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11	STANDING SUB-COMMITTEE NUMBER 1
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15	How can FSIS Best Share Information on New Technology
16	with Small and Very Small Plants?
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THURSDAY, JUNE 16, 2005

The Sub-Committee convened in the Cafeteria Conference Room of the South Building Department of Agriculture, 1400 Independence Avenue, S.W., Washington, D.C., at 3:00 p.m., Mr. Kevin Elfering, Chairperson, presiding.

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(Whereupon, the proceedings in the foregoing matter went off the record at 2:20 p.m. and went back on the record at 2:43 p.m.)

CHAIRPERSON ELFERING: Well, I think we've got a couple of things that we need to discuss, and, you know, one of the things that probably sometimes works out the best is just to kind of go over some of the issues at hand and, really, what they're trying to accomplish.

I think one of the difficulties that FSIS has had in the past is disseminating information out to very small plants, and I'm going to say very small more so than small plants. If you look at the definition of what a small plant is, in most people's mind that really is not a very small plant.

Very small plants are the biggest issue.

One of the things is -- and they've tried a lot of -a lot of different things to try to get information
out -- having workshops. But many times in these very
small plants the owner of the processing plant is also
the sausage maker of the plant, is also the sanitation
person in the plant, and is also the salesperson in

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the plant. 1 2 MEMBER LEECH: And it might not even be a 3 full-time job. CHAIRPERSON ELFERING: That's exactly 4 right. 5 6 MEMBER LEECH: It's more a hobby on the 7 side. CHAIRPERSON ELFERING: So for them 8 Yes. 9 to be able to go to a seminar, and especially like if 10 you would want to be putting together a two-day 11 seminar --MEMBER LEECH: It's not going to happen. 12 13 CHAIRPERSON ELFERING: -- yes, you're just not going to be able to get people there. We have 14 even -- in our state, we have tried to hold what we 15 16 called a HACCP roundtable, where we would invite the 17 industry to come in and discuss issues with HACCP, and 18 the only participants that we ever had were companies like Hormel, Jenyaw, the large -- who has quality 19 20 control people that can come to a meeting. So that's

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The other thing that they mention -- and

one of the struggles.

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I'd like to have somebody's opinions on this, but how many of you have multiple CDs that you have picked up, or have been sent, from meetings that you've gone to that you've never looked at?

(Laughter.)

How many of you have more than 20 of them?

I know I do. I know I do, that have either been sent out or have been given to me.

MEMBER LEECH: See, I don't get the mass mailings, so I'm in the same shape as you.

CHAIRPERSON ELFERING: But does a small plant operator, do they have time to sit down at their computer, if they've got a computer, and put a CD in and go through all of the information on a CD? So is that a practical means of getting information out to very small plants? I just don't see it.

MR. CASTELLANOS: At the very least there would have to be some kind of followup afterwards.

MEMBER LEECH: Well, or there would have to be a real enticing coversheet that went with it that could -- you could real quickly look at to realize that you need to go into more depth.

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1	CHAIRPERSON ELFERING: The other thing is
2	is one of the things that was mentioned is the USDA
3	and the majority of the state programs will have a
4	similar position, these EAIO officers that go out and
5	do assessments of HACCP plans. Is this some an
6	area where perhaps could be utilized to get the
7	information out? And is there a potential of using
8	land grant universities and county extension?
9	MEMBER LEECH: I think that's what you've
10	got to do. It's happening on the screen right here.
11	I'm not sure what well, either way
12	MEMBER LOGUE: You need to hook that up,
13	so that
14	MEMBER LEECH: Oh, okay.
15	CHAIRPERSON ELFERING: Can you just hook
16	it up right on the you should be able to just
17	unplug it from here and hook it up to your computer.
18	MEMBER LOGUE: Well, we want the notes
19	live if we're going to do yes, we'd like to have
20	the laptop.
21	DR. SYED: Because if we turn this off
22	MEMBER LOGUE: Right.

CHAIRPERSON ELFERING: You can just disconnect that one.

DR. SYED: It is very -- some of them have very limited resources. Husband and wife, son and daughter, the other QC people, they are the processing foreman, everything gets --

CHAIRPERSON ELFERING: Yes.

DR. SYED: And their resources are very limited. They cannot afford it, I don't think, in a million years. How can you afford to pay that? It's something that needs to be addressed.

CHAIRPERSON ELFERING: And then, the unfortunate part about that is is the companies that do pay someone to come in and do a HACCP plan for them, after that consultant is gone, they don't know how to answer anything that's in the plan. And so when an inspector comes in and says, you know, why are you doing this, well, because the guy who wrote the plan put it in there. And that's the only response they have.

DR. SYED: Absolutely. I have experience with them and issue an NOIE. And they can answer the

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NOIE three days before suspension in effect. Now, they have to make who they think -- they get direction from them, and they don't know, because they don't understand HACCP to begin with. They don't understand.

MEMBER DENTON: I have a question for you before we get too far down this path in thinking about this. We are addressing this with one issue, and that's how we communicate new technology to these small and very small plants. In almost every plant, there is an inspector. Now, I don't know exactly how it works at the state level.

CHAIRPERSON ELFERING: Same way.

MEMBER DENTON: What is wrong with thinking about the person who is the actual onsite inspector serving as the conduit for that particular type of information as it goes directly to these small plants?

It circumvents this whole issue of trying to deal with it on a CD, but let them communicate you need to take a look at this particular type of technology, and then whoever it is that's marketing

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that technology could be brought into the equation as far as following up on that. But just the initial -- I don't know what -- the initial communication could come from that person that's going to be there in that plant as part of FSIS or as part of the Minnesota state --

CHAIRPERSON ELFERING: And I think that we probably could -- we have to look at it from a couple of different perspectives, and I know that in -- in our state we can certainly train the numbers of inspectors that we have to be able to make sure that we're giving consistent information.

But when you've got 7,000 inspectors out there from FSIS, how do you do the training so that a consistent message is going out to all the plants? That, again, is the difficulty and --

MEMBER DENTON: Do you mean the training on the application of the technology?

CHAIRPERSON ELFERING: Even just getting the information out equally I think is even difficult.

You can have somebody from FSIS maybe comment on this, but I think from the standpoint inspectors don't

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believe that they have any responsibility in doing anything other than inspecting, then you have other trained people like EAIO officers who will actually be going out and doing everything related to HACCP.

All they are is doing verification that the plant is doing. And maybe -- maybe you don't see it --

absolutely right, DR. SYED: You're they impact the spectrum. They are supposed to write the HACCP plan. They are there to monitor the HACCP plan. The EAIO officers, the CSOs, they they are there to do the 30-dav reassessment, and then the whole change started. So the mission of the agency --

MEMBER DENTON: I thought that's what you were going to tell me, about the in-plant inspectors, that they have their set of responsibilities and they don't consider communication part of that. So then it goes one step back up or more with regard to who it is or how it is.

I keep thinking about at the state level you've got all of your people that are in agreement

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1	with the folks that we've talked to earlier today here
2	at FSIS about the need for having this communicated.
3	My rambling statement earlier was who is the champion
4	at the state level that will then take that into the
5	plant, and how do we do that?
6	We've got university personnel that can
7	help with the education part of it, county extension
8	people that can help with regard to that. But who
9	becomes the driver that keeps that motivation?
10	CHAIRPERSON ELFERING: I think county
11	extension. I really do. We just had you know, I
12	guess I can only relay it, the only experiences that I
13	have. But with the recent voluntary premise
14	identification and livestock identification programs
15	that have been put in place, county extension agents
16	have been doing the footwork and getting that
17	information out, doing the training. They've done a
18	phenomenal job with it. They're educators. You know,
19	they're trained they're trained to be educators.
20	MEMBER LEECH: That's what they do.
21	CHAIRPERSON ELFERING: Yes.

MEMBER KOWALCYK: I would have to agree

that the extension would be a very good resource. I think one issue that these small producers face is getting the product out the door and compiling the regulations as they are.

And if there's something that they can adopt that would help them with their HACCP plan, it would, one, need to come from a credible source, but you're absolutely right, they don't have the time to spend on that type of self-learning. So coming from the extension office I think would be very beneficial.

And also, I would argue that it's incumbent on the agency to identify technologies and -- based on cooperative studies and where they fit within the industry. Some technologies might fit very well with very small processors, but some might be in practice very good but only apply to an XO or somebody like that.

So I think going, you know, maybe two steps up from the front line inspectors to field officers or tech service centers and to the academic side of USDA through the extension to determine what technologies could be adopted by certain types of

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plants, because as a consumer rep technology is good if used properly.

