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WWW.BUTTECOUNTY.NET/PUBLICHEALTH

## ENVIRONMENTAL HEALTH DIVISION

January 31, 2013

**You are invited!**  
**Feb 14**

### Dear Retail Food Facility:

For the last several years our office has solicited email addresses so that we can communicate for readily with the food facilities that we regulate. Thank you for helping us by providing your email address.

We are in the process of establishing a Food Safety Advisory Group and are planning a kick-off meeting on February 14, 2013. I would like to share with you a little information about the new Advisory Group and invite you to participate in the initial meeting.

### Advisory Group Membership

The Advisory Group consists of 9 members representing different groups of food safety stakeholders, plus a representative from the Independent Grocers Association and the Restaurant Association. A listing of Advisory Group members is attached to this letter.

### Advisory Group Activities

The Advisory Group will provide guidance to the Public Health Department on food safety program policies and priorities related to:

- **US FDA Voluntary Retail Food Standards**

Our office signed up to participate in these voluntary standards in 2006 after it became evident that significant program improvements were needed. The nine FDA standards are: (1) Regulatory foundation; (2) Trained regulatory staff; (3) Inspection program based on HACCP principles; (4) Uniform inspection program; (5) Foodborne illness preparedness and response; (6) Compliance and enforcement; (7) Industry and community relations; (8) Program support and resources; and (9) Program assessment.

- **Consumer awareness**

We need to consider how we can better serve our community, including discussion of: (1) How we post inspections on our website; (2) Whether we should consider grading or placarding facilities based on inspection results; (3) Public access to food recall information; and (4) How to conduct effective public information campaigns.

- **Food safety initiatives and incentive programs**

We think that incentives and recognition might do more to encourage safe food practices than relying only on inspections and enforcement. We need input on how our food safety program can recognize and reward excellence in the food industry and we need the committee's support if we take these initiatives forward within our department and possibly even to the Board of Supervisors.

TEL- 530.538.7281 | 202 MIRA LOMA DRIVE  
FAX- 530.538.5339 | OROVILLE, CA 95965

- **Program evaluation and performance metrics**

This area explores how we can best measure success in our program so that our requirements and initiatives are linked to outcomes.

**Kick-Off Meeting**

The kick-off meeting that you are being invited to is scheduled for February 14, 2013 in the meeting room at the Oroville Branch of the Butte County Library.

At this meeting, staff from the US Food and Drug Administration (USFDA) will introduce you to the USFDA Voluntary Retail Food Standards that will continue to be the framework for our food safety program development activities.

Next, the Program Manager for Sacramento County's food safety program will share with the group how their county's food safety program has developed to become one of the most respected in the nation. This presentation will demonstrate the sort of program development that can take place over time to encourage best food safety practices within a jurisdiction.

After lunch, we will work as a group to prioritize food program activities for Butte County.

**Invitation to Participate**

Please take a look at the attached flyer. If you would like to attend the kick-off meeting, please complete the registration portion and send it in to us **no later than February 6**. The reason for this short timeline is that space is limited and also we need to know how many lunches to plan for.

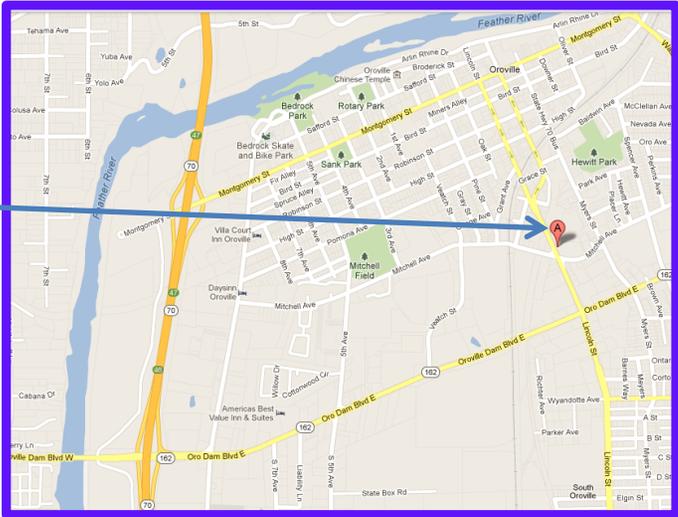
Thank you in advance for your consideration of this important matter for Butte County. I can be reached by email at [bbanner@buttecounty.net](mailto:bbanner@buttecounty.net) in my office at (530) 538-6772.



Brad Banner  
Environmental Health Director



**Meeting Location:**  
 1820 Mitchell Avenue  
 Oroville, CA



**Food Safety Working Group**

Member Category	Unincorporated County	Chico (All Staff)	Gridley/Biggs (Andrea)	Oroville (Jennifer/Leslie)	Paradise (Kimberly/Elaine)
Large size restaurant		Brian Wong Tong Fong Low			
Small/medium size restaurant				Adam Urteago Righteous Burger	
Large market					Mike Ward Grocery Outlet
Minimart			Dean McKelvey Mac's Market		
Mobile food facility		John Geiger Crazy Dog			
Community event organizer		Stephen J Kenny Line Drive Marketing			
Farmer's market/Local food	Chris Kerston Chaffin Family Orchards				
School nutrition/SNAP			Linda Baker Gridley Unified School District		
News media	Heather Hacking Chico Enterprise-Record				
Restaurant Association	Alison avander@calrest.org				
Independent Grocers Association	John Handley Independent Grocers Assoc.				

Blue Font = Volunteer or Agreed to Participate

Updated: January 24, 2013



# FOOD SAFETY ADVISORY GROUP AGENDA

FEBRUARY 14, 2013  
BUTTE COUNTY LIBRARY, 1820 MITCHELL AVENUE, OROVILLE

1. **Welcome and Introductions**-----9:30 a.m.
2. **USFDA Voluntary Retail Food Safety Standards**-----10:00 a.m.  
*Lisa Whitlock, FDA Food Safety Specialist*
3. **Sacramento County Experience in Food Safety**-----11:00 a.m.  
*Alicia Enriquez, Consumer Protection Manager, Sacramento County*
4. **Lunch and Roundtable Discussion**-----NOON
5. **Group Exercise: Prioritization of Food Safety Priorities**-----1:00 p.m.
6. **Wrap-Up and Preparation for Next Meeting**-----2:30 p.m.

If you are not a member of the Food Safety Advisory Group but would like to attend this important meeting, please complete the registration below:



Name \_\_\_\_\_ Email \_\_\_\_\_ Phone: \_\_\_\_\_

(Please **print clearly** so we can contact you if there are any changes in the meeting schedule)

I plan to join the group for lunch                       I do NOT plan to join the group for lunch

(Please enclose a check for \$12 to cover the cost of the meal if you marked "yes," above)

**Mail this registration to:** Butte County Environmental Health, 202 Mira Loma Drive, Oroville, CA 95965, or contact Karen Frederick at (530) 538-7149, [kfrederick@buttecounty.net](mailto:kfrederick@buttecounty.net)



Registration Cut-Off  
Date: February 6