the Extension Service in 2020 after 46 years.

He is a past member of the board of trustees of Preston Memorial Hospital and the board of directors of the People's National Bank. He is a founding member of the Preston County Chamber

SaniDate 5.0

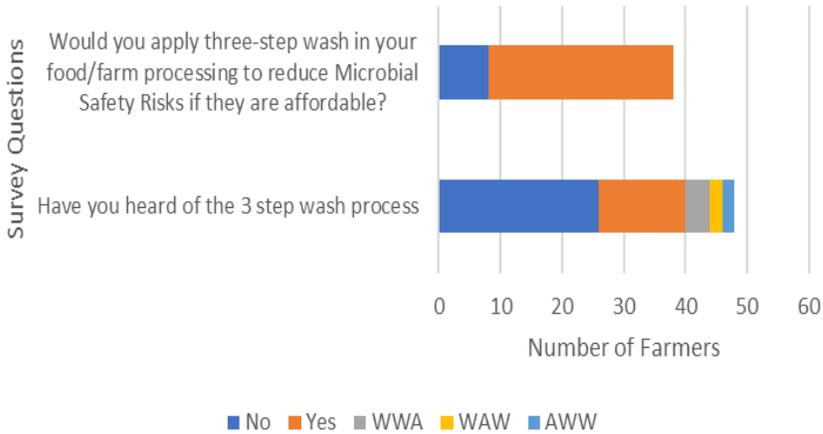
- \$311 (5 gallon pail)
- A mixer of peroxyacetic acid (23%) and H₂O₂ (5.3%)
- Approved to be used on organic produce
- SaniDate 5.0 Sanitizer Disinfectant triple-wash required by the wholesale distribution company, Appalachian Harvest (Duffield, VA), aggregates produce from 120 very small local produce growers in WV



Objectives

- **Obj-1.** Conduct a survey of WV very small, local produce growers' current pre- and post-harvest practices related to the root cause of microbial contamination on fresh produce and their knowledge of FSMA produce safety rules.
- **Obj-2.** Conduct in-person plant onsite workshop or remote training course of triple-wash for very small, local produce growers as a supplement for FSMA “train the trainer” workshop.
- **Obj-3.** Develop a handbook of triple-wash for WV very small, local produce growers.

Level of Acceptance and Awareness of the Triple Wash Method



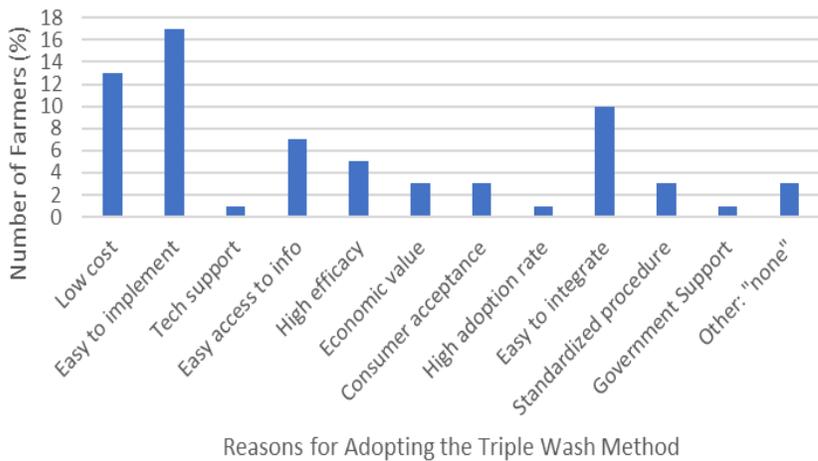
TRIPLE WASH METHOD TRAINING POPULARITY AMONG FARMERS



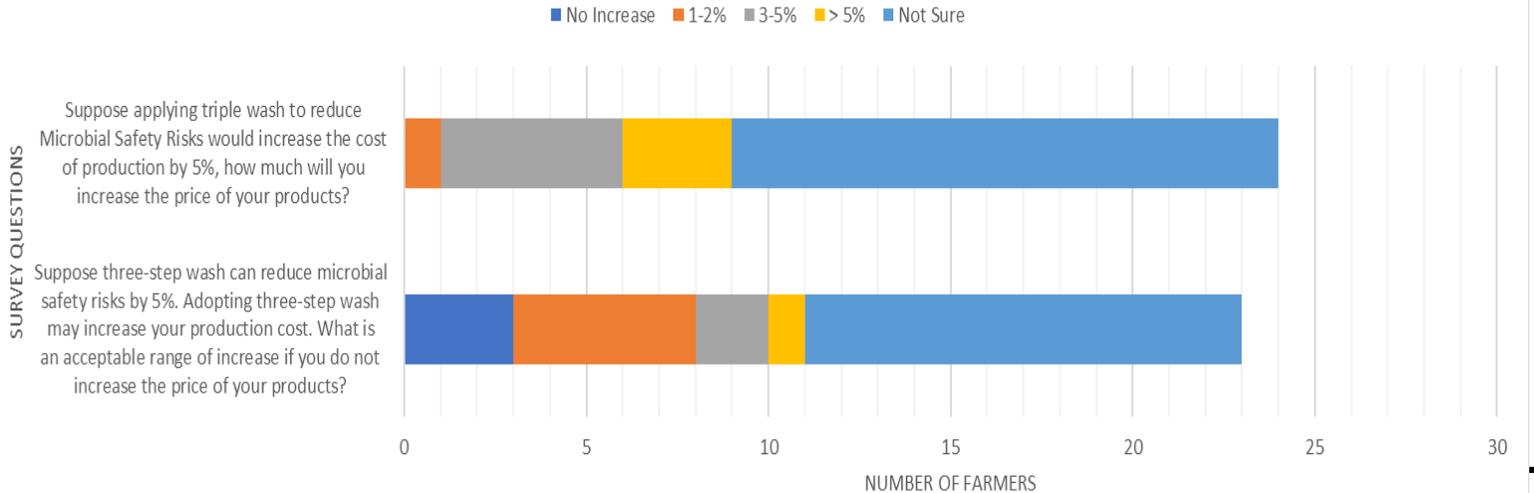
Farmers' Market Survey of Small Local Produce Growers' Knowledge of Microbial Contamination and Their Perception of the Triple-Wash Method

