



MAFP NEWSLETTER
Metropolitan Association for Food Protection
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 Fall 2012



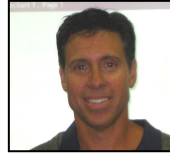
Announcing Our Fall 2012 Seminar

**October 3, 2012
 8:30 AM to 3:30 PM**

**Cook Campus Center
 Rutgers, New Brunswick, NJ**

The seminar offers 5 CEUs with a variety of different speakers on the agenda. Additional information may be found on page 6.

PRESIDENT'S MESSAGE



As the end of my second and final year approaches as president of this great organization, I am proud to announce that we have officially changed our name to the **New Jersey Association for Food Protection (NJAFP)**.

Originally named Metropolitan Association of Dairy, Food, and Environmental Sanitarians (MADFES) in 1993 as the metro NY/NJ/PA chartered affiliate of the now 100-year old International Association of Milk, Food, and Environmental Sanitarians (IAMFES), we changed to Metropolitan Association for Food Protection (MAFP) in 2002 after the international association became IAFP in 2000.

Although it has been easier to say "MAFP" for the past 10 years, the board voted to change the name to NJAFP. We have had long standing relations with Cook College and seek to connect more with the majority of our membership while becoming more easily identifiable as the NJ affiliate of IAFP. Currently only 8% of our members reside or work out of state. With our new name, we can better focus efforts on providing networking and educational opportunities primarily to New Jersey food safety professionals in public health and industry and be recognized as the premier food safety organization in the state.

We are developing a new logo and letterhead, but you can now use the new website address of www.njfoodprotection.org to access our existing site and for seminar information, current newsletters, potential job opportunities, food safety news, and Barfblog releases.

In addition to our name change, we will be announcing our upcoming scholarship program for college students enrolled in a food science program. More information will soon be available on our website.

Finally, we welcome two new board members, Paul Cimins, REHS, Washington Township Health Department and Health and Sanitation Systems, and Jack Menaker, owner of the Safe Food Handling Consulting group. They bring a wealth of food safety experience and knowledge from the corporate and regulatory arenas. We look forward to their valued input and support.

It has been a wonderful experience leading the MAFP executive board. I thank all of the board members for their tireless efforts while balancing their job responsibilities. Because of them we have had continued success. I will continue to stay involved as a board member and past president while supporting our next president, Jessica Albrecht. I look forward to seeing you at our upcoming dinner and fall seminars. Thank you.

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FEATURED ARTICLE:
Would You Rather Eat Food From a Farmers' Market or Food From a Grocery Store?
Ben Chapman, PhD
Keynote Speaker at Oct. 3 Seminar

My kids love a Dr. Seuss book called *Would You Rather Be a Bullfrog? The Cat in the Hat* author provides a list of choices that are a bit weird -- "would you rather be a ball, or would you rather be a bat?"

Reporters often pose similar questions - where would you rather eat? Or where are pathogens more likely to be found: in organic food or conventionally grown; restaurants or home; and, increasingly, a supermarket chain or a farmers' market? While noble questions, I'm not sure that they matter. With millions of meals served every day, the vast majority of food making it to plates doesn't have pathogens. Solely using outbreaks to calculate risk isn't the greatest strategy, as most illnesses are not reported, counted, or linked to others. The absence of a recorded outbreak does not equate to a lack of risks. A better question is where are risk factors more likely to be found? But unfortunately, the data isn't there.

In a story about farmers' market food safety, Carol Guensberg of Scripps Howard News Services quotes David Plunkett of the Center for Food Science in the Public Interest. "The idea is if you're a cottage producer, you produce very little food, so very few people are going to get sick. I'm not sure that's how you want your safety system to operate," he repeated, with relish, what someone told him. "This is what's known as faith-based food safety."*

Earlier this year, The U.S. Department of Agriculture's (USDA) stats folks released an updated estimate of the growth of farmers' markets with an increase of almost 10% between 2011 and 2012. Various reasons folks say that they shop at farmers' markets include: to support the local economy; feel a connection with producers; buy fresher food; have a better selection; and, the perception of increased safety. Media reports of increased farmers' market sales of spinach in 2006, tomatoes in 2008, and cantaloupes in 2011 echo the safety thing that pretty well every nationally-reported fresh produce outbreak results in shoppers heading away from a retail store and to the market for the implicated



product. My guess is that it is easier to trust that the market vendor won't make you sick. Because you know where they are if you do. That's sort of a simplistic view, but might be what folks think. I dunno.

