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To strengthen food safety culture through education and training

Dr. Jin YueDeputy Director, Bor S. Luh Food Safety Research Center Shanghai Jiao Tong University

Outline

- Why food safety culture is essential
- Mow to build food safety culture
- The role of academia in building food safety culture
- What we have done



Why food safety culture is essential



徒法不足以自行

- Mencius (372 BC - 289 BC)

Every man's ability may be strengthened or increased by culture.

- Sir John Abbott, 3rd Prime Minster of Canada (1821-1893)



To establish an advanced food safety culture

Traditional cultures:

- > **黜奢崇俭** dismisses extravagantly honors thriftily
- > 无所禁忌 eat everything
- > 重直觉轻思辨 qualitatively, not quantitatively



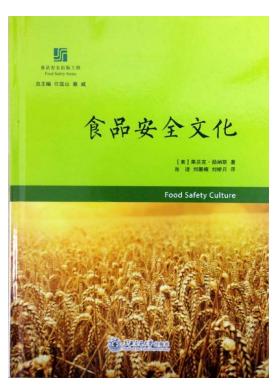


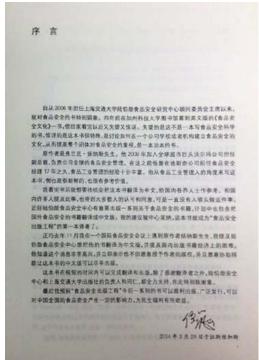




How to establish food safety culture

Recommend a book: Food Safety Culture by Frank Yiannas To build a behavior based food safety management.







Shared Responsibility for Food Safety

- > Government
- > Food Industry
- > Consumer
- > Media
- > Academia
 - Food safety education
 - Train food safety workers
 - Perform food safety research
 - Connect government, industry, consumer and media

Shared Responsibility



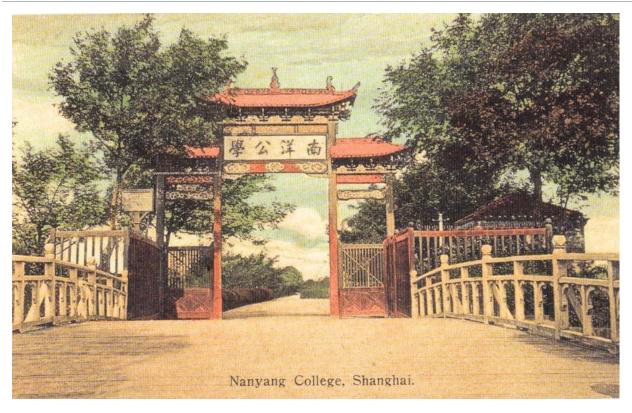






Overview of SJTU

- > Established in 1896 as Nan Yang College, SJTU is one of the first national institutions of higher learning in China
- > Ranked in top # 4 in China at present





Overview of SJTU



- >**5** campus, **3,225** km2
- >28 schools (departments)
- > **64** undergraduate programs
- > 250 masters-degree programs
- > **203** Ph.D. programs
- > 28 post-doctorate programs
- >11 state key laboratories and national engineering research centers



Bor S. Luh Center: Establishment

Bor S. Luh Food Safety Research Center was established on April 25, 2005, and named after Dr. Bor Shiun Luh, an alumni of Shanghai Jiao Tong University (1938). Dr. Luh contributed \$3 million US dollars to establish the Center.



Bor Shiun Luh (1916-2001)



Establishment Cerymony 2005-04-25

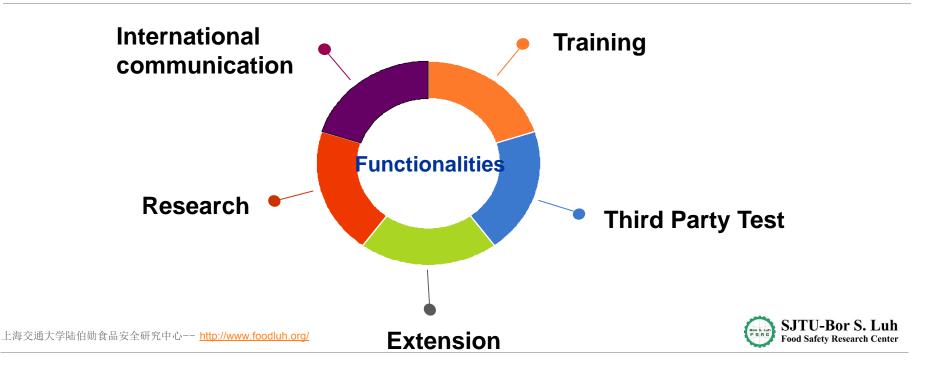


Bor S. Luh Center: Vision & Functionalities

Vision of the Center:

Establish itself to become the authoritative voice for Food Safety issues in China.

- > Seek strong support from the University and related academic fields, the Shanghai and China's food processing industries, and the relevant government agencies on the one hand.
- > Develop sound food safety research projects, creditable training and outreach activities, and appropriate instruction and academic programs on the other hand.



Training Programs

- **OBJANCE OF SITUS OF STATE OF SITUS OF**
- 2 HACCP Training Program
- General Knowledge of Food Safety Training program for SME
- Specific trainings for companies & organizations
- Programs for popularization of food safety knowledge



SJTU-SSAFE-GFSI Training Program







SJTU through its Bor S. Luh Food Safety Center coordinates and administers this program.