Stearns, Shen et al., 2024, Food Protection Trends

Considerations for Implementing the Triple Wash Method



Quantifiable Aspects for Adopting the Triple Wash Method

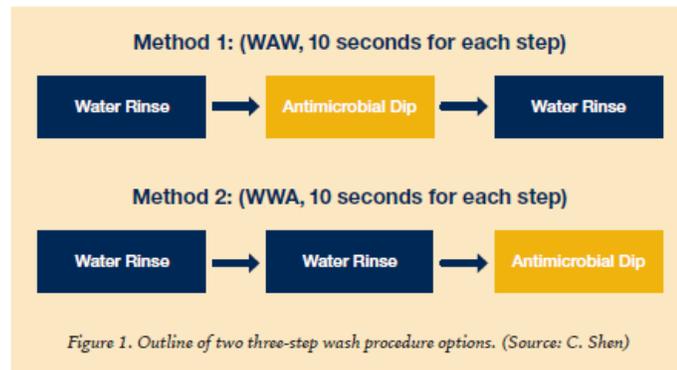


Applying Three-step Wash During Produce Processing

Cangliang Shen, *WVU Extension Specialist – Food System and Human Health*
WVU Extension Service, Agriculture and Natural Resources
Lisa Jones, *Program Coordinator – WVU Extension Service Small Farm Center*
WVU Extension Service, Agriculture and Natural Resources

Fresh produce is easily contaminated with foodborne pathogens, such as E. coli, salmonella and listeria monocytogenes. Local produce growers should apply the three-step wash process with antimicrobial solutions to wash produce surfaces if their produce is eaten raw or grown close to the ground. There are two methods for using a three-step wash process; however, the second method – water dip, water dip and antimicrobial dip – is recommended.

Three-step Wash



Type of Antimicrobials

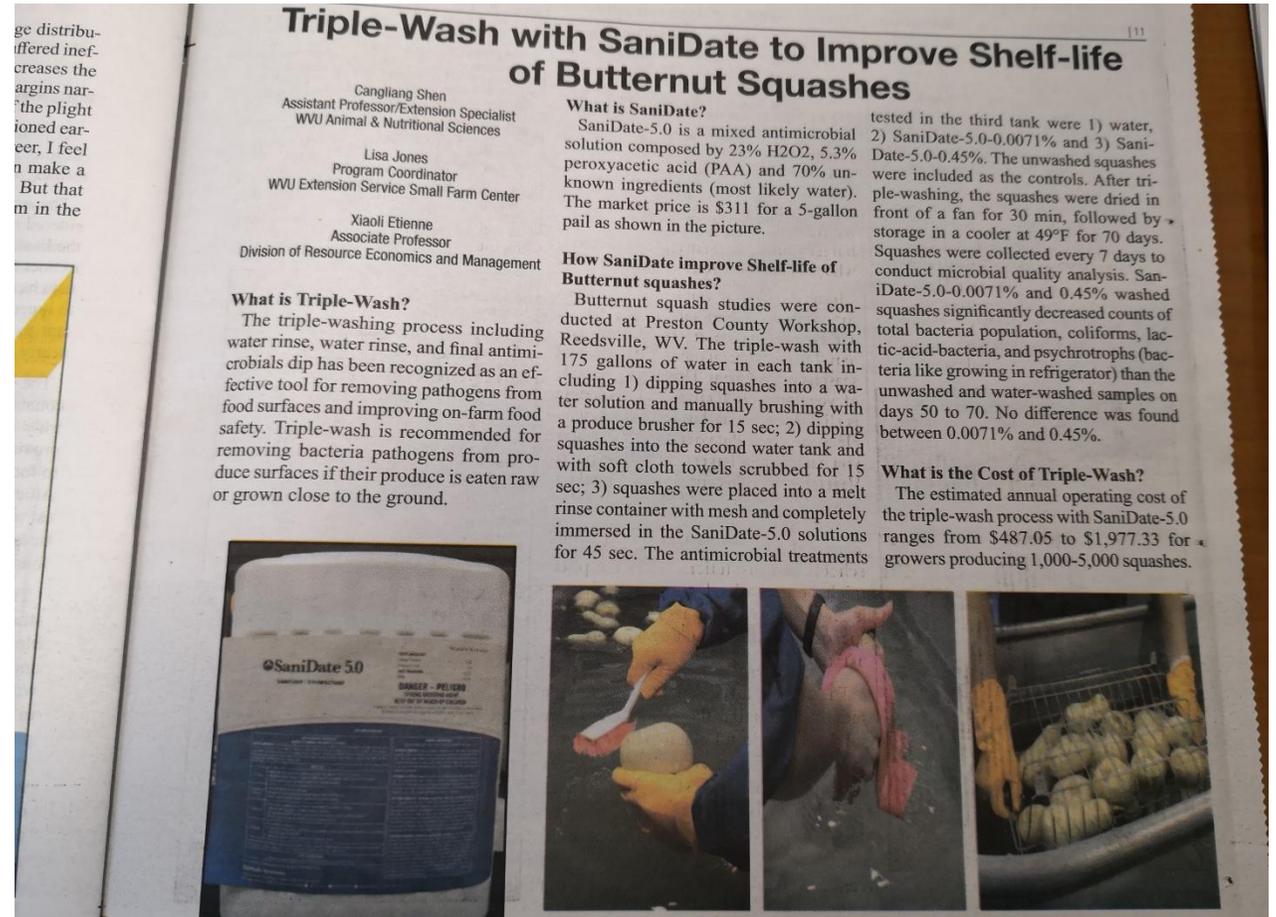
A number of antimicrobial solutions are available for local growers to use to reduce the presence of foodborne pathogens.