While inspections, audits, written food safety plans, testing regimes, and results all help paint a picture and convince shoppers that the folks in charge know what they are doing, almost all food safety is faith-based, at a farmers' market or elsewhere. As a shopper, I don't care what size they are, where they are located, or what their production style is. I only want to know whether the person making what I'm eating can manage food safety risks or not. And whether they do it all the time.



Ben Chapman, PhD
North Carolina State University
barfblog.com

*<http://www.kshb.com/dpp/lifestyle/food/farmers-markets-raise-food-safety-concerns#ixzz1yrw5iS7K>

Oct. 3 Seminar Keynote Highlights
Ben Chapman, PhD
Keynote Speaker

Tales from Barfblog and Beyond

Recent outbreaks of foodborne illness have further elevated the public discussion of microbial food safety risks. At the same time there has been an increased engagement and sharing of information through social media. With the expansion and ease-of-use of non-traditional, Internet-based communication tools such as Pinterest, Facebook, Twitter, Wikipedia, YouTube, and blogs, individuals are discussing high-profile food crises online. The rapid dialogue between individuals with common food safety interests can impact belief formation and affect food decisions. Understanding target audiences, as well as using communication technology while providing rapid messages can enhance both risk management awareness and trust with stakeholders. Communicators developing food risk behavior change programs can be more effective by monitoring and utilizing diverse media to adjust strategies and maintain message relevance.

Food Safety at Farmers' Markets: An Observational Approach

This talk will focus on the risks and risk management decisions involved with farmers' markets. Through a discussion of a 3-year research project on the design, implementation, and evaluation of a food safety for farmers' market vendors and managers training program, supplemented with case study material, participants will be provided with a model for risk-reduction at markets.

Can Garlic Control Campylobacter Growth?

A team of researchers at Washington State University investigated the ability of diallyl sulfide, a compound naturally occurring in garlic, to kill Campylobacter bacteria protected by biofilms.

Pathogenic campylobacter are commonly found in raw poultry products. The U.S. Centers for Disease Control and Prevention (CDC) estimates that 0.8% of the U.S. population, approximately 2.4 million people, get infected with Campylobacteriosis every year. Approximately 124 people die from it.

When protected by a biofilm, Campylobacter is 1,000 times more resistant to antibiotics. The research team found that diallyl sulfide was about 100 times more effective in destroying Campylobacter than common antibiotics. It was also found to act more quickly in inactivating the bacterium - 5 hours versus 24 hours for most antibiotics.

This research could lead to the development of food additives or treatments to combat this pathogen.



Adapted from:

Astley, M. "First Vampires, Now Campylobacter...Researchers Identify Pathogen Combating Garlic Compound," FoodProductionDaily.com, 03 May 2012.

MAFP Finance Report for 2nd Quarter 2012

Starting Balance	\$34,290.61
Income	\$5,087.76
Expenses	\$3,505.43
Ending Balance	\$35,882.94



Thinking of Food Packaging

Many years ago, I visited a meat plant that had metal detectors at the end of each of their four packaging lines. I asked the plant manager about the quality of performance of the metal detectors. To my surprise he said, "oh, they don't work. We just have them here in case a customer visits and wants to make sure we have them. The conveyors work but we're not checking for metal." I asked how they were able to do that with government inspectors in the plant. He said that the metal detectors were not included in the Hazard Analysis and Critical Control Point (HACCP) plan as a Critical Control Point (CCP). As such, they were not in violation of any regulations since they were not worried about metal in the product. Replacing or fixing the four metal detectors would have cost his firm over \$50,000.

I was shocked, but not totally surprised. Food safety is often compromised as a result of the expense for implementing metal detection. These type of decisions are short-sighted and risky, but we all know that such compromises occur.

