



Catalyzing Change: Next-Generation Food Safety in Fresh Produce

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Integrity



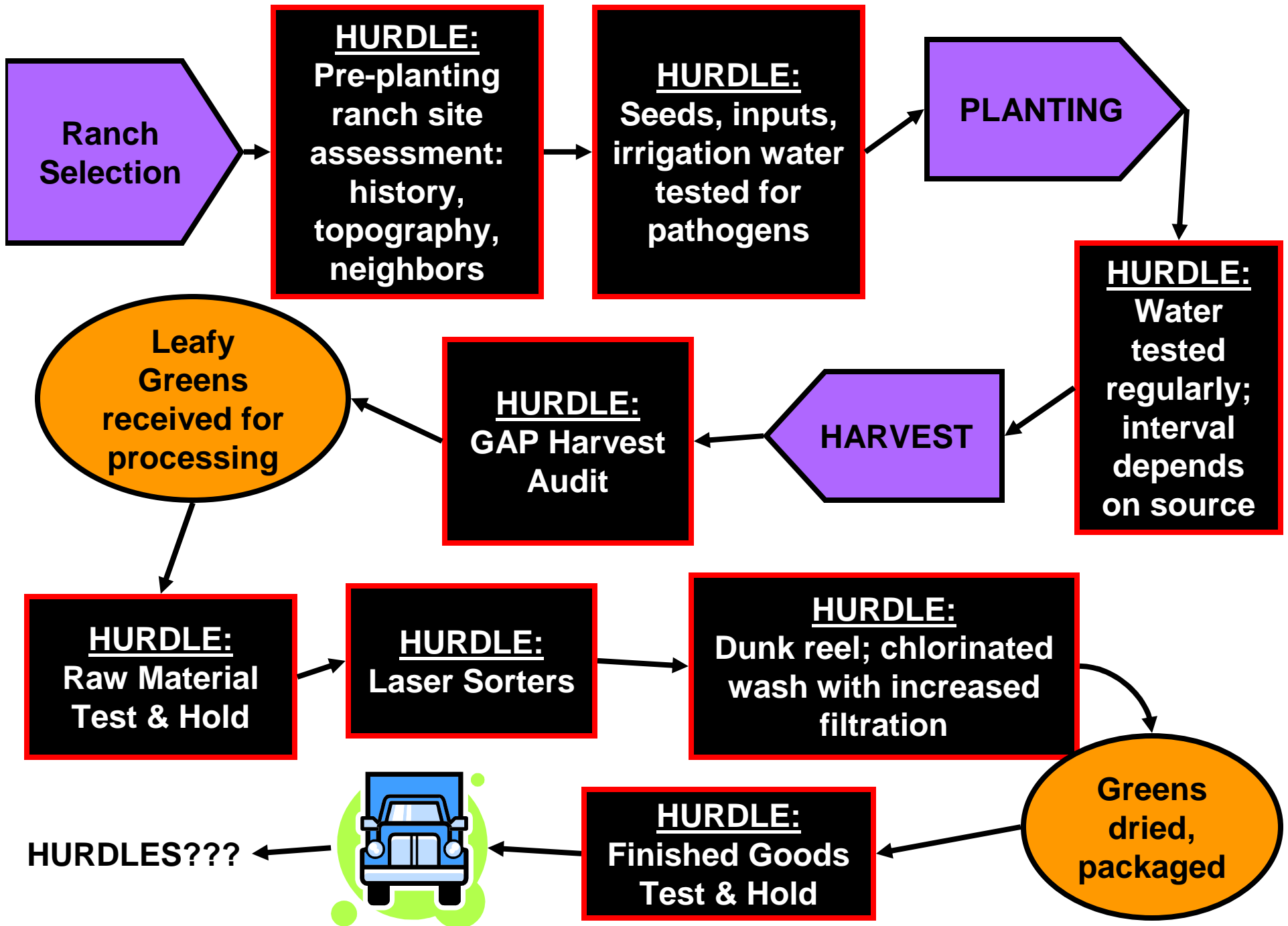
Earthbound Farm

- Prior to the outbreak of 2006, we operated at or above industry best practices
- Internal and FDA investigation found no clear causes
- Contamination likely occurred in the field on the raw material
- Re-evaluated entire program from field selection to product loading to determine best areas to enhance program
- Developed a multi-hurdle approach for a product with no kill step



Re-Envisioning Food Safety Post-Outbreak

- Seed to Harvest: A new plan for enhanced GAPs
- Raw Material Firewall: A raw product test and hold program
- In the Plant: Enhancements in our packing facilities
- Finished Product Firewall: A finished good test and hold program
- Gaining Deeper Knowledge: Using testing program data to develop a deeper understanding of what's needed to prevent outbreaks





Raw Product Test and Hold

- Must be part of multi-hurdle approach
- Program must be comprehensive (*all* products, *all* lots)
- Allows for real time evaluation of field conditions
- Builds unprecedented database of relevant information
- Provides verification of upstream enhancements



Test and Hold Sampling

- Sampling technique must be sound, consistent and efficient
- 4 pallet sub lot sampled (approx. 1600 pounds)
- 60 samples pulled = 150 grams
- Test methodology AOAC approved (PCR and lateral flow)
- All product remains on hold until results are obtained
 - Negative results in approximately 12 hours
 - Positive results in approximately 16 hours