SaniDate 5.0 is a mix of H₂O₂ and peroxyacetic acid, and it is approved for processing organic produce but can be a more expensive option. Chicxide, also known as Veggexide, is a lactic and citric acid blend that helps reduce contamination among fresh produce. It prevents discoloration of the produce and is a less expensive option than the SaniDate solution.

Growers also can use a mixture of chlorine bleach and water to wash produce. This option is the least expensive and is widely used in large produce processing

– continued –

Extension fact-sheets and newsletters



West Virginia Small Farm Conference Center Newsletter

1. **[Cangliang Shen](https://www.youtube.com/watch?v=YI9Niv7fATY)**. 2023. Introduction of Triple-wash. (virtual Demo).
<https://www.youtube.com/watch?v=YI9Niv7fATY>. Adopted by the WV Small Farm Conference Center.
2. **[Cangliang Shen](https://www.youtube.com/watch?v=3M2RQ_vUudQ)**. 2023. Introduction of SaniDate-5.0. (virtual Demo).
https://www.youtube.com/watch?v=3M2RQ_vUudQ. Adopted by the WV Small Farm Conference Center.

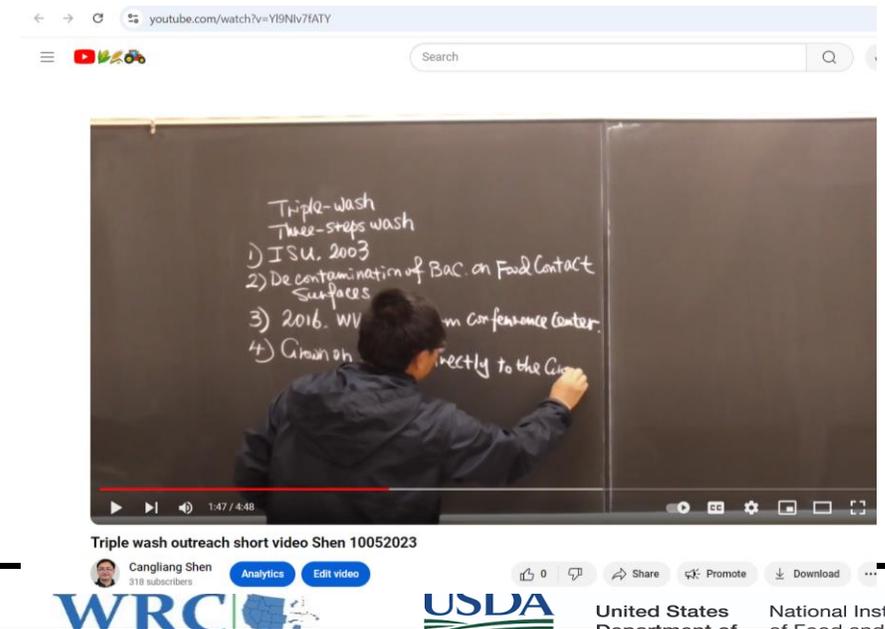
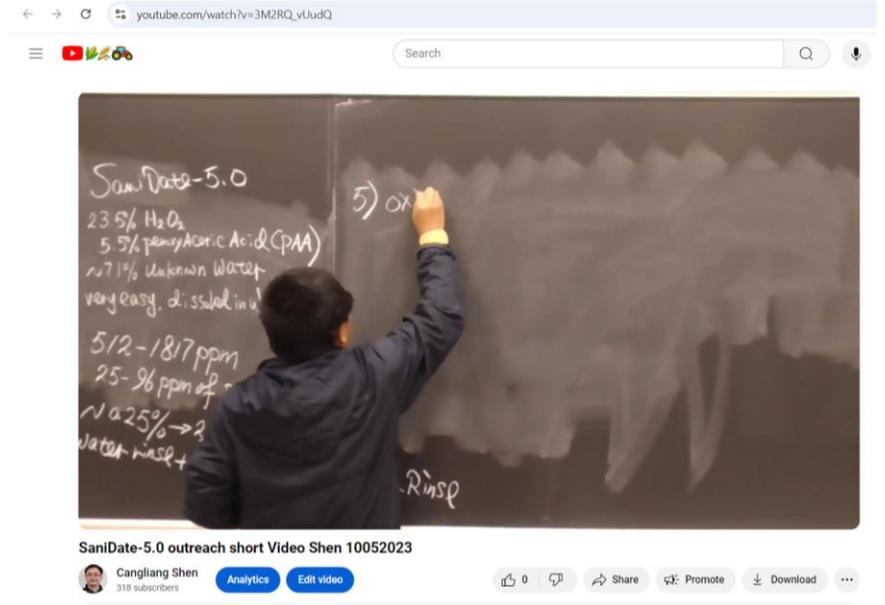


