

Coalition of Food Protection Task Forces Webinar

“New Era of Food Safety Update with the Coalition of Food Protection Task Forces”

September 29, 2020, Tuesday, 2:00-3:30 PM EST

2:00 pm – 2:05 pm	<p>Moderator Thanh Andrews, Project Manager and Technical Advisor FDA, Office of Partnerships, Division of Partnerships Investments and Agreements</p>
2:05 pm – 2:10 pm	<p>Welcome Presented by: Alan Tart, Deputy Director, FDA, Office of Partnerships</p>
2:10 pm – 2:40 pm	<p>Moving Forward in the New Era of Smarter Food Safety</p> <ul style="list-style-type: none"> • FDA released the New Era of Smarter Food Safety Blueprint on July 13, outlining the agency’s plans over the next 10 years to create a more digital, traceable, and safer food system. Frank Yiannas, FDA’s Deputy Commissioner for Food Safety and Response, talks about how the agency plans to make these goals a reality with the help of stakeholders in the public and private sectors. https://www.fda.gov/food/new-era-smarter-food-safety <p>Presented by: Frank Yiannas, Deputy Commissioner, FDA, Food Policy and Response</p>
2:40 pm – 3:10 pm	<p>Communication: Not Just a Buzz Word. A little Can Net you Big Returns</p> <ul style="list-style-type: none"> • When supporting your work with key stakeholders, a little can go a long way. Benschoter will share strategies for building relationships simply with or without resources. In addition, we will look at the communications strategies the FDA has used in rolling out the Blueprint and how you might apply them in your efforts. <p>Presented by: Brooke Benschoter, Director of Communications, Association of Food and Drug Officials (AFDO)</p>
3:10 pm – 3:25 pm	<p>Q&A – Priscilla Neves, Consumer Safety Officer and Technical Advisor FDA, Office of Partnerships, Division of Standards Implementation</p>
3:25 PM - 3:30 PM	<p>Closeout - Thanh Andrews</p>

Thanh Andrews

Project Manager and Technical Advisor
FDA, Office of Partnerships, Division of Partnerships Investments and Agreements



Thanh Andrews is a Project Manager and Technical Advisor working in the FDA's Office of Partnerships in the Division of Partnerships Investments and Agreements. She is responsible for the Food Protection Task Forces (FPTF) Grant and Mammography Quality Standards Act (MQSA) Contract.

Thanh joined FDA in March of 2000. Thanh has also served as an Executive Assistant in the Office of Operations Immediate Office, Pharmaceutical Quality Programs, a Regulatory Health Project Manager in the Center for Drug Evaluation and Research, Office of Generic Drugs, a Compliance Officer in the Center for Device and Radiological Health, Orthopedic Physical Medicine Anesthesiology Branch, and an Investigator in the FDA's San Diego Residence Post.

Thanh received her Bachelor of Science degree in Nutrition and Food Science from San Diego State University and a Master of Arts in Human Relations from the University of Oklahoma.

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Alan Tart

Deputy Director
FDA, Office of Partnerships



Alan Tart is the Deputy Director of the Office of Partnerships, an office within FDA's Office of Regulatory Affairs. As Deputy Director, Alan provides executive-level management, programmatic, and operational leadership, direction, and guidance to the Office of Partnerships, including the Division of Integration, Division of Standards Implementation, and the Division of Partnership Investments and Agreements. Alan serves as a principal advisor to the Director, Office of Partnerships and the Assistant Commissioner for Partnerships and Policy on all matters pertaining to ORA's partnership programs with state, local, tribal, and territorial regulatory jurisdictions and public health and regulatory associations.

During his 21-year career at FDA, Alan has also served as a Microbiologist in FDA's Southeast Regional Laboratory, a Regional Retail Food Specialist in FDA's Southeast Region State Cooperative Programs Branch, a Training Officer in ORA's Office of Training, Education, and Development (OTED) and a Retail Food Program Specialist in OP's Division of Standards Implementation.

Alan holds a Bachelor of Science degree in Biology from Berry College in Rome, GA. He is a 2008 graduate of the Atlanta Federal Executive Board's Leadership Government Program, and 2018 graduate of the Federal Executive Institute's Leadership in a Democratic Society program. Alan is also active in his community having served from 2007 – 2011 as a city councilmember in Milton, GA.

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Frank Yiannas

Deputy Commissioner
FDA, Food Policy & Response



Frank Yiannas is the Deputy Commissioner for Food Policy and Response, a position he assumed in December of 2018. He is the principal advisor to the FDA Commissioner in the development and execution of policies related to food safety, including implementation of the landmark FDA Food Safety Modernization Act (FSMA). His leadership role within the Agency covers a broad spectrum of food safety priorities, such as outbreak response, traceback investigations, product recall activities, and supply chain innovation across the full spectrum of FDA-regulated products.

Mr. Yiannas is, in effect, the Agency's chief ambassador to reduce food safety risks and achieve high rates of compliance with FDA food safety standards, working to develop innovative collaborations with external partners and stakeholders and effective relationships with government and industry leaders, as well as consumer groups.