And you don't want to rush in technology where there is a significant learning curve and these processors, especially those that have been doing it for years and years, you're taking them out of their comfort level. So I think any way you can approach them from a very clinical source of information to learn that would help get them to but into technology.

CHAIRPERSON ELFERING: And in most cases it's the very small plants that would -- the more simplistic the better. They don't want to -- they don't want a lot of sophistication. So even with this sanitizing halo that has been talked about, it might be a very simple piece of equipment.

If a company can put something like that together, and it's very inexpensive, easy to operate, easy to maintain, that's something you would accept much more readily than having a new student pasteurization on carcasses.

MEMBER LOGUE: Can I make a point here?

CHAIRPERSON ELFERING: Catherine, yes?

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MEMBER LOGUE: Something that came up when I thought about this -- they talk about how right now they've got these -- you know, university institutions, these cooperative agreements, how they are encouraging the small plants to get involved with these.

said something like, "Can the you agency can make connection the we institution," and the small plant would say, "Hey, you know, there is one down the road that produces so many -- so much capital every month. And maybe they're interested in this kind of stuff. How about you guys together if you with and see can come up something?"

A small plant would say, "Here's what we'd like to do. I mean, we're work one on one with an institution. And that, you know, we're willing to do it." And then, come up with a plan between us and go after the --

CHAIRPERSON ELFERING: Well, I'll relay one more story is the University of Minnesota sent out to all the very small plants in the State of Minnesota

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1	that one of their microbiologists who is a HACCP
2	expert would review their HACCP plan for \$100 and give
3	recommendations. Do you know how many she got?
4	MEMBER LOGUE: Two?
5	CHAIRPERSON ELFERING: Two.
6	(Laughter.)
7	MEMBER LEECH: They still didn't the
8	people still didn't know her, and they still the
9	timeline to get it done, for it to meet the deadlines,
10	and we all put things off until the last minute, and
11	there are a lot of reasons why that probably happened
12	that way.
13	CHAIRPERSON ELFERING: But, I mean, it was
14	just another good example of how doing outreach to
15	these very small plants is just not that easy.
16	MEMBER LOGUE: Maybe the county extension
17	agents could develop these guys better at the
18	MEMBER LEECH: Be able to make some
19	relationships, right.
20	MEMBER LOGUE: and to help build that
21	relationship.
22	MEMBER LEECH: Right.

MEMBER DENTON: There's an element of 1 2 trust that's there with, again, the local community that folks at universities just don't have. 3 Isn't it also incumbent MR. CASTELLANOS: 4 manufacturers of technology to, you know, 5 6 provide the education, the accessibility, the 7 training, etcetera, etcetera, etcetera. I think part of this is really the USDA working in conjunction with 8 9 an approved technology manufacturer. 10 Once that technology has been identified, I don't see really why the USDA should take on the 11 12 role of the expert here. Well, the problem is that 13 MEMBER LEECH: the companies only want to go after -- after the plant 14 if they can make enough profit off it. 15 And these small ones are ones that, you know, I mean, it's a 16 17 whole lot financially lucrative for more the technology folks to go after somebody who is going to 18 19 pay them a whole lot than these plants. 20 And what we're talking about is technologies that don't cost a lot of money, because 21

these small plants can't afford it. So that's why

1	historically a lot of different technology issues
2	extension has been there for those folks, because if
3	you just let the competitive market take care of it
4	it's not going to happen, because there isn't a big
5	enough margin of profit.
6	That's what we're talking about is the
7	ones who are, frankly, unprofitable for those folks to
8	want to give them a whole lot because they're not
9	going to pay a whole lot.
10	MEMBER DENTON: Do you want to try to
11	tackle these questions one at a time?
12	CHAIRPERSON ELFERING: Yes. So if we were
13	to ask these if we were to go ahead and try to
14	answer the first question, "What are the best ways to
15	get information derived from cooperative agreements to
16	small and very small establishments?" What would our
17	best response be?
18	MEMBER DENTON: I think it's a multi-
19	layered sort of thing with the trade associations,
20	some of whom are large and some are middle-sized and
21	some are small.

CHAIRPERSON ELFERING:

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I don't know if

every state has a trade association. I would think 1 2 probably not. I'm thinking about a group 3 MEMBER DENTON: like American Association of Meat Processors, Joe and 4 5 his group. WARFIELD: 6 MS. Some of the larger 7 associations like that, and then filter through the state associations. 8 9 MEMBER DENTON: Right. 10 MEMBER LOGUE: But what happens if you get 11 those from --12 MEMBER DENTON: That's what question number 4 is, or number 3. 13 MEMBER LEECH: But what I'm wondering is, 14 I was trying to think about what people read, because 15 16 I still think, you know -- I just know for me, when I 17 get electronic newsletters, and so forth, and I've got 18 to go to a certain website, the odds of me doing it when I'm hooked up to my high-speed, you know, modem 19 -- to the internet versus at the office versus the 20 21 modem at home, I don't end up doing -- the things that

I end up reading are the things that I can stick in my

briefcase.

I've got three or four of them with me right now that -- when I get stuck somewhere for a while, I'll read them. So my thought is for these folks: how do we figure out what kind of things they read?

And I found myself this morning even wondering about the local small-town newspapers, that if the technology is good -- you know, the press releases -- the local small newspapers will print anything that comes from a government agency. I'm not joking. And don't print them verbatim. They won't -- now, you know, the big -- the big-time newspapers don't have anything to do with it, but extensions learn for years, and that's one way you get things out.

And so part of it is the public becomes aware and is educated about the technology along with the operator of the plant. And, again, I think one of the things that, particularly in agriculture, but in some other places as well, that we've been guilty of is not providing the public with information so that

it came along with everybody, and all of a sudden they went -- I mean, I'll use the genetically -- modifications things.

People just have had conniptions. What they didn't know is that for years and years -- it has now kind of come along, so most of our soybeans are now -- most people, therefore, have been eating genetically modified foods for years now and haven't even known it.

I wish that as we were starting that process we had been explaining to the public that was happening. Same kind of -- you know, I mean, there are people who would give us some of the processes that we -- so if you're bringing people along, I think the public, as well as the providers, I think you're ahead.

CHAIRPERSON ELFERING: And I think one thing, too, to keep in mind if we're going to be looking at some of these trade associations is they represent a wide variety of processing facilities that are not under inspection. They're not under an inspection program.

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They're either a retail-exempt facility or something that does not even have to have a HACCP plan. So I think that's one of the things that we've got to be able to do, first of all, is identify who all of these very small plants are. So, and is that something that, you know, FSIS has to be able to identify, first of all, who they are.

MEMBER DENTON: I agree. That was exactly where my question was going this morning with regard to how many -- they said something like 6,000 plants that are part of PBIS, 200 of which are large, so you've got 5,800 of the small and very small plants, then you've got all of those that operate at the state level inspection that are probably not going to show up -- some of them are not even going to show up on what FSIS has as far as their listing.

CHAIRPERSON ELFERING: And I would guarantee that the majority of state-inspected plants are very small and some are small. But the majority of them are very small.

MEMBER LEECH: I would agree.

MEMBER DENTON: So identifying your target

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1	audience is probably the very first step.
2	MEMBER LEECH: And it needs to be done in
3	a non-threatening way, as in I mean, there's a lot
4	of fear there of people wanting to do away with state
5	programs and that kind of thing, and so you've got to
6	be real careful not to open that can of worms, just
7	because you're trying to get education to be
8	CHAIRPERSON ELFERING: So, number one,
9	first of all we have to identify who the audience is.
10	MEMBER DENTON: And that first question
11	you ask about the best ways to get information derived
12	from the cooperative agreements, that I think that
13	assumes that we have the technologies and that they
14	have worked.
15	MEMBER LEECH: We've got the track record.
16	MEMBER LOGUE: So you are assuming that
17	somewhere along the way
18	MEMBER DENTON: Yes. So now we're talking
19	about who or how we can communicate that. It can be
20	from FSIS direct. It can be through a trade
21	association, through the equipment manufacturer.
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MEMBER LOGUE: Extension agents.