Table 1. Content of Triple-Wash Handbook

Chap.	Chap. Contents	Page
1	Preface and authors introduction	1-3
2	Root causes of microbial contamination of produce	4-7
3	Foodborne pathogens related to post-harvest process	8-10
4	Concept of triple-wash	11-13
5	Major antimicrobials (chlorine water, SaniDate 5.0, lactic acid/citric acid blends etc.)	14-17
6	Triple-wash on butternut squashes	18-19
7	Triple-wash on tomatoes	20-21
8	Triple-wash on cucumbers	22-23
9	Triple-wash on spinaches	24-26
10	Triple-wash on bacterial cross-contamination	27-29
11	Waste-water disposal	30-32
12	Economic feasibility of triple-wash	33-34
13	Lists of online resources for triple-wash	35
14	Acknowledge and contact information	36-37



PRODUCE SAFETY GROWER TRAININGS

Learn about produce safety and meeting buyers' expectations. This covers FSMA requirements and GAPs recommendations and provides information about developing a food safety plan and GAP certification.



TAKE YOUR BUSINESS TO THE NEXT LEVEL

CONTACT: DEE SINGH-KNIGHTS AT 304-293-7606 OR DOSINGH-KNIGHTS@MAIL.WVU.EDU

Each course includes the course manual and completion certificate.

PSA Grower Training
October 15, 2024 8:00am-5:00pm

The PSA Grower Training Course is one way to satisfy the FSMA Produce Safety Rule requirement outlined in § 112.22(c) that requires 'At least one supervisor or responsible party for your farm must have successfully completed food safety training at least equivalent to that received under standardized curriculum recognized as adequate by the Food and Drug Administration.'

- No late registrations accepted
- Limited seating available
- Courses are **\$35 each** or **\$70 for both**

Remote delivery via Zoom
Registration deadline: 10/1/24 by 5pm

Writing your Farm Food Safety Plan
October 29, 2024 8:00am-5:00pm

Learn how to put your farm's produce safety objectives into action by building a usable Produce Safety Plan. You will receive a notebook and step by step instructions to make sure your plan meets GAP guidelines.

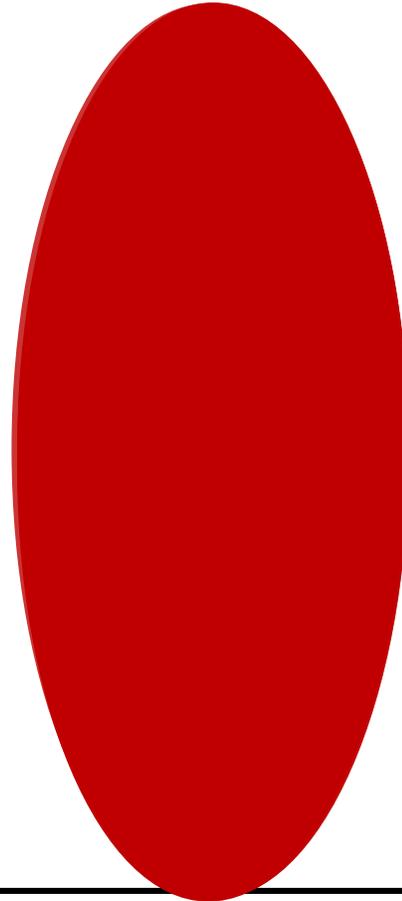
Remote delivery via Zoom
Registration deadline: 10/16/23 by 5pm

Register online:



WVU went through a very painful academic transforming procedure in the fall 2023, numerous faculty members lost their jobs during that period, and WVU-OSP is also significantly affected by this academic transforming procedure. Therefore, the initiation of this grant is severally delayed until Dec 2023 we finally got the requested budget. But the PD's team tried our best to conduct outreach activities following the proposed activities.

Outcomes



CONCLUSIONS

2

- One peer-review publication, one IAFP presentation, two short course videos, one factsheet and one newsletter

1

- Two Graduate Students Dr. Rebecca Stearns and Ms. Jesica Temple obtained PhD and Master Degree Dec. 2023

3

- Complete and publish the triple-wash handbook
- Complete another survey
- Organize 2-3 workshops
- The food safety team is organizing trainings for this fall and winter. We'll have relevant factsheets for participants.
- Also, food safety information has been distributed through the WV Farmers Market network.

ACKNOWLEDGEMENT



Yu-Chun Chiu, Post-doctor

Carly Long, Ph.D. Student

Corey Coe, Ph.D. Student

Gary Freshour, Ph.D. Student

Jesica Temple, Ph.D. Student

M. Shafiul I. Rion, Ph.D. Student

Rebecca Steams, Ph.D. Student

Tim Boltz, Ph.D. Student

KaWang Li, Ph.D. Student

Wentao Jiang, Ph.D. Student

Joseph Katz, Master Student

Peighton Foster, Master Student

Connor Freed, Master Student

Alik Browning, Master Student

Rachael Starr, Master Student

Lacey Lemonakis, Master Student

FSOP Presentation #5

Overcoming Food Safety Educational Barriers within NY Plain Communities (NECAFS)

Lindsey Pashow/ lep67@cornell.edu



Overcoming Food Safety Educational Barriers within NY Plain Communities

Project Team: Robert Hadad, Elisabeth Hodgdon, Lori Koenick, Lindsey Pashow,
Crystal Stewart-Courtens

2022-2024 Food Safety Outreach Program Grant

NYS is home to the fastest growing Amish population in the US

- >23,000 in 2023
- 5th largest population in the US
- Migration from PA and elsewhere
- Settlements interested in maintaining more conservative values
- Areas of low-cost farmland



Fruit and vegetable production concentrated in areas with produce auctions



Map courtesy of CCE Harvest NY

Amish/Mennonite farms are playing increasingly important roles in our state and regional food systems.