Metal detection has a healthy cost associated with it. One new metal detector can cost up to \$25,000. Many companies purchase used metal detectors that were not built for the particular application but are for show (as mentioned in the story above). However, unless a metal detector is specified for a particular product, size, temperature, composition, and environment, it may not perform effectively. Metal detection is specific, and works via conductive radio waves that are affected by such factors as alkalinity, salt, iron, and viscosity. Therefore, a metal detector that can detect 4.5mm of stainless steel in powdered sugar may not find the same size of stainless steel in cheese.


Metal detection is often overlooked and misunderstood. Often, it is small companies processing food through grinders and cutting equipment who fail to realize that metal breaks down. Small parts like a simple 3mm screw can loosen and gravitate into mixers and batch equipment. Such items can damage equipment down the line and even become part of finished products. The high cost of a metal detector sometimes forces small processors to do without. Currently, no food regulation states that metal detectors must be utilized. The only



exception is if the processor writes metal detector use into the HACCP plan. If it appears in the HACCP plan, it must be utilized. We in the food safety arena can attest that metal detectors are absolutely needed for every firm who processes food through metal equipment. Unfortunately, due to their high cost and the fact that they are not part of the manufacturing process they are often not included.

Metal detectors should be at the end of every packaging line where the potential for metal foreign objects exist. Firms that choose to forego metal detection take a huge risk, and are advised to understand the potential pitfalls of being "penny wise and pound foolish." Metal detection provides an insurance policy on a food product. It is not 100% guaranteed, but it provides a level of defense that can otherwise avert huge financial losses.

Newer technology found in x-ray systems can better detect not only metal, but other foreign substances with a food product. These systems start at over \$75,000.

As professionals responsible for public food safety, we should be aware of the benefits of metal detectors and the potential abuse of them. If a processor has a metal detector at the end of a line, they should also have documentation and verification procedures that can attest to the equipment's accuracy and validity. If metal detection is being used properly, a food processing firm should be more than willing to share this information. 

Gary Cohen
Food Packaging Specialist
Supply One

Congratulations to Our MAFP 2012 Sustaining Members

CERTIFIED LABORATORIES, INC. Martin Mitchell Plainview, NY	RK ENVIRONMENTAL SERVICES Jessica Albrecht Westwood, NJ
CHEMETALL John Mulhearne New Providence, NJ	ROKA BIOSCIENCE, INC. A. Crispin Philpott West Chester, PA
ECOLAB FOOD & BEVERAGE David Garner	TRUE WORLD FOODS NY, LLC Helder Cabrita Elizabeth, NJ
ELMHURST DAIRY, INC. Robert Giurco Jamaica, NY	URBANENTOMOLOGIST.COM Richard Rodriguez Brooklyn, NY
LOWENSTEIN SANDLER, PC Robert D. Chesler, Esq. Roseland, NJ	WEBER SCIENTIFIC Fred Weber Hamilton, NJ
MICHAEL FOODS Erik Hernandez Elizabeth, NJ	WIMWAM SOFTWARE Neal Nover Mt. Laurel, NJ
READINGTON FARMS, INC. Patrick Boyle Whitehouse, NJ	

Consider Becoming a MAFP Sustaining Member!

*This extra level of support is vital to the continued success
of our Association.*

Sustaining members will be recognized in both our spring and fall seminar programs by being announced in the opening remarks at the seminars. In addition, special notice will be given in our newsletters and on our website.

A sustaining membership includes one paid individual membership. Contact Carol Schwar for more information.

SEMINAR AGENDA

Wednesday, October 3, 2012

Cook Campus Center, Rutgers University
59 Biel Road
New Brunswick, NJ 08901
(See page 8 for directions).

Please register by September 26. See page 7.