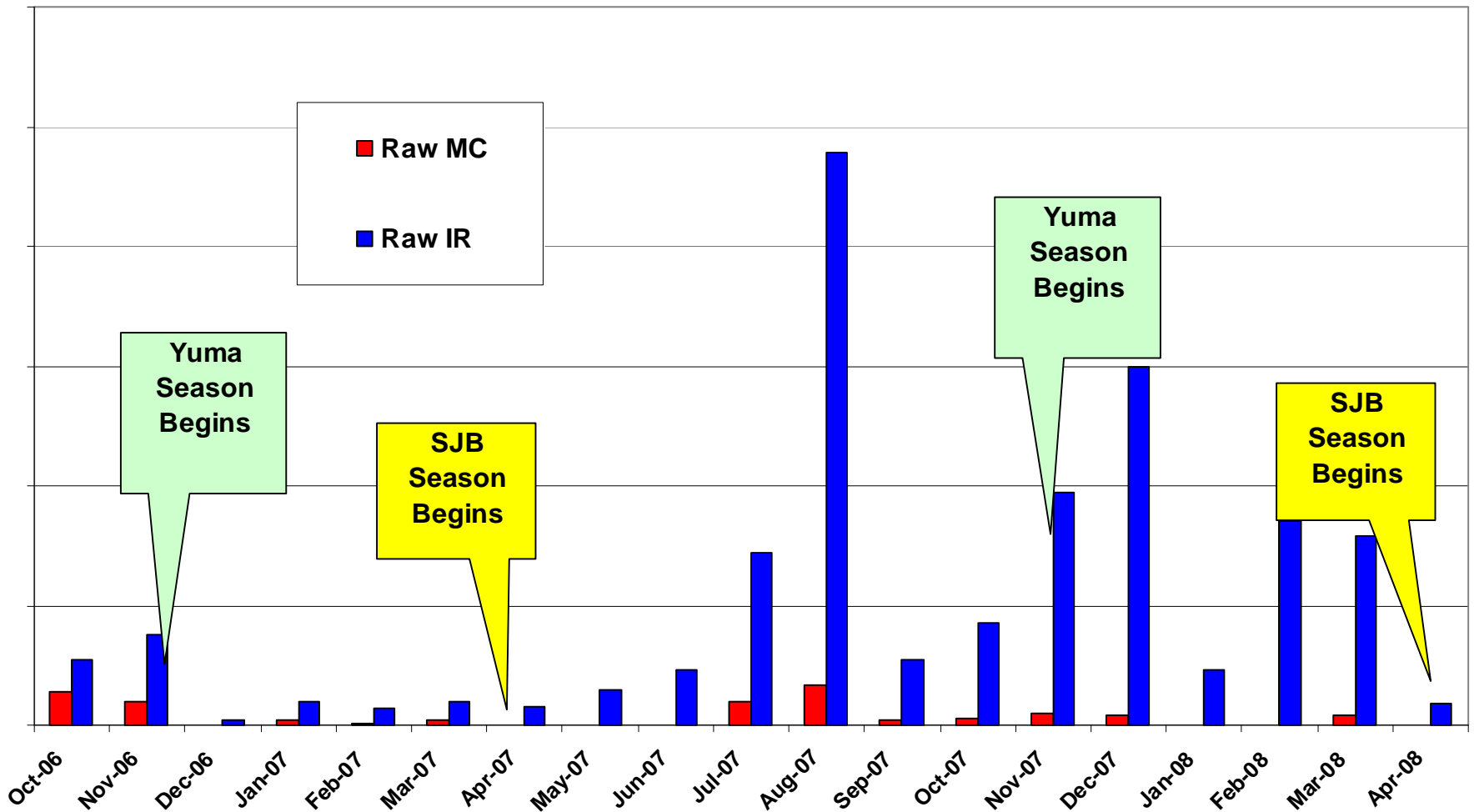
Raw Product Test and Hold Stats

Since 10/2/2006:

- 211,313,174 pounds received
- 123,227 samples taken
 - 7,393,620 grabs taken
- 964 initial reactive = .66% incident rate by pound
- 91 molecularly confirmed positives = .07% incident rate by pound



Initial Reactives and MC Positives Compared





Raw Product Test and Hold

- Higher incidence of IR's and Positives during summer months in Salinas area
- No indication of higher rate amongst growers
- Higher rate of EHEC-related incidents in Salinas area, lower Salmonella
- Higher rate of Salmonella-related incidents in Yuma area, lower EHEC



Finished Goods Test and Hold

- Part of the multi hurdle approach
- All finished goods lots are sampled from, placed on hold and not released until results are obtained
- Began testing in February 2007
- Program must be comprehensive, sound and efficient



Finished Goods Test and Hold Stats

Since February 2007

- 143,438,692 pounds produced
- 50,670 number of samples taken
- 371 initial reactive
- 2 molecularly confirmed positive



No time to rest...

- More work needed to further understand results
 - By product, by region, by grower, etc.
- Continue to build database and identify trends that may lead to relevant information
- Continue to develop strategies that reduce or eliminate the hazards from fresh cut produce



“Our mission is to bring the benefits of organic food to as many people as possible and serve as a catalyst for positive change.”

Thank you

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