How can we support food safety efforts on their farms?



Overcoming Food Safety Educational Barriers within NY Plain Communities

Grant Objectives:

1. Develop culturally-appropriate food safety learning tools in conjunction with a grower advisory group
2. Provide on-farm and auction technical assistance to support food safety practice adoption on individual farms
3. Deliver adapted Produce Safety Alliance Grower Trainings for auction communities subject to the FSMA PSR
4. Offer a professional development workshop for educators to facilitate peer-to-peer sharing of extension strategies when working with the Plain growers

Outreach efforts

- Auction meetings
 - Annual meetings, discussions with president and board members
 - Focus on business and quality benefits of prioritizing food safety
- Twilight meetings
 - Incorporate food safety into production-focused field meetings
- Individual farm visits
- Produce Safety Alliance Grower Training
 - Use culturally appropriate examples during training
 - Work with NYSDAM to identify covered farms in need of certificates

>600 attendees at meetings so far



Photos courtesy of Lori Koenick

Outcomes and lessons learned

- Non-technical language and focus on business implications (product quality, marketing, etc.) needed to convey concepts and importance of food safety
- Curriculum developed with fact sheets on major food safety topics with realistic farm examples
- Better understanding (as educators) for topics that require more attention in the future (e.g. water quality)
- PSA Grower Training certificates for farms requiring inspections in collaboration with NYSDAM

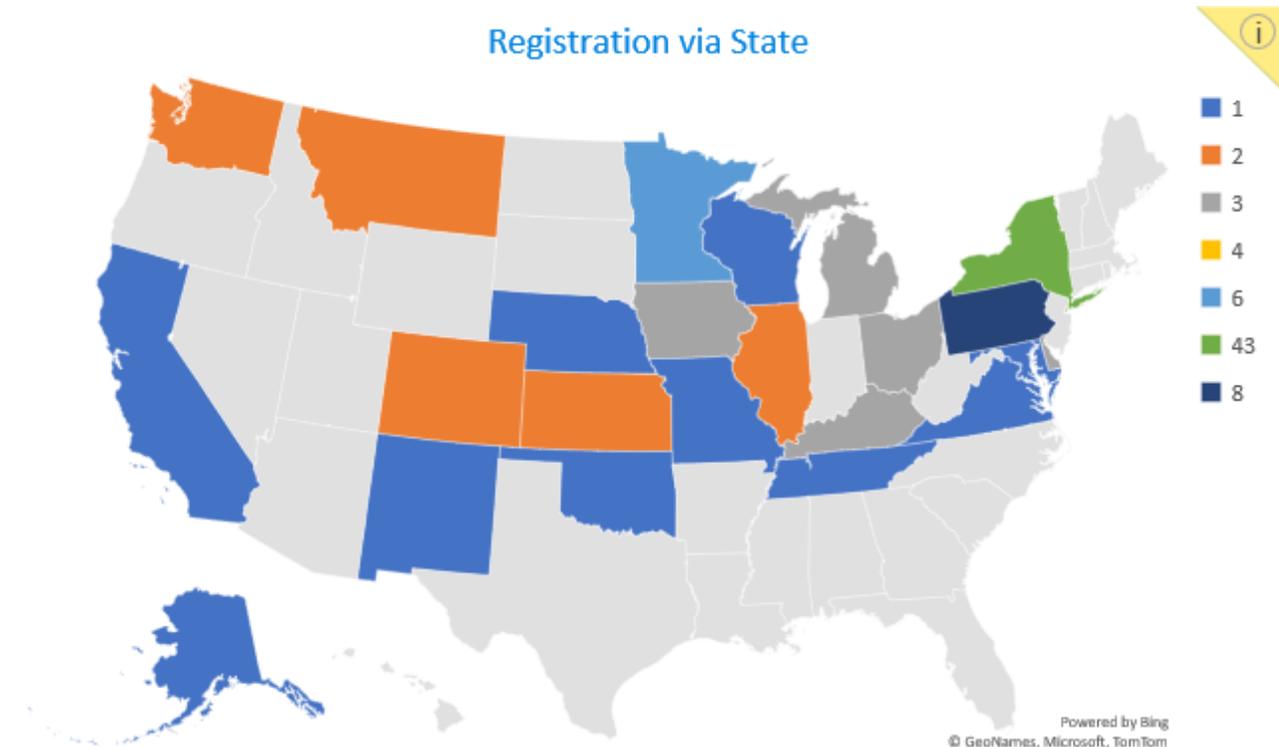
Professional Development Workshop for Educators

March 20, 2024 via Zoom

Presenters

- Cornell Cooperative Extension
- Penn State Extension
- NYS Dept. Agriculture and Markets
- PA Dept. of Agriculture

- 104 Registered



Thank you!

Project Team

Robert Hadad

Elisabeth Hodgdon

Lori Koenick

Lindsey Pashow

Crystal Stewart-Courstens



FSOP Presentation #6

Targeted Food Safety Training for Small Farms in Texas
(Southern Center)