- 8:30-9:00 Registration
- 9:00-9:15 Opening Remarks
- 9:15-10:15 Lisa Cirando - Jones Day
Here Comes The FDA: Insurance For Food and Beverage Claims
- 10:15-10:30 *Break*
- 10:30-11:30 Martin Mitchell - Refrigerated Foods Association
Micro and Shelf Life of Refrigerated Foods
- 11:30-12:30 Keynote - Ben Chapman - North Carolina State University
Tales From Barfblog and Beyond
- 12:30-1:30 *Lunch - Hot Buffet*
- 1:30-2:30 Keynote - Ben Chapman - North Carolina State University
Food Safety at Farmers' Markets: An Observational Approach
- 2:30-3:30 Carol Byrd-Bredbenner - Rutgers University
The Last Line of Defense in the Food Chain: The Home Kitchen

PLEASE NOTE: An evaluation form will be given to you at the seminar. We appreciate your feedback and look forward to your suggestions.

ATTENTION!

New Jersey Licensed Health Officers and Registered Environmental Health Specialists

This program has been submitted for approval by the NJ Department of Health for 5.0 continuing education (CE) contact hours towards renewal of a New Jersey Health Officer license and/or Registered Environmental Health Specialist license. Please check our website www.metrofoodprotection.org for updated credit information.

PLEASE NOTE: In order to receive CEUs, you will be required to stay for the entire seminar.

Please don't print more than you need. Just print page 7.

REGISTRATION FORM – 2012 MAFP FALL SEMINAR 10-03-12

REGISTRATION DEADLINE - September 26

NO REGISTRATION BY TELEPHONE

Name _____

Title _____

Company _____

Mailing Address (Please use the address at which you wish to receive future mailings).

Phone (day) _____

Fax _____

E-mail _____

(In case we need to reach you regarding payment, etc.)

PLEASE CHECK REGISTRATION TYPE:

- Member Registration \$40 (\$50 after September 26)
- Registration and One Year Membership \$55 (\$65 after September 26) Become a member now and get the member rate. All memberships expire December 31.
- Non-member Registration \$75 (\$85 after September 26)

PLEASE CHECK PAYMENT METHOD:

Check _____

Voucher / Purchase Order _____

Other _____

Please make checks, vouchers, and purchase orders payable to MAFP and mail to Carol Schwar, MAFP, c/o Warren County Health Dept., 700 Oxford Rd., Oxford, NJ 07863.

Directions to the Cook College Student Center are on page 8 and may also be found at: www.cpe.rutgers.edu/brochures/pdfs/Cook-Campus-Center-Directions.pdf. Note: parking passes are no longer needed but you must park in the parking deck.

Questions? Contact Carol Schwar at cschwar@co.warren.nj.us, phone (908) 475-7960, or fax (908) 475-7964. Sorry, but we cannot provide registration confirmation.

Registration Information

*You will only be registered by returning this registration form. This can be done by mail or fax. **Please do not send more than one copy.** Please indicate the method of payment (i.e. check, purchase order, etc.). **Checks, vouchers and purchase orders must be payable to MAFP.** Sorry, but we cannot provide registration confirmation.*

**PLEASE NOTE: PARKING PASSES ARE NO LONGER REQUIRED
BUT YOU MUST PARK IN LOTS 99C OR 99D**

DIRECTIONS TO COOK CAMPUS STUDENT CENTER (CCSC)

FROM NEW JERSEY TURNPIKE (NORTH OR SOUTH)

- Take NJ Turnpike to EXIT 9 (New Brunswick)
- Follow signs for ROUTE 18 (NORTH)
- Route 18 (NORTH) to ROUTE 1 (SOUTH)
- Route 1 (SOUTH) to THIRD EXIT (COLLEGE FARM ROAD)
- End of exit ramp make RIGHT onto COLLEGE FARM ROAD
- Follow COLLEGE FARM ROAD through the farm community to 4-way stop sign
- Make right onto Dudley Road
- Pass SKELLEY FIELD on right
- Make a right onto BEIL ROAD
- Continue past the Cook Campus Center and follow road to LEFT
- Parking Lots 99C and D will be on right past the campus apartments

FROM GARDEN STATE PARKWAY (NORTH OR SOUTH)