> Cooperation Organisation:

Global Food Safety Initiative (GFSI)
Safe Supply of Affordable Food Everywhere (SSAFE)

- > Sponsored by SSAFE, 2013-2015.
- > GFSI Global Market Tool was translated into Chinese and used as training material.



SJTU-SSAFE-GFSI Training Program

> SJTU--SSAFE--GFSI Global Markets Program Food Safety Workshop

Basic level: Oct.26-28, 2013; June 4-5, 2014;

Intermediate level: Nov.10-11,2014; May 6-7,2015

> Instructors: from academia and industry









2 HACCP Training Program

Food Safety Prerequisite Programs and HACCP System (May-June, 2013)

- > Joined with Michigan State University (MSU), SSAFE, funded by the World Bank's Global Food Safety Partnership (GFSP)
- > Including E-Learning (May, 2013) and face-to-face training (June 17-20,2013)
- > Participants: E-Learning 100; face-to-face training 40





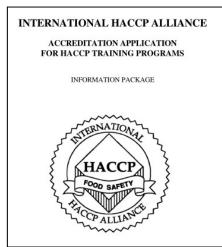


2 HACCP Training Program

High level training programs:

- >International HACCP Alliance (IHA): developed on Mar.25,1994,to provide a uniform program to assure safer meat and poultry products.
- > the Center was authorized by IHA in 2014
- > Instructors: Yaowen Huang, Professor of the Department of Food Science and Technology, University of Georgia; Qualified HACCP and SSOP Trainer of U.S. Food and Drug Administration

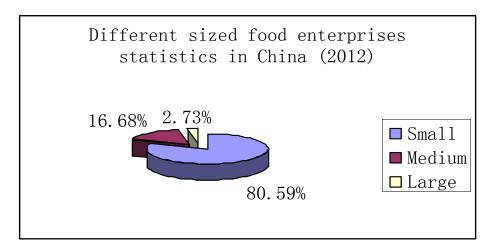






General Knowledge of Food Safety Training program for SME

There are multitudes of small and medium sized food enterprises (SMEs) (>450,000) producing a vast variety of food ingredients and products in China.



- > These SME's are often fragmented and operating independently.
- > Many of these SME's lack a basic understanding of good food safety practices.



General Knowledge of Food Safety Training program for SME

- > Initiated in 2010, a 3-year program to deliver food safety trainings to small and medium size food enterprises (SME's) in China.
- >Shanghai Jiao Tong University through its Bor S. Luh Food Safety Center coordinates and administers this program.



7 sponsors:



















General Knowledge of Food Safety Training program for SME

> 2010-2013:

7 training courses; more than 500 participants

>Instructors:

Administrators from government

Professors from academia

Food safety managers from industry

> More trainings: Mar.20-21, 2014

> More sponsors: +3









Specific trainings for companies & organizations

> Government:

Ningbo FDA

Food Safety Office of Eryuan Country, Yunnan Province

>Industry:

Gaoyou Egg Ltd.

Wal-Mart

> Catering Services:

University Canteens
Eryuan No.1 Middle School









Characteristics and advantages





> Highly qualified faculty

Government Enterprises Academia

- > Tailored training curriculum to meet the specific needs
- > Diversified Professional Training

Online Training
Face-to-face Traning
Factory visit



Programs for popularization of food safety knowledge











Next Trainings

SJTU--SSAFE--GFSI Global Markets Program Food Safety Workshop

- >Nov 11-12,2015
- >School of Agriculture and Biology, SJTU

Nov. 11 th , 2015		
09:00 - 09:30	Registration	
09:30 - 09:35	Welcome & Introduction	Director of Bor S. Luh Food Safety Research Center
09:35 - 09:45	Introduction of SSAFE&GFSI	SSAFE Representative
09:45 - 10:00	Introduction of GFSI Global Market Program	GFSI Representative
10:00 - 11:00	Good Manufacturing Practices (Part I)	Dr. Yan Zhinong from ECOLAB
11:0011:30	Group photo taken & Break	
11:3012:30	Good Manufacturing Practices (Part II)	Dr. Yan Zhinong from ECOLAB
12:30 - 13:30	Lunch	
13:30 - 15:00	Control of Food Hazards (Part I)	Dr. Yan Zhinong from ECOLAB
15:00 - 15:15	Break	
15:15—16:45	Control of Food Hazards (Part II)	Dr. Yan Zhinong from ECOLAB

Nov. 12 th , 2015		
09:00 - 10:30	Food Safety Management Systems (Part I)	Pro. Zhang Shaohui from SJTU
10:30 - 10:45	Break	
10:45 - 12:15	Food Safety Management Systems (Part II)	Pro. Zhang Shaohui from SJTU
12:15-13:00	Lunch	
13:00 - 14:30	Case Study, Q & A	Dr. Xiong Chuanwu from Star Farm
14:30 - 14:45	Break	
14:45—16:15	Case Study , Q & A	Dr. Xiong Chuanwu from Star Farm
16:15—17:00	Certification granted	



You are welcome to contact and join us

Dr. Jin Yue

http://www.foodluh.sjtu.edu.cn







Thanks!