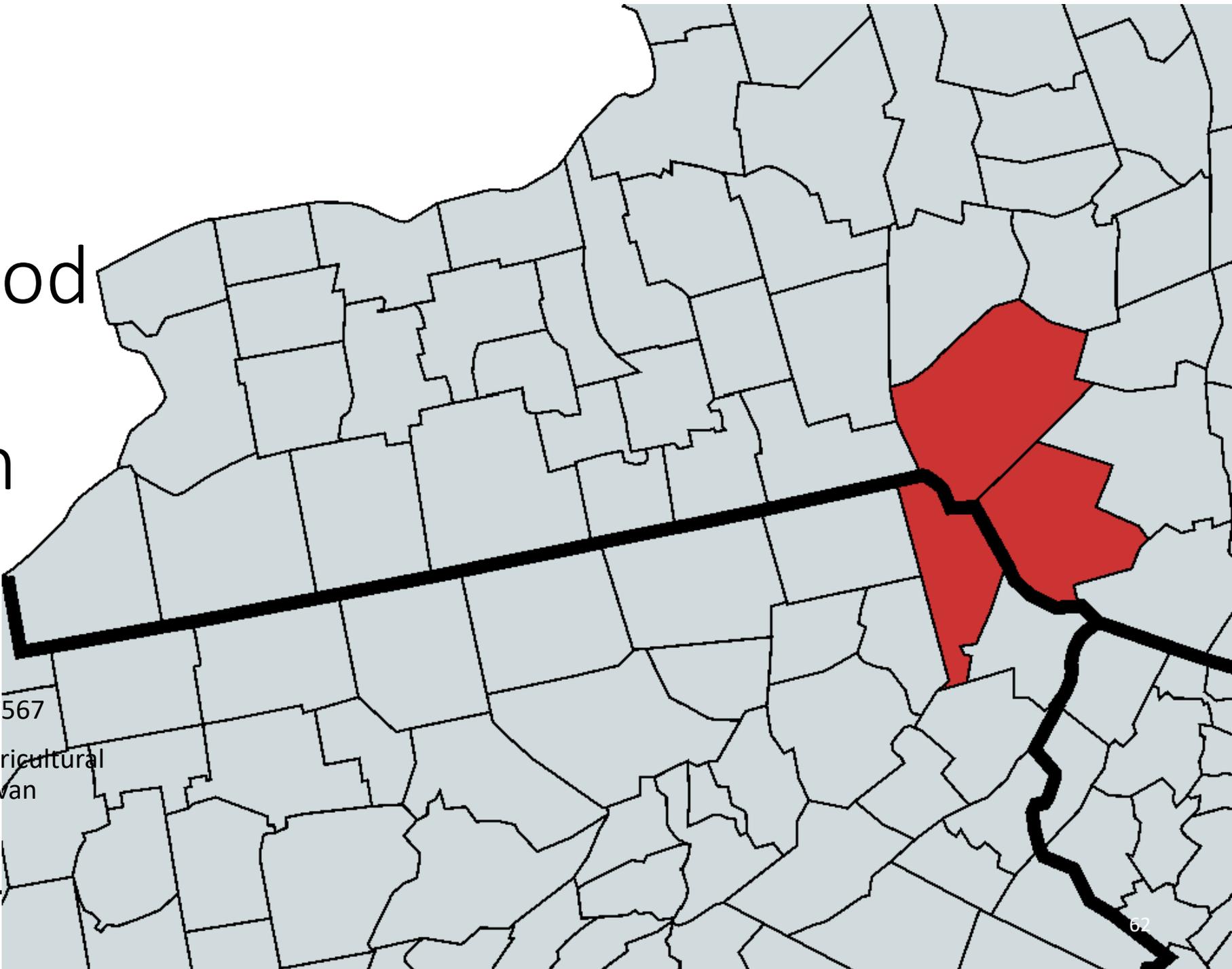
Susie Marshall/susie@tofga.org



Catskills Food Safety Outreach Program

NIFA Award# 2022-70020-37567

Presented by Michelle Proscia, Agricultural
Program Manager, CCE Sullivan



Regional Snapshot

Sullivan County, NY

64 farms are categorized as fruit and vegetable.
15 farms identified as being covered by the rule
49 farms can benefit from education on Food Safety

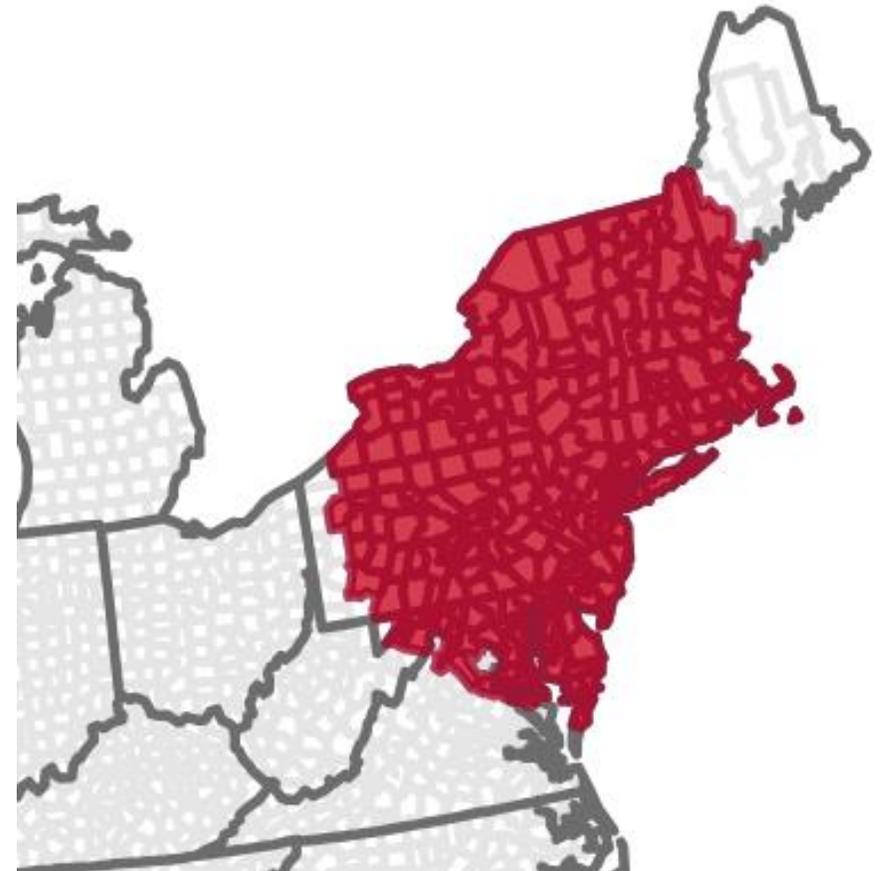
Delaware County, NY

101 farms are categorized as fruit and vegetable
16 identified as being covered by the rule
85 farms can benefit from education on Food Safety