1	MEMBER DENTON: Through the extension
2	agent, and through the state
3	MEMBER LOGUE: County agents.
4	MEMBER DENTON: level personnel.
5	MEMBER LEECH: All of the above. One
6	method is not going to work.
7	MEMBER DENTON: Right.
8	DR. SYED: We can also include the state
9	directors that you
10	MEMBER DENTON: Yes.
11	DR. SYED: they can send the
12	information there, and they can pick up at this
13	time, we have only a website.
14	CHAIRPERSON ELFERING: But federal-state
15	relations has a listing of all of the state plans.
16	DR. SYED: So this will be the way we
17	CHAIRPERSON ELFERING: Yes, definitely.
18	MEMBER DENTON: Have we overlooked anybody
19	in that list?
20	MEMBER LEECH: Is the information that's
21	on those CDs, and so forth, is it accessible off the
22	internet? That if somebody decided today that they

wanted it, they could go in and just down -- open up 1 2 that CD --3 The three I have right now, DR. SYED: those items on the website, they can use that for the 4 information --5 Because my thinking 6 MEMBER LEECH: Okay. 7 that, cannot assume that they have was yes, we computers, but these days increasingly people are 8 9 going to the web and looking for information. And if 10 all the information they need is there, and they can 11 read it the minute they're interested in it versus ordering it and waiting for it to come in until some 12 13 other point, that's a part of hitting the teachable moment thing I think. 14 We are looking at that. 15 DR. SYED: They can get in touch with us, just give us a call, send us 16 17 an e-mail. On our website, when somebody sends an e-mail, we get it whether it's day or night. I get it 18 19 on my Blackberry. So we can respond quite quickly. Last night at 11:15 I got a proposal for 20 21 2005, and at 11:15 I sent it back -- I send it back on 22 the Blackberry, forwarded it so that it can be put in

1	a tracking device. And we have a tracking device with
2	tracking numbers, so we can go back. So we can work
3	on that. That's good.
4	MEMBER DENTON: I see the big challenge
5	there in that, and I think that what you're proposing
6	is very good. The key issue in that is: how do we
7	make these small/very small operators aware that those
8	resources are there? So we've got the issue of how we
9	go to communicate through all of these vehicles that
10	we have.
11	MEMBER LEECH: But if you can send to one
12	place and for something new, and then they know
13	that when the next new thing comes along they could
14	maybe find it in the same spot, and they get so,
15	you know, but it so it is a matter of being
16	MEMBER DENTON: What you're getting at is
17	what I wanted the first time is how do I talk to
18	somebody that's in pick a plant
19	(Laughter.)
20	in your state. How do I reach them the
21	first time to make them aware that we have this whole
22	new technology effort that they can then access in the

future? We've got reach out to them the first thing. 1 2 CHAIRPERSON ELFERING: And I will say in 3 this our particular instance, in the state inspector. 4 Okay. So that's --5 MEMBER DENTON: 6 MEMBER LEECH: I think in a lot of cases 7 it's -- I think that's true in a lot of cases, because that's who you've got a relationship with. 8 9 MEMBER DENTON: So do you consider 10 **MEMBER** LOGUE: inspector, then, to be the first 11 state line communication? 12 13 CHAIRPERSON ELFERING: And that's Yes. not to mean -- and there's a lot of FSIS inspectors 14 15 that are exactly the same way. They go out to these very small plants, and they want to be 16 able 17 You know, you have -- no matter where you educate. 18 have, they have a group that are going to -- are going to be hard-nosed. They still want to be command and 19 control and --20 21 (Laughter.) 22 -- they're not going to educate anybody in

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1	anything. So the front line inspector is still really
2	the could be the first line of contact.
3	MEMBER DENTON: First line of contact.
4	CHAIRPERSON ELFERING: Yes.
5	MEMBER DENTON: Okay. All right. Did we
6	capture
7	MEMBER LOGUE: So the question then
8	becomes, do you have state inspectors as your first
9	line of communication? Is he willing to do more in
10	his job? In other words, is he willing to not just do
11	inspections but think outside the box here and help
12	make connections to other things?
13	CHAIRPERSON ELFERING: I can only answer
14	for our state. I can't answer for any other state
15	program or FSIS. I know ours would.
16	MEMBER LOGUE: They would be.
17	CHAIRPERSON ELFERING: Yes.
18	MEMBER DENTON: And I have to think that
19	as as committed as you are to it, and some of the
20	other folks that have sat around the table Lee Jan
21	from Texas as an example
22	MEMBER LOGUE: Yes.

1	MEMBER DENTON: I think that the effort
2	is going to be there among your colleagues that
3	operate at your level.
4	CHAIRPERSON ELFERING: Definitely.
5	MEMBER DENTON: So that becomes a very
6	doable
7	DR. SYED: Do we have good contact with
8	Mickey Clark in the
9	CHAIRPERSON ELFERING: More with Craig
10	White.
11	DR. SYED: Craig White.
12	CHAIRPERSON ELFERING: Yes. Because
13	Mickey has been kind of in and out for a while, but
14	Craig White and Geoff Lagg. But Geoff has left now,
15	too, so
16	DR. SYED: Geoff has left. Craig White
17	was the MP officer in
18	CHAIRPERSON ELFERING: Yes.
19	MEMBER LOGUE: Craig is good. He's from
20	military, too, and he knows quite a bit about it and
21	
ļ	he has a good personality.

1	think one of the things I think that we can do is
2	to have some good consistency is so that maybe if
3	we even had had the exact same type of information
4	go out, so it could even be developed as an FSIS
5	document, but keeping in mind that it would be
6	something that a state inspection system would also
7	use the same
8	MEMBER LEECH: Yes.
9	CHAIRPERSON ELFERING: informational
10	letter, or whatever you'd want to call it.
11	DR. SYED: Letter of information. Put
12	everything in the letter, send it.
13	MEMBER LEECH: In, hopefully, real people
14	language versus technological regulatory language.
15	MEMBER KOWALCYK: And that goes to Kevin's
16	point earlier about the inspectors and their take on
17	their role. There is, I would argue, another level of
18	communication from the agency to the inspectors, so
19	that they buy into it that, yes, this technology can
20	help plants by inspecting.
21	CHAIRPERSON ELFERING: Yes, that's an
22	important part.

MEMBER KOWALCYK: Ιf you're going 1 to 2 recommend to the plant that you're helping them do their job better, but we're also -- we're also helping 3 you do your job better. So it's kind of that --4 But I think the other 5 MR. CASTELLANOS: side of the question that goes with this is to make 6 sure that the left side, or whatever that resource is, 7 what we talked about here, is up to date. And with 8 9 the help of, you know, the people who are the experts 10 for the specific types of technology, whatever they may be, is to make sure that it's comprehensible and 11 12 up to date, because, you know, that resource will need to be -- I mean, it will be a dynamic thing. 13 to be up to date, there's going to have to be some 14 15 streamlined communication on that end, too. CHAIRPERSON ELFERING: And, actually, I 16 17 think FSIS keeps their website up to date quite well. think they do a really good job keeping their 18 19 website up to date. We update ours mostly every 20 DR. SYED: So my question is: those states, you know, that 21

don't have a meat inspection, do we think it's -- they

1	can communicate with the very small plants to provide
2	information, or the front-line supervisor should have
3	certain role?
4	CHAIRPERSON ELFERING: For exempted
5	facilities or
6	DR. SYED: No, for the very small plants.
7	CHAIRPERSON ELFERING: Do you mean in
8	designated states?
9	DR. SYED: Yes.
10	CHAIRPERSON ELFERING: It would be the
11	front-line inspector would be doing that.
12	DR. SYED: That is the main resource for
13	them.
14	CHAIRPERSON ELFERING: For the initial
15	contact, yes. I think for that very first initial
16	contact, this is information that's available on some
17	new interventions that are or new technology that's
18	available. That first contact should come from the
19	front-line inspector.
20	And then, if they would have if they
21	would need more information, then maybe we could go up
22	to county extension, where they would be able to

provide them with even more in-depth information on something, and help them implement it.

DR. SYED: The reason I'm asking this question is I think we have -- we send a report on new technology to the district managers, DVMs, front-line supervisors. And that gave you -- there he made reference to what is new, what has been improved, but issued no objection letters there, and most up-to-date information is available. I will design it -- new information is on the top.

CHAIRPERSON ELFERING: I think, though, that what -- weren't there front-line inspectors who had a problem with -- in the past with trying to -- you know, they may even buy into some of the technologies that are available. There is always that big fear in the back of their heads -- what if it doesn't work?

MEMBER LEECH: Right.

CHAIRPERSON ELFERING: And I've been telling them this is -- this is good technology, it's going to work, and all of a sudden down the road you have a food-borne illness outbreak, or a recall. And

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the plant operator is going to say, you know, "You said this was going to work." And I think that's one of the fears that the inspectors have. That's why it would be good to have somebody like county extension to come in and do if they needed more information in implementation of it, that would be done somewhere from the outside, rather than from the agency. MEMBER LEECH: Well, but also it's a matter of education and regulation are separate. you're being educated by a regulator, there is implied pressure to accept versus, you know, really going through and evaluating it for yourself. that's what you get up there, too, so, yes, I think it is important to have a separation between who does the regulation and who does the education.