- From SOUTH on Garden State Parkway take EXIT 129 (NEW JERSEY TURNPIKE SOUTH)
- Once on the NEW JERSEY TURNPIKE SOUTH follow the directions above
- From NORTH on the GARDEN STATE PARKWAY take EXIT 130 (ROUTE 1 SOUTH)
- Stay on ROUTE 1 SOUTH going over the Raritan River and PAST the exit for Route 18 (New Brunswick)
- Take the THIRD EXIT after the exit for Route 18 - New Brunswick (COLLEGE FARM ROAD)
- Once you have exited onto COLLEGE FARM ROAD follow the directions above

FROM ROUTE 287 (FROM NORTH JERSEY)

- Take ROUTE 287 SOUTH to EXIT 9
- End of EXIT make right onto RIVER ROAD
- Follow RIVER ROAD to intersection of ROUTE 18
- At intersection of ROUTE 18 make right onto ROUTE 18 SOUTH
- Follow ROUTE 18 SOUTH to the EXIT FOR ROUTE 1 SOUTH
- Once on ROUTE 1 SOUTH follow the directions above

FROM ROUTE 1 (FROM SOUTH JERSEY)

- Take ROUTE 1 NORTH
- Pass the intersection of ROUTE 130
- Once past the intersection of ROUTE 130 stay in right lane
- Pass the entrance for DEVRY INSTITUTE
- Take EXIT for SQUIBB DRIVE & COLLEGE FARM ROAD
- Follow U-TURN under ROUTE 1 to your right
- Pass the entrance for SQUIBB and proceed to end of road
- At end of road make left onto COLLEGE FARM ROAD
- Once you have made LEFT onto COLLEGE FARM ROAD follow directions above

***MAFP** is an affiliate of the **International Association for Food Protection (IAFP)**, a non-profit association of food safety professionals. Comprised of a diverse membership of over 3,000 members from 50 nations, the Association is dedicated to the education and service of its members, as well as industry personnel. For more information, and a membership application, you may visit the IAFP website: www.foodprotection.org or call 800-369-6337.*



Please visit our website at www.metrofoodprotection.org.

MAFP EXECUTIVE BOARD MEMBERS

2012

President	David Reyda	dreyda@darden.com
1st Vice President	Jessica Albrecht	jessica@rkenvironmental.com
2nd Vice President	Anthony Simas	tony.simas@ecolab.com
Secretary/Treasurer	Carol Schwar	cschwar@co.warren.nj.us
IAFP Affiliate Delegate	Gary Cohen	gcohen@supplyone.com
Past President	Alan Talarsky	alan.talarsky@doh.state.nj.us
Member at Large	Susan Algeo	susan.algeo@pastertraining.com
Member at Large	Paul Cimins	pcimins@hotmail.com
Member at Large	Alfredo Cortes	alfredo-cortes2011@hotmail.com
Member at Large	Jack Menaker	jackmenaker@yahoo.com
Member at Large	Don Schaffner	schaffner@aesop.rutgers.edu
Member at Large	Virginia Wheatley	virginia.wheatley@doh.state.nj.us

WANTED!

If you are employed at a food processor and are involved with QA or QC and food safety is important to you...we want you to join our organization!

MAFP is the foremost food safety organization in NJ. We are the NJ affiliate of the International Association for Food Protection (IAFP), the world's largest association of food safety professionals from industry, government, and academia.

If food safety is a critical component to the success of your company, then you need to be a part of MAFP! We invite you to join us! It's inexpensive (\$25/year) and worth your time. We have two seminars per year in October and May. Please join us on October 3, 2012 for our seminar at Rutgers University, Cook College in New Brunswick, NJ. Directions to the seminar are on page 8, and at: www.cpe.rutgers.edu/brochures/pdfs/Cook-Campus-Center-Directions.pdf. We will have several speakers that are sure to be of interest to you.

Please contact our MAFP Board member Gary Cohen @ 201-805-8555 or gcohen@supplyone.com for additional information.

The MAFP Executive Board is also looking for a few new members. The Board meets approximately six times per year. Members of the Executive Board are expected to attend all meetings and seminars. If interested, please contact us at cschwar@co.warren.nj.us.

If you know someone who would like to receive our newsletters, please send their e-mail address to Carol Schwar at cschwar@co.warren.nj.us. If you would like to be removed from our mailing list, please send an e-mail to cschwar@co.warren.nj.us.