Wayne County, PA

103 farms are categorized as fruit and vegetable.
Average annual farm product sales show that 89% have less than \$100,000

Increases in new and beginning farmers steadily every year



Catskills Food Safety Outreach Program

- Goals:
 - Expand existing Food Safety education and outreach efforts in Sullivan and Delaware County, NY and Wayne County, PA.
 - Increase food safety training and technical assistance to small and medium sized farms
 - Increase technical assistance to producers exempt from the Produce Safety Rule





Catskills Food Safety Outreach Program

- Goals:
 - Increase # of farms participating in the NYS Grown & Certified Program, Sullivan Fresh, regional Food Hubs, distributors, and food banks
 - Provide training and consulting opportunities to regional producers with a focus on socially disadvantaged and veteran farms.



Accomplishments

- Increased producers who are NYS Grown and Certified
 - Currently: **6**
- Increased farms who are record keeping compliant
 - Currently: **18**
- Providing technical assistance to **20 farms** on Farm Food Safety Practices with over **50 farm visits** regionally





Accomplishments

- Sullivan Fresh Market on the Move (Mobile Farmers Market) & Sullivan Fresh Community Cupboard increased purchases from small/medium farms with Food Safety Plans or GAP audits by **20%**.



- Technical Assistance provided for the updates on the final rule for harvest and post-harvest water
- Workshops: On Farm Composting and Understanding FSMA, GAPs, & the PSR were well attended by farms throughout the region.



Upcoming

- Workshops/Webinars
 - Produce Safety Trainings regionally
 - Food Safety Plan Writing
 - Wholesale Market Readiness
 - Farmworker, Health, & Hygiene Training
 - Packaging, Washing, & Sanitizing Produce
- Continued efforts for technical assistance with farms and outreach with regional partner organizations

Cornell Cooperative Extension Sullivan County

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Agriculture Production Program Manager

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Ag & Food Systems Issue Leader

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LRCC
Lead Regional
Coordination Center



NECAFS
The Northeast Center to
Advance Food Safety

SC
Southern Center
For Food Safety Training, Outreach and Technical Assistance



North Central Region
Center for FSMA Training, Extension
and Technical Assistance

WRC
Western Regional Center to
Enhance Food Safety



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

LRCC-SC Evaluation Presentation

New Evaluation Instrument Update

Dr. Matt Benge - Evaluation Specialist (SC) / mattbenge@ufl.edu

Arlene Enderton- Evaluation Specialist (NCR) / arlene@iastate.edu



2024 Evaluation Update –

Food Safety Outreach Program National Project Directors Meeting

Matt Bengé

mattbenge@ufl.edu

Associate Professor, Dept. of Agricultural Education and Communication

Director, Program Development & Evaluation Center

University of Florida



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Center for FSMA Training, Extension
and Technical Assistance