But I still think the regulator can help make aware that this is available, and tell them to -
CHAIRPERSON ELFERING: Yes, definitely.

And that's pretty innocuous, that's pretty innocuous for them.

MEMBER LEECH: I think that's -- that's

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1	safe. But they can then be the major conduit of the
2	real in-depth education.
3	CHAIRPERSON ELFERING: Exactly right.
4	MEMBER LEECH: They can say, "Hey, you
5	know, these new things are coming along. You may want
6	to"
7	CHAIRPERSON ELFERING: Yes. And you're
8	going to have some inspectors that are going to say,
9	"I've seen this operate." You really want to this
LO	is something you really want to do.
L1	MEMBER LEECH: Yes.
L2	CHAIRPERSON ELFERING: Or at least really
L3	look into.
L4	MEMBER LEECH: Or I think yes, I think
L5	it might fly in your situation. I thought it even
L6	when I learned about it, you know.
L7	DR. SYED: Do you think the district
L8	should have some role in it?
L9	CHAIRPERSON ELFERING: The district?
20	MEMBER LOGUE: That's what I was going to
21	ask you. Do they have
22	DR. SYED: That's a question I will ask,

because I'm thinking what I need to do.

CHAIRPERSON ELFERING: Definitely. I think that, yes, the district would be getting that information out. And, you know, one of the things I think is is that to me anyway, in my experience, is even when I was in -- you know, if I was an inspector, I would take information that came from my circuit supervisor much better than I would take it from the administrator.

So I think that you've got to get it down to -- get it down to the district -- district offices, out to the circuit supervisors, and out to area supervisors, or whoever, the level that it needs that's going to be the most appropriate.

DR. SYED: The question -- I have one -- about the inspector, because everybody knows they're a member of the bargaining unit. We cannot pass on management function to them. We have to be very careful because of labor regulations. That's what I was trying to clarify -- the district has a role in that.

The inspectors or the members of the

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	bargaining unit, if we give a management function to
	him, he can document the technology. It's very cheap
	and cost effective. Such-and-such plant is using it.
	You can use it, too. But then, somebody might come
	back and say, "You are using plant inspectors and the
	bargaining unit for management function." So that's
	what I was trying to clarify how I can approach
	that issue.
	CHAIRPERSON ELFERING: But there wouldn't
l	ha a problem if they were to be a delivering that

DR. SYED: We can do it last minute. The PBIS does it every two weeks, and we can work on that. Because that won't go anywhere if there is going to be extra cost.

MEMBER LEECH: And I think it's a matter of how that message is presented to that inspector, too. You know, if the inspector sees the new technology as a potential to help make their job better, you know, then they won't be complaining or whatever about being asked to help share.

So it's kind of a matter of how it gets

initial message.

framed, you know, and so forth, and who the message 1 2 comes from and how it's done, which is what I think 3 Kevin was saying earlier. That makes a big, big difference. 4 I've been thinking about 5 MEMBER DENTON: that, because it leads us into the next question. 6 7 MEMBER LEECH: Oh, good. MEMBER DENTON: And --8 9 (Laughter.) 10 All I have so far is -- and the question 11 "How does FSIS effectively present scientific information to small and very small businesses?" 12 Ι 13 think we have to have simple, powerful messages. MEMBER LEECH: 14 Yes. 15 MEMBER **DENTON:** And then, we have to 16 identify resource contacts. That could 17 extension, it could be the equipment manufacturers, 18 someone that can actually followup and get into the nuts and bolts of what this is going to mean once 19 that's put in a -- in an operation and how that person 20

MEMBER LEECH: Oh, yes.

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is going to deal with that.

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1	MEMBER DENTON: I'm sorry?
2	MEMBER LOGUE: You may have some
3	researchers wanting to do it, too.
4	MEMBER DENTON: Absolutely. And
5	university
6	CHAIRPERSON ELFERING: I would think that
7	somebody who is someone who has actually come up
8	with the with the technology. You know, if it's
9	someone who is doing the research
10	MEMBER LOGUE: They may be willing to work
11	one on one with the plants, and then
12	CHAIRPERSON ELFERING: They'd love to do
13	it.
14	MEMBER LEECH: Yes.
15	MEMBER LOGUE: Hey, you know, most of us
16	need it for tenure anyway. I think for us it
17	CHAIRPERSON ELFERING: Sure.
18	MEMBER LEECH: Staying around.
19	MEMBER LOGUE: Exactly.
20	MEMBER LEECH: It doesn't stop at tenure.
21	MEMBER LOGUE: Oh, I know, but that's what
22	I'm saying. You get a lot of young researchers coming

in that want to do this. There's no reason why not.

It's already expected of them.

MEMBER DENTON: And that helps validate that process.

CHAIRPERSON ELFERING: You know, and I think one of -- and this is off the subject a little bit, but a lot of these researchers now, if they can't get it -- they can't get a graduate student anymore for under \$50,000. So if there's a \$25,000 grant available, they go --

MEMBER LEECH: Yes. You've got to be able to pay tuition, plus their stipend, plus supplies, plus at my university I think there's a certain amount of health insurance that's part of it now, too. And then, the university wants 52, 54 percent overhead. And won't -- you know, I mean, it's getting ridiculous, but that's where we are, because states have cut back on funding so much that we don't have the money to pay graduate assistants.

And they say, "Ahh, no problem. Faculty can just write grants." Well, you find a granter who wants to pay you 200 percent to do the job.

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1	MEMBER DENTON: I could name some of the
2	places that will.
3	(Laughter.)
4	National Institutes of Health.
5	MEMBER LEECH: Yes. But
6	MEMBER DENTON: But if you want something
7	that's going to walk out here into Minnesota or in
8	Arkansas
9	MEMBER LEECH: They're interested.
10	MEMBER DENTON: in a plant that's got
11	six employees, you're not going to find NIH or NSF
12	that's interested in any of that.
13	MEMBER LEECH: No. No.
14	MEMBER DENTON: So it's going to come back
15	around to looking at these cooperative agreements like
16	what they're talking about, and having several
17	interested parties that are willing to collaborate
18	MEMBER LEECH: Yes.
19	MEMBER DENTON: to help benefit
20	industry that is needing the help.
21	MEMBER LEECH: Well, and I think what the
22	universities need is more and more people in the

1	industry to keep saying to the administrators that we
2	need this stuff done, you know, and it cannot you
3	know, that this is unrealistic, and, you know
4	MEMBER LOGUE: Well, one of the ways that
5	happens is or how we do it at our place is
6	advisory boards that come in and tell us issues that
7	are of concern to them. It's like, "This is stuff
8	that's bothering us, and we need somebody to look at
9	it."
LO	MEMBER LEECH: You've got to get approval
L1	from
L2	MEMBER LOGUE: Very true.
L3	DR. PATEL: So to summarize the second
L4	question now, we are still on the first
L5	MEMBER LEECH: Well, I thought we were on
L6	the third one.
L7	MEMBER DENTON: I think we just about are,
L8	because this is one that's going to be the tough nut
L9	to crack is how do you deal with small and very
20	small establishments that do not belong to a trade
21	organization? Because you're
22	MEMBER LOGUE: But they have to be listed

1	somewhere, don't they?
2	MEMBER DENTON: They are. They are
3	definitely.
4	MEMBER LEECH: Yes.
5	MEMBER LOGUE: But where is the absolute
6	place that if they if they only saw one animal a
7	month, where are they listed?
8	CHAIRPERSON ELFERING: They have to be
9	issued an inspection.
LO	MEMBER LOGUE: So
L1	CHAIRPERSON ELFERING: And so the state is
L2	going to have a list of plants, FSIS has a list of
L3	plants. Every facility has an establishment number.
L4	MEMBER LOGUE: Okay. So
L5	CHAIRPERSON ELFERING: So even if you have
L6	an establishment
L7	MEMBER LOGUE: That's where you're going
L8	to go, then.
L9	CHAIRPERSON ELFERING: Yes.
20	MEMBER LOGUE: That's the ultimate list.
21	DR. PATEL: Federal-state relations?
22	CHAIRPERSON ELFERING: Yes. Federal-state