A renowned food safety expert and author, Mr. Yiannas came to FDA from leadership roles with two industry giants: Walmart and the Walt Disney Company. Through his career, he's been recognized for his role in elevating food safety standards and building effective food safety management systems based on modern science and risk-based prevention principles.

At Walmart, which he joined in 2008 and served for over a decade, Mr. Yiannas was the Vice President for Food Safety. In this role, he led the effort to make Walmart the first U.S. retailer to require suppliers to achieve certification against one of the Global Food Safety Initiative (GFSI) benchmarked food safety schemes. More recently, he has become a globally recognized pioneer in using blockchain technology to create a more digital and transparent food system. His work has shown that by leveraging technology, the amount of time taken to trace the origin of a food back to source can be reduced from weeks and days down to seconds. Based on his work, other major food companies are now exploring the use of this technology.

His experiences in the food safety arena have also made him an advocate for the promotion of a Food Safety Culture to protect the world's food supply, arguing that science and policy alone are not enough. Advancing food safety also requires an understanding of organizational culture and principles of human behavior. Engaging on this level to help shape an organization's culture is the subject of his books *Food Safety Culture, Creating a Behavior-based Food Safety Management System*, and *Food Safety = Behavior, 30 Proven Techniques to Enhance Employee Compliance*.

At Disney, where he worked for 19 years, he was the Director of Safety and Health. During his tenure, Disney received the prestigious Black Pearl Award for corporate excellence in food safety from the International Association for Food Protection.

The recipient of numerous awards, in 2007, he received the National Science Foundation's International Lifetime Achievement Award for Leadership in Food Safety. He is also the recipient of the Collaboration Award by FDA in 2008 and he was named the 2015 Industry Professional Food Safety Hero Award by STOP Foodborne Illness, a consumer advocacy group.

Mr. Yiannas is a past president of the International Association for Food Protection and a past vice-chairman of the Global Food Safety Initiative. He is also an adjunct Professor in the Food Safety Program at Michigan State University, and in 2017 was awarded the MSU Outstanding Faculty Award.

A microbiologist, Mr. Yiannas received a B.S. in microbiology from the University of Central Florida and a Master of Public Health degree from the University of South Florida.

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Brooke Benschoter

Director of Communications

Association of Food and Drug Officials (AFDO)



Brooke Benschoter, APR, MS has been serving AFDO as Director of Communications since December, 2018. Prior to that time, Benschoter provided public relations and podcast support to AFDO as a freelance professional. With specific communications experience in food, agriculture, academia, non-profits, and association management, Benschoter brings her 30 plus years of integrated marketing and communications to projects while practicing servant leadership.

Benschoter says her years of experience in corporate communications and integrated marketing have been crucial in developing her own leadership and facilitation approach to helping others. She has overseen branding, marketing, advertising, and public relations with organizations such as Pioneer Hi-Bred, Meredith Corporation, ITAGroup, National Pork Board and Drake University. Her career started in broadcast journalism as a reporter, producer, and anchor where she focused on education, health and agriculture. Her experience grew to include marketing agency management and consulting experience.

Benschoter calls herself a “branding geek,” having worked with many national brands that include Kraft, Home Depot, Toro, Scott’s, Pioneer Hi-Bred International, Better Homes and Gardens, Tone’s, Frito Lay, USS Iowa, and Mary Engelbreit. Since 2009, she has focused on personal branding as part of the toolbox for leaders and those who follow them.

Benschoter created and produced the tv series, A Fork in the Road with Sheree Clark. The show focused on empowering viewers to improve their lives through nutrition, exercise and education. Benschoter directed the 2014 and 2015 SmartTalk Connected Conversations speaker series. Additionally, she has developed and hosted many development events focused on branding, diversity and inclusion, and professional growth – for both organizations and their employees.

An Omaha, Nebraska native, Benschoter graduated from Creighton University and received her M.S. in Leadership Development, Organizational Development and Adult Learning from Drake University. She is a graduate of the Greater Des Moines Leadership Institute and loves all things Des Moines. A 25-year volunteer and chairperson for Festival of Trees and Lights benefitting Blank Children’s Hospital, she also served on the Board of Directors of Beacon of Life Transitional Housing for Women for six years and is currently on the marketing committee for the Young Women’s Resource Center.

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Priscilla Neves, M.Ed., RS

Consumer Safety Officer and Technical Advisor

FDA, Office of Partnerships, Division of Standards Implementation



Priscilla is a Consumer Safety Officer/Regulatory Program Standards Specialist working in the FDA, Office of Partnerships in the Division of Standards Implementation. She is responsible for providing support to states enrolled in the Manufactured Food Regulatory Program Standards and is a technical advisor for the food protection task force program.

Prior to joining FDA in 2010, Priscilla worked for the MA Dept. of Public Health Food Protection Program for 26 years as an inspector, foodborne illness response coordinator, supervisor and program director in the areas of retail, manufactured food, food emergency response and state food safety task forces.

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