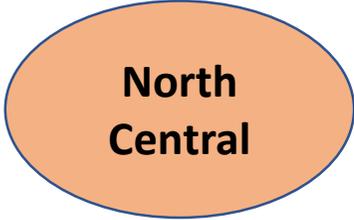
United States
Department of
Agriculture

National Institute
of Food and
Agriculture

FSOP Liaisons

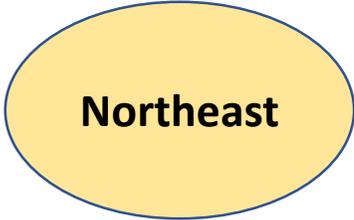
North Central –

- Ellen Johnsen, Iowa State University
- Arlene Enderton, Iowa State University



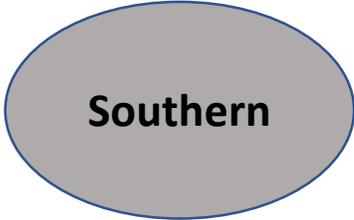
Northeast –

- Elizabeth Newbold, University of Vermont



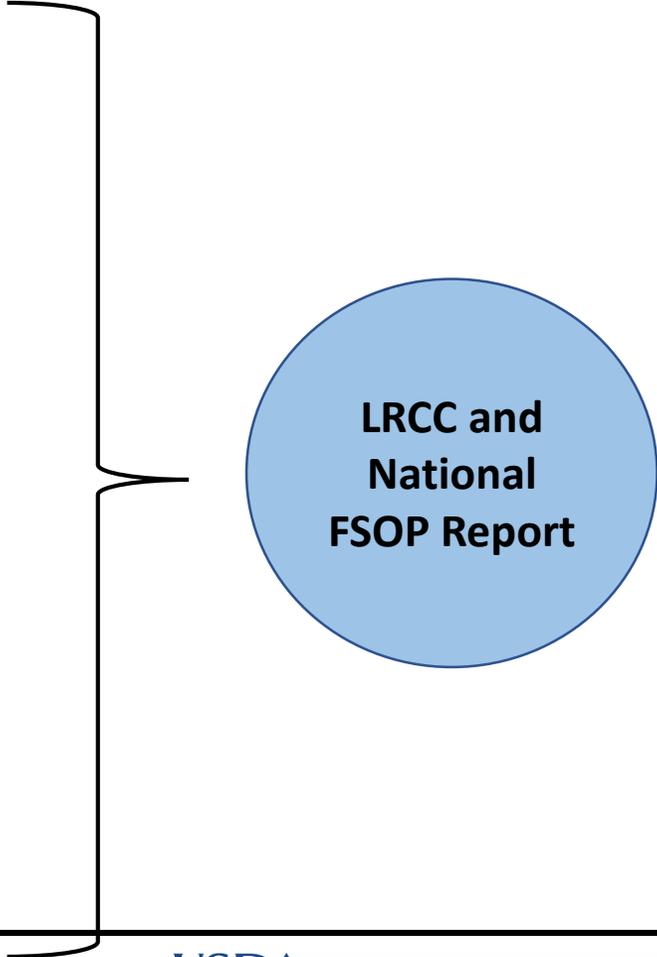
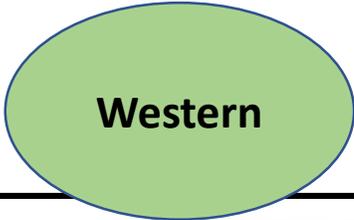
Southern –

- Matt Bengue, University of Florida (*LRCC Evaluation Coordinator)
- Peggy Geren, University of Florida



Western –

- Lendel Narine, Utah State University
- Joy Waite-Cusic, Oregon State University



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and Technical Assistance

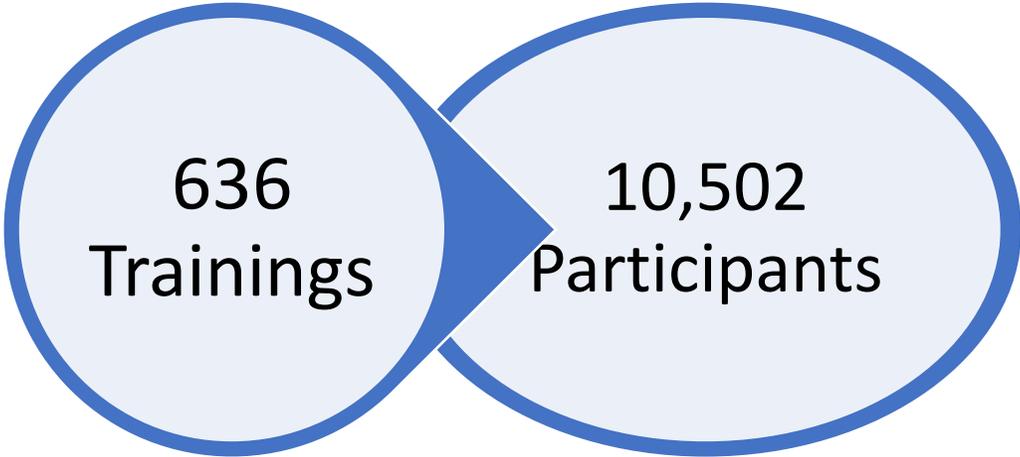


United States
Department of
Agriculture

National Institute
of Food and
Agriculture

FSOP Evaluation Data Overview – 2023 Totals

Training Type	No. of Trainings	No. of Participants
Farmworker health and hygiene	57	209
FSPCA	31	402
GAPs	70	1,114
HACCP	13	123
One-on-one	42	395
PCHF	13	252
PSA	85	1,235
PSR	10	62
Other	315	6,710



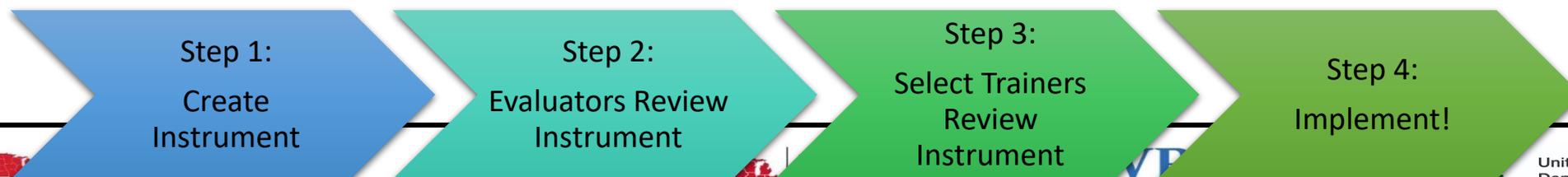
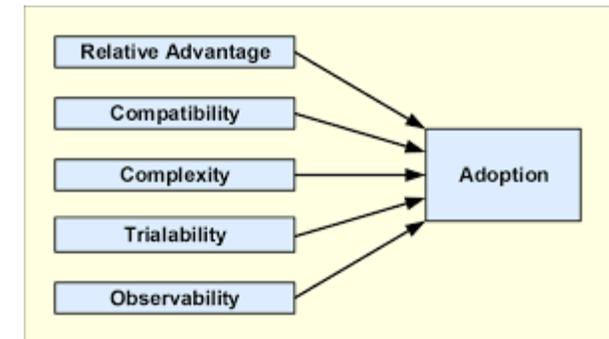
New PSA Evaluation Instrument

LRCC Regional Evaluation Team is working on creating a new PSA evaluation instrument.

Current PSA Evaluation data supports the need for an updated evaluation protocol.

Primary focus will be on the intention of adoption practices.

Each region to use the same instrument to aggregate data nationally.



Questions?

If you have questions, reach out!

Matt Benge

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(352) 294-1996



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