1	relations will have every state by now, it may not
2	be 100 percent accurate, because that changes
3	regularly, but
4	MEMBER LOGUE: You have people going out
5	of business and people going into business.
6	CHAIRPERSON ELFERING: Yes.
7	MEMBER LEECH: Do they have the complete
8	contact information that would be needed?
9	CHAIRPERSON ELFERING: Yes.
10	MEMBER LEECH: Okay.
11	CHAIRPERSON ELFERING: They've got name,
12	address, establishment number. Yes, they've got
13	everything.
14	DR. SYED: Telephone number, too. The
15	telephone numbers are listed, too.
16	MEMBER LOGUE: They may not have e-mail.
17	MEMBER LEECH: That was what was in my
18	mind.
19	CHAIRPERSON ELFERING: And for us, it's on
20	our website, too.
21	MEMBER DENTON: It does put our effort at
22	a little bit of a disadvantage, because you don't have

1	that trade association that can help reinforce the
2	adoption of the technology.
3	MEMBER LOGUE: Yes. Well, that's where
4	maybe somebody like a county agent or somebody that
5	MEMBER LEECH: Or the inspector maybe
6	starts referring them to check with the county agent,
7	who encourages them to come to sessions, and then they
8	maybe get the idea that they need to do a trade
9	association, or whatever. But requiring it is not
10	going to happen. He is going to sell them on a one-
11	to-one basis.
12	CHAIRPERSON ELFERING: You almost have to
13	have a county agent go out there and first introduce
14	themselves.
15	MEMBER LEECH: Yes.
16	MEMBER DENTON: Yes. Develop that
17	relationship.
18	CHAIRPERSON ELFERING: Yes.
19	DR. SYED: How new technology staff at
20	FSIS can get in touch with county extension agent
21	providing the information? On each county or through
22	the state? I'm just asking a question how I can

approach this issue. 1 2 MEMBER LEECH: Oh. You've got a state 3 leader who can -- you can go to the state leader, who can get you the subject matter specialist who is in 4 charge of that kind of thing, and they're going to 5 6 bring their agents in for training probably once or 7 more a year, and you want to get into that cycle. And, I mean, but they -- the extension has 8 9 got a network, and you don't need to find all those 10 individual county agents. 11 MEMBER DENTON: It is way more efficiently organized than that from your perspective, because you 12 will get --13 MEMBER LEECH: 14 Yes. 15 MEMBER DENTON: -- contact state leaders. MEMBER LEECH: Yes. 16 17 CHAIRPERSON ELFERING: In every state --FSIS has established in every state a HACCP contact 18 and a HACCP coordinator. And in most cases the HACCP 19 coordinator is someone who works for extension at a 20 university. It's typically an extension person. 21

would utilize the state contacts and coordinators

also.

2 MEMBER LEECH: Right.

CHAIRPERSON ELFERING: And that's Mary Cutshall's. Mary Cutshall has all of those.

MEMBER LEECH: Well, I mean, in a sense she's trying to meet the needs of people, and this kind of thing -- you know, these health and safety kind of issues are things that the extension intends to work with, and especially when you've got the backup resources.

I mean, the things that we need -- you know, those CD-ROMs, and whatever, you train the extension agency, get them to them, and, boy, you know, that's how you get them distributed. But if they had to create the materials, you'd get into a bigger issue. But since what we have is there --

CHAIRPERSON ELFERING: But, you know, the more I think of it, though, these state contacts and coordinators, they should -- every time you have some new technology that's out there, that should just get sent out to them.

DR. SYED: So they are sent to them, and

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1	then
2	CHAIRPERSON ELFERING: Definitely. And,
3	you know, you throw enough mud, sometimes it's going
4	to stick.
5	MEMBER DENTON: I have a question.
6	CHAIRPERSON ELFERING: Not like this is
7	mud.
8	(Laughter.)
9	MEMBER DENTON: I have a question for you.
10	CHAIRPERSON ELFERING: Yes.
11	MEMBER DENTON: On your FSIS website, will
12	you have a section that's devoted just to the new
13	technologies found?
14	CHAIRPERSON ELFERING: Yes.
15	MEMBER DENTON: Okay.
16	DR. SYED: It is on this slide.
17	MEMBER DENTON: That may not be the right
18	word. The new technology
19	DR. SYED: It is right on it is page 2.
20	It is item 4, page 2 on the top, on this one.
21	MEMBER DENTON: Oh.
22	DR. SYED: And I'll send that one, too. I

1	think it would be on the other one.
2	DR. PATEL: Not on the written one. We
3	don't have it.
4	DR. SYED: Not on that?
5	MEMBER LOGUE: You know, one thing else I
6	think is worth doing is when you've got institutions
7	involved in the research, get them to go out and as
8	part of the agreement make them
9	MEMBER LEECH: I had wondered about that,
LO	too, when it was whether we could with whatever you
L1	put out with cooperative agreements, require that
L2	there be an outreach part of it.
L3	MEMBER LOGUE: Yes.
L4	MEMBER LEECH: Because a lot of grants are
L5	doing that.
L6	MEMBER LOGUE: Yes.
L7	MEMBER LEECH: And so require that they
L8	develop a strategy for sharing the results. And I
L9	started to ask earlier whether, as a part of all of
20	that, I mean, you require folks or folks do I'm
21	assuming they publish in journals and that kind of
1	

thing.

MEMBER LOGUE: Well, you can have them 1 2 assigned from the journals that they have to --Have to do -- yes, that's 3 MEMBER LEECH: what I'm saying. 4 MEMBER LOGUE: -- do something that --5 6 MEMBER LEECH: But if you build in the --7 they've got others there, and the outreach, making it -- what's real for real people, that's the part we 8 9 tend to leave out. 10 CHAIRPERSON ELFERING: I see here that you 11 have the cooperative agreements posted on the website as they are listed for FY2003. Do you have -- within 12 13 that, is there a section specifically devoted to those new technologies that are now available, separate and 14 15 apart from all of the other paperwork? DR. SYED: I think we are still working on 16 17 it. DR. PATEL: And some of the information is 18 19 that August 2004, and then we had proposed that rule from 20 the those new technologies, you notification and approval. But it's on the proposals 21 22 -- once we, you know, issue a new technology, it

1	will be posted.
2	MEMBER DENTON: Okay. Because I can see
3	just getting buried in a lot of the other staff.
4	DR. SYED: Once you get that done, what
5	happens is you're going through our chain of command,
6	then go to OGC.
7	MEMBER DENTON: Okay.
8	DR. SYED: Once OGC clears it, then we
9	will publish it. And then we had we had asked them
LO	once it's submitted whether they want us to have it on
L1	our website or not. And we put it on the website, and
L2	that's public record. Anybody can view it.
L3	MEMBER DENTON: Okay.
L4	DR. SYED: Hopefully we will get it clear
L5	soon.
L6	MEMBER DENTON: Okay. Thank you.
L7	DR. PATEL: I'm thinking most of these
L8	countries who are doing this on new technologies, they
L9	do want to disseminate that information also. For
20	example, there is a website with electronic
21	MEMBER DENTON: Right.
2	DP DATEL they have done

1	MEMBER LOGUE: Yes. But those kind of
2	guys are most likely only going to go as far as trade
3	shows, because they're only going to go to places
4	where they can get a bunch of people together.
5	They're never going to go to Joe Schmoe down the road.
6	That's the thing.
7	And you may you can understand that,
8	because they spend they'd never get anywhere if
9	they kept that up. I mean, they have to limit where
10	they can go. But maybe that's where you have
11	MEMBER DENTON: They have to focus their
12	efforts.
13	DR. SYED: And then, the other question
14	came up about new technologies, whether you
15	MEMBER LOGUE: That's true, yes.
16	DR. SYED: whether you want to put that
17	on the website or not, because you want to protect it.
18	MEMBER LOGUE: But that could be covered
19	under the cooperative agreement. You can say under
20	the cooperative agreement that, no, you develop this
21	technology for this this problem. You cannot go
22	ahead and use this well, I'm talking about for

1	somebody like me, as a researcher, doing it. You
2	could make that part of the agreement.
3	DR. SYED: And a cooperative agreement
4	would be it is ours. We can put it on.
5	MEMBER LOGUE: Right.
6	DR. SYED: But I know other companies who
7	have their own technologies that
8	MEMBER LOGUE: You're talking about
9	somebody like
10	MR. CASTELLANOS: But we'll have for
11	example, what's on our website is public information
12	that we want to make public, we want to make
13	understandable and comprehensible for laymen, and
14	especially whoever would eventually use it. So, I
15	mean, there is really no secrets there.
16	What's on the technology website is
17	could very easily be put on, you know, the website
18	FSIS and if we wanted, it could be centralized,
19	just by way of example. But I should we should make
20	it as comprehensible as possible. Nothing is, you
21	know
22	MEMBER DENTON: It's part of your

1	marketing.
2	MR. CASTELLANOS: That's right.
3	Absolutely.
4	MEMBER LOGUE: But for the cooperative
5	agreement stuff, like Dr. Leech says, you can make it
6	part of the agreement.
7	DR. SYED: We paid for it.
8	MEMBER LOGUE: You paid for it. Exactly.
9	DR. SYED: We paid \$500 for
10	MEMBER LEECH: So you make it a part of
11	it, and you require that that's explain that's
12	going to happen.
13	DR. SYED: So are the cooperative
14	agreements they are on the website, but these take
15	a long time. They're back and forth, back and forth.
16	I have 2003 it takes a year before we get the
17	deliverables. The deliverables are 60 to 90 pages. I
18	have one staff member totally dedicated on
19	deliverables.
20	Then, there is set criteria for her to
21	meet. After that, they go through a review process
22	with the committee. And then we pick one which is the

1	best one for small and very small plants and use it
2	and cost effective. I'm just it's a long process.
3	MEMBER LOGUE: So how can we circumvent
4	the or make the process faster?
5	DR. SYED: We are starting to it first
6	came in in September 2004. This is how we are doing
7	it. It's just taking time. We are getting work done
8	quite rapid return to save time. They will say, "I
9	need a cost extension for 90 days." The graduate
LO	student was working on another thing I hear is I
L1	can't put anything on website until it is approved and
L2	I get a release from them.
L3	MEMBER LEECH: Yes. There's not much you
L4	can
L5	DR. SYED: I have to get this approval for
L6	I don't want to put something on that has
L7	something happened for this.
L8	MEMBER LOGUE: There's no way around that.
L9	MEMBER LEECH: Well, but, of course, we're
20	trying to get those theses done fairly quickly, too,
21	so, I mean, we're getting a lot of pressure to
22	complete those faster than we used to. So you may not

1	those extension efforts extension, you know, it
2	doesn't work in the student labs right now a lot
3	either. So that may help.
4	DR. SYED: We are working on it. One of
5	the deliverables that came in we sent a four-inch
6	binder, four or five of them. We had put them on CDs,
7	and then asked questions. I think 2004 will be much
8	better than 2005. We haven't done
9	MEMBER LEECH: Well, it may be that, yes,
10	as a part of the requirement, but, you know, the 90-
11	page paper, whatever, is part of it. But if you ask
12	them to give you, you know, the condensed version, and
13	just make one of the questions that they've got to
14	answer with their deliverable, you know, "What would
15	you provide for a small if you were, you know, to
16	get information about this to a small plant manager,"
17	you know, right?
18	MEMBER LOGUE: Just like the layman
19	MEMBER LEECH: The layman report as well
20	as the research report.
21	DR. SYED: We are trying to work out a
22	one-page or two-pages abstract. That's what we are

1	working on. And there are three or four
2	MEMBER LOGUE: And a lot of us are used to
3	doing this, because we do it all the time.
4	MEMBER LEECH: Oh, yes.
5	DR. SYED: We can put a graduate
6	student
7	MEMBER LEECH: Yes.
8	DR. SYED: at one point to
9	MEMBER LOGUE: So, really, you can take
10	care of some of this stuff by redesigning the
11	cooperative agreement.
12	DR. SYED: Especially the deliverables.
13	MEMBER LOGUE: The deliverables, the
14	maybe you even design something about the timeframe
15	that you you can have an extension for X number of
16	days or X number of months, but nothing beyond this.
17	I don't know. That one might be harder, but
18	DR. SYED: No. We are not providing
19	the agency is not providing more than 90 days'
20	extension, because then they linger on. When the
21	storm came in and we have a such-and-such storm in
22	Florida, the last year in the summertime, so a lot of

1	things happen in Georgia, too. And how far you can go
2	and how much extension we can get, because we pay them
3	money.
4	MEMBER LOGUE: Right.
5	DR. SYED: We want something out of it.
6	MEMBER LOGUE: Right.
7	DR. SYED: There is taxpayer money in it.
8	MEMBER LOGUE: Okay. So we had that, and
9	we had the time, and we had the layman's report. We
10	probably have to think about the proprietary
11	information. What else can we put in there? I think
12	big things
13	MEMBER LEECH: That's the big stuff.
14	MEMBER LOGUE: Yes.
15	MEMBER KOWALCYK: That seems to fit nicely
16	within question 2 as far as effectively communicating
17	this information to developing bodies, which is the
18	small producers. So that is
19	DR. SYED: Anybody has any other thoughts?
20	MEMBER KOWALCYK: I guess, Dr. Syed, as
21	far as the agency has experienced so far, the efforts
22	that have been successful, they have communicated with

1	small plants regarding the new technology that was
2	found, what worked, what didn't work so well. Do you
3	have any anecdotal
4	DR. SYED: Well, in 2003 they came in
5	September. And these two we had we sent it back.
6	We put them on the website some time in March. Not
7	much time spent on that that we can have feedback.
8	But it is available. How I can send it to them, so
9	they can use it. They can use it like an addition
10	process for HACCP. They can use hat.
11	That was a question we were asking our
12	agency had done it, and we developed a flyer one-
13	page flyer. And my main purpose in asking these three
14	questions is they're getting older in years now, and
15	technically I'm sure the agency
16	MEMBER LEECH: And aren't those press
17	releases and, by the way, the land grant
18	universities, they've got a network already, you know,
19	for all those little papers, you know
20	MEMBER LOGUE: And the county agents?
21	MEMBER LEECH: Yes. The agents who
22	DR. SYED: And we can burn some CDs, too.

	we can work on that. Those are not that expensive.
2	MEMBER LOGUE: Of these three technologies
3	you said that worked, has anybody else taken them up
4	besides where they were originally started? Did
5	anybody else have any other small plants decided,
6	"Oh, you know what? Thing looks really cool." Has
7	anybody tried? And, if so, I'm curious about
8	feedback.
9	DR. SYED: Not really. Not yet. I don't
10	have that.
11	MEMBER LOGUE: Yes. It's March.
12	MEMBER LEECH: We really haven't had
13	enough time for it to happen.
14	DR. SYED: And very small plants may not
15	be keeping their website with all of the information
16	that is
17	MEMBER LEECH: But, again, if you could
18	if you could maybe put out a big effort to get
19	information that this is where you go for new
20	information, and, you know, work on the ongoing
21	that tells people that. And then, if you can get to
22	the point that you know that you can then let

people know that, you know, new information tends to get here on -- in March every year, or whatever. You know, so that every time there's a new one you don't have to start over completely.

DR. SYED: Do you think that a small town newspaper, as we discussed, if we put some article in, do you think that would help?

MEMBER LEECH: Oh, absolutely.

MEMBER LOGUE: In a tiny town of, what, 120 people, everybody reads the local paper.

MEMBER LEECH: Everybody. It's like that
-- like you had years ago with a party line. It's the
same thing.

MEMBER LOGUE: Oh, yes. I mean, and those papers, many of them don't have a lot of staff to write. And anything that comes out from a government agency they print. I mean, I still get the local paper from where I grew up. My mother pulled one of those, "Here's a subscription for a year. After that, it's for you to do. And if anything good appears in the paper, I'm not going to tell you. So if you want to know what's happening at home, you'd better get

1	it."
2	So, but anyway, I still get that. And I'm
3	amazed at the high proportion of the articles that
4	come from state and federal government. I mean,
5	Social Security puts stuff out all the time.
6	MEMBER LEECH: Extension will have
7	articles in there on how to
8	MEMBER LOGUE: You know, the CPAs put
9	stuff out, and they take it. You know? They'd be
10	delighted to put stuff out. And especially when
11	you're announcing a new I mean, yes, I see it as
12	educating the public and the plant. And so you're
13	bringing everybody along, and you're the
14	possibility of the public hearing about it later and
15	going, "Oh, no," you know, is reduced substantially.
16	MEMBER LEECH: And especially if it's a
17	tiny town that has a small plant that employs like 20
18	people.
19	MEMBER LOGUE: Oh, yes, they'll all talk
20	about it.
21	MEMBER LEECH: They'll all say, "Oh."

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MEMBER LOGUE: Yes.

MEMBER LEECH: And even if the quy in 1 2 charge doesn't read it, someone is bound to have read 3 it. MEMBER LOGUE: Exactly. And the newspaper 4 that 5 editor in that town knows that's one of 6 industries they've got, so they see that come through, 7 and they'll say, "Oh, yes, we've got to run this." Especially in small towns. 8 DR. SYED: 9 MEMBER LEECH: Oh, yes. All those. 10 DR. SYED: If they are not close to a main 11 highway and industry, that's the only thing that they 12 have. 13 Oh, yes. And it may only MEMBER LEECH: come out once a week or twice a week or every two 14 15 weeks, or whatever it is. But they all read it. 16 MEMBER LOGUE: Let me ask you a question, 17 being the industry kind of guy. Okay. Most of the 18 time you deal with these bigger plants. How would you try and find out about these smaller guys? 19 If you --20 if you assume, you know, we'll go to Georgia this 21 month, and we'll try and visit 20 or 30 of these tiny

guys. How would you find out about it?

1	MR. CASTELLANOS: Well, funny you should
2	ask. We've been going through actually, have
3	science as a resource, try and come up with suffice
4	it to say, our database is still a work in process.
5	MEMBER LOGUE: Okay.
6	MR. CASTELLANOS: We haven't gotten it
7	totally solved yet, and in part because the rates are
8	classified. There really aren't any
9	CHAIRPERSON ELFERING: I'm apologize.
10	We've got a facility that we're either going to have
11	them close down today or at any rate, it's a big
12	a huge retailer that is infested with rodents. And
13	their initial contact with me was, "We don't know if
14	we're going to cooperate or not." And I said, "Well,
15	let me know your decision as quickly as possible, so I
16	can contact our Attorney General's office, so we can
17	get an injunction and close you." "We are
18	cooperating."
19	MEMBER DENTON: Amazingly.
20	(Laughter.)
21	CHAIRPERSON ELFERING: So it was just
22	their attorney I just talked to. So I apologize.

1	So we're wordsmithing?
2	MEMBER DENTON: Yes, we're playing.
3	MR. CASTELLANOS: I don't know if I
4	answered your question.
5	MEMBER LOGUE: Well, I wanted to see how
6	would you follow up if you decided to go to the
7	smaller ones? You know, like I said, most times
8	industry is only going to go as far as trade
9	association meetings. So
10	MR. CASTELLANOS: Yes.
11	MEMBER LOGUE: So most of this stuff is
12	what you're getting from the science
13	MR. CASTELLANOS: Yes.
14	MEMBER LOGUE: So you could be missing
15	some of them, then.
16	MR. CASTELLANOS: Well, we've got, you
17	know, people on the ground who are working on our
18	behalf. But to your earlier point, it's really hard
19	to go after a small
20	MEMBER LOGUE: Well, it's going to cost
21	you a good amount of time, yes.
22	MR. CASTELLANOS: And it's important that

1	in our case we have to be working, and it could be an
2	example of many of in our case, we happen to be
3	working with independent reps.
4	MEMBER LOGUE: Yes.
5	MR. CASTELLANOS: To reconcile those
6	things, it's a challenge.
7	MEMBER LOGUE: Okay. yes.
8	MEMBER LEECH: How would you find the guys
9	who are I live on a back road, but they are on a
10	road off the back road. I mean, you've got to know
11	something about where to go look for them. You're not
12	going to just find them.
13	MEMBER DENTON: Okay. Here we are. What
14	are the best ways to get information derived from the
15	cooperative agreements to small and very small
16	establishments? I think we agree that we have to
17	identify small and very small
18	CHAIRPERSON ELFERING: Definitely.
19	MEMBER DENTON: that we're targeting.
20	CHAIRPERSON ELFERING: We have to know who
21	our audience is first.
22	MEMBER LEECH: Oh, yes.

1	MEMBER DENTON: And then, through trade
2	associations, extension agents, state directors, and
3	technology providers.
4	CHAIRPERSON ELFERING: Yes. And you may
5	even want to go well, I don't know if you would
6	want to have it through the district office,
7	identifying who they are, or do you want or would
8	it just be something that you would have in a
9	DR. SYED: You can see what will happen
LO	with
L1	MEMBER DENTON: That's where we tried to
L2	capture FSIS.
L3	CHAIRPERSON ELFERING: And I'm wondering
L4	if it should be at the district level, so it will be
L5	district managers also through
L6	DR. SYED: It goes from the district to
L7	the inspector and then
L8	CHAIRPERSON ELFERING: Very small and
L9	small.
20	DR. SYED: I just talked to my boss, Fred,
21	before I came, and I did discuss with him about the
22	PBIS. But we have internally we have to do some

1	talking between Office of
2	CHAIRPERSON ELFERING: Yes. Whether it be
3	through PBIS or directly from the district manager.
4	Is PBIS going to identify who is very small?
5	DR. SYED: Sure. That feedback that comes
6	back we put in the computer. That's the normal
7	process.
8	Does Minnesota have any trade association
9	at
10	CHAIRPERSON ELFERING: There is a trade
11	it's called MAMP, Minnesota Association of Meat
12	Processors. And the majority of the very small plants
13	belong to that. We're affiliated with AAMP. But do
14	all of the states have a trade association?
15	MS. WARFIELD: I don't think that all of
16	them have. Like some of the New England states I
17	think are kind of on their own, and they rely on an
18	AAMP membership. I'm not exactly sure how many states
19	have.
20	CHAIRPERSON ELFERING: I'm not either.
21	DR. SYED: There are cities that are I
22	think they are very small

1	CHAIRPERSON ELFERING: And some are going
2	to be more active than others, too. Some of them are
3	have very active trade organizations, and some it's
4	a meeting that they go to once a year and have a
5	product show. That's all they do. Some are very
6	active where they will get this information out to
7	their constituents.
8	MS. WARFIELD: And a lot of them rely on
9	AAMP to supply them with information like, you know,
10	we put out a newsletter, and then they take things
11	from our newsletter and include it with their
12	newsletter, because, you know, they rely on us for the
13	information a lot of the time.
14	MEMBER DENTON: I have a question for my
15	friend over here. One of the ways that we describe
16	the the ways to get information to you is through
17	technology providers. Do you object to that
18	particular terminology?
19	MR. CASTELLANOS: Oh, no. That's fine.
20	MEMBER DENTON: Okay.
21	MS. TIPPENS: I mean, I'm happy that this
22	was developed by Ag Research Service. We just

developed it commercially, so --1 2 MEMBER DENTON: But you would be the technology provider for it. 3 CHAIRPERSON ELFERING: Would the ARS be 4 another area that could get information out? 5 6 because they have some interaction with a lot of these other organizations, too. So people with Agricultural 7 Research Service, do they -- do they in turn -- would 8 9 they be another source of data information on it? 10 **MEMBER** LEECH: Му problem 11 automatically assume that the research and the extension and the whatever are all hooked together, 12 13 and in all places they may not be. So you may appropriate -- but if it's done right, you know, the 14 ARAC is connected to the extension folks in helping to 15 16 educate the agents and whatever. 17 But like I say, in some places I guess it may not happen. But that's one of the requirements 18 19 for projects that might -- it does get transferred 20 there. 21 DR. SYED: And the other question is --22 lead for cooperative

main

the

and

ARS

is

not

agreements. So we are more stressing on cooperative 1 2 agreements. 3 CHAIRPERSON ELFERING: Okay. That's why we get information 4 DR. SYED: from them and communicate with the small plants, 5 provide them --6 7 MEMBER DENTON: I need a little help. 8 CHAIRPERSON ELFERING: Okav. 9 MEMBER DENTON: We were talking about 10 information availability -- web, CD, etcetera -- and we've got a whole listing of things here that I'm not 11 12 sure most effective ways of getting are our information communicated in local papers and those 13 sorts of things. 14 15 MEMBER LEECH: I would disagree with you. I think putting things in local papers, there are a 16 17 lot of people who are going to read those who aren't going the web. And 18 to read SO you make 19 announcement and send them to the web --I really think that's how you would get it to some more people. 20 21 MEMBER DENTON: Okay. 22 And I'm thinking maybe the MEMBER LEECH:

1	small town little papers.
2	MEMBER DENTON: And the reason why we're
3	thinking in that in that vein is thinking about
4	what you said about the first line of communication
5	being your front-line inspector.
6	MEMBER LOGUE: Well, it should include
7	those, too, though.
8	MEMBER LEECH: Yes. I think that's the
9	point, is that the multiple things that you do. One
10	thing no one thing is the be all and the end all.
11	MEMBER LOGUE: So you need a range of
12	sources for information.
13	MEMBER LEECH: And sending out a press
14	release to all of the little papers is not an
15	expensive proposition these days.
16	CHAIRPERSON ELFERING: Who would the press
17	release come from? And I can only look at the you
18	know, the small town paper that I recall would never
19	publish anything like that.
20	MEMBER LEECH: The one I still read would
21	publish it. It publishes everything they get from any
22	government agency to this day. There are a lot of

1	those little papers.
2	CHAIRPERSON ELFERING: Okay. And, you
3	know, it's different different regions. In the
4	region where I grew up, we were more interested in who
5	got stopped for speeding than
6	(Laughter.)
7	MEMBER LEECH: They put that in there,
8	too.
9	(Laughter.)
10	MEMBER DENTON: Who got stopped for
11	speeding and DWI.
12	(Laughter.)
13	MEMBER LEECH: Those go in there, too.
14	CHAIRPERSON ELFERING: I'm almost
15	wondering if something that extension would put out
16	might even be picked up even more.
17	MEMBER LEECH: It does. I mean, the
18	extension would be you can send things to the
19	extension, and then the extension puts it out, and
20	then the agent puts it in their newsletter. That's
21	another great thing.
22	CHAIRPERSON ELFERING: I think one of the

1	most valuable resources we have I think we identified
2	is the county extension agents. And I'm going to call
3	them county extension educators more than
4	MEMBER LEECH: Yes. A lot of states have
5	moved to call them educators. Mine isn't quite that
6	progressive, though.
7	MEMBER DENTON: Your turn.
8	MEMBER LOGUE: Okay. And we need to tidy
9	this tidy up the information, don't we?
10	CHAIRPERSON ELFERING: Yes. We need to
11	MEMBER DENTON: Could we read the items?
12	CHAIRPERSON ELFERING: Yes. We just we
13	should have that in the first very first part.
14	MEMBER LEECH: Now, that consistency we
15	were we were really talking about some joint
16	MEMBER LOGUE: That was just when we were
17	trying to say how would we
18	CHAIRPERSON ELFERING: And I think that
19	would be kind of go hand in hand with the very
20	beginning of the contact, right? With that first
21	initial contact? If it's going to be from an
22	 inspector, just to make sure that just to make sure

1	that it's the same information going to
2	MEMBER LEECH: Right.
3	CHAIRPERSON ELFERING: federally-
4	inspected plants and state-inspected plants.
5	MEMBER LEECH: Right.
6	MEMBER KOWALCYK: Yes. As long as it can
7	be traced back to the ultimate source.
8	MEMBER LEECH: Right.
9	CHAIRPERSON ELFERING: Yes, and it would
LO	be.
L1	MEMBER LEECH: And I think the other thing
L2	that we had in that was readable, understandable, in
L3	real people language, not
L4	MEMBER LOGUE: Layman's terms.
L5	MEMBER DENTON: Simple, powerful message
L6	in layman's terms.
L7	CHAIRPERSON ELFERING: I thought we had
L8	we had that up there somewhere.
L9	MEMBER DENTON: I think it's in question
20	number 2.
21	CHAIRPERSON ELFERING: Yes.
22	MEMBER LEECH: Oh, okay.

1	MEMBER DENTON: Front-line inspectors
2	thinking that's what is
3	MEMBER LEECH: That's one of the things
4	that we questioned. I don't think we need that
5	language.
6	MEMBER LOGUE: No, that needs to come out.
7	MEMBER LEECH: Because we put the the
8	solution to that is presenting it so that they'd
9	understand and do their job better.
10	MEMBER DENTON: Yes. District
11	disseminating to you the front-line supervisor and
12	DR. PATEL: Safety inspector.
13	MEMBER DENTON: Yes.
14	CHAIRPERSON ELFERING: No, we want to keep
15	that in there.
16	MEMBER LEECH: Some of them we may need to
17	move might move around. They aren't in the right
18	place. But the idea is we'd have to look
19	CHAIRPERSON ELFERING: And you can just
20	cut out that "and getting info out," because you're
21	almost just saying that twice.
22	MEMBER DENTON: And the next line right

1	after that, because we've already referred to the
2	front-line inspectors.
3	CHAIRPERSON ELFERING: What's the next
4	one? Presenting
5	DR. PATEL: New technology.
6	CHAIRPERSON ELFERING: Oh, new technology.
7	Okay. You are living in acronyms too much.
8	(Laughter.)
9	DR. PATEL: That's a new technology thing.
LO	MEMBER DENTON: We don't need that line,
L1	do we?
L2	CHAIRPERSON ELFERING: Presenting
L3	MEMBER LEECH: That was a strategy for
L4	getting the front-line inspector to do it.
L5	CHAIRPERSON ELFERING: Yes, right.
L6	MEMBER LEECH: However whether it needs to
L7	go somewhere else that was the point that was.
L8	MR. CASTELLANOS: That may fall better
L9	under question 2 as far as
20	CHAIRPERSON ELFERING: Yes.
21	MR. CASTELLANOS: getting information
22	out there.

1	CHAIRPERSON ELFERING: Yes.
2	MEMBER LEECH: Go after that. Keep going.
3	CHAIRPERSON ELFERING: What is the retail
4	exempt?
5	DR. SYED: Are we going to put EAIOs, or
6	not?
7	CHAIRPERSON ELFERING: Yes. I think so,
8	yes.
9	DR. SYED: Because they were here.
10	CHAIRPERSON ELFERING: I think anyone
11	anyone who goes to a
12	DR. SYED: They might have more resources
13	with that.
14	CHAIRPERSON ELFERING: Any inspection
15	personnel that goes to a plant, whether it be a
16	circuit supervisor, interview supervisor, EAIO, IIC,
17	whatever.
18	MEMBER LEECH: See those two lines at the
19	top, the retail-exempt and state-inspected? We need
20	them out, too, I think. They were just thoughts.
21	CHAIRPERSON ELFERING: Yes, because we're
22	not going to be

_	MEMBER LEECH: They don't mean anything
2	here. At least I don't think so anyway.
3	CHAIRPERSON ELFERING: The only thing is
4	is you have if we're going to focus strictly on
5	what is under continuous inspection, or if we're going
6	to focus on food safety, should this information also
7	go to people who are retail-exempt? We have
8	facilities that are retail-exempt that are producing
9	more product than a plant that's under continuous
LO	inspection.
L1	MEMBER LEECH: Okay. Well, then we ought
L2	to have a strategy for
L3	CHAIRPERSON ELFERING: But is that
L4	something that FSIS wants to do? Is this information
L5	only for plants that are under inspection? From a
L6	standpoint of education and food safety, it should be
L7	made available to
L8	DR. SYED: I think we need to put that in.
L9	CHAIRPERSON ELFERING: retail-exempt
20	and custom-exempt.
21	MEMBER DENTON: That goes back up in
22	number 1, you think? Our first question?

CHAIRPERSON ELFERING: Yes. Yes. I think we should be looking at also inclusion of those that have exempted operations only, such as retail- and custom-exempt. We just had an e. coli outbreak last year with a custom-exempt plant with its -- it's a bicycle trip across the street where people take pledges and then ride across the state.

And there was a church that had a pasta dinner. The farmer had custom-exempt meat that they felt that they had too much, so they had donated some of it to their pastor. The pastor decided he would be able to use it in this -- in this pasta dinner, because they charged the people riding the bikes.

And I think there were pretty close to 20 people who became ill. What happened is is they microwaved the ground beef, and then threw it into the spaghetti sauce, and really never heated it up thoroughly. All these people are in good health, so nobody really became real significantly ill.

But could you imagine -- I mean, if you're going to get diarrhea, would you want it on a bicycle trip across the state? So, I mean, there's -- we find

1	that more of our e. coli issues are from custom-exempt
2	product than it is from inspected. So I think we need
3	to really focus on the food safety part of it.
4	MEMBER LEECH: Yes.
5	CHAIRPERSON ELFERING: Not just
6	inspection.
7	MEMBER LEECH: Yes.
8	MEMBER KOWALCYK: What parties would
9	communicate that information to those retail-exempt?
10	CHAIRPERSON ELFERING: Well, the same with
11	inspectors in the state programs. They're going to be
12	going into those plants every quarter. I don't know
13	how often FSIS goes into a custom-exempt. They have a
14	risk they have a risk category that they assign.
15	DR. SYED: One to five.
16	CHAIRPERSON ELFERING: Yes. I would say
17	most of them are going to be quarterly.
18	DR. SYED: Yes.
19	CHAIRPERSON ELFERING: And then, the
20	retail-exempt would be any government agency that does
21	inspections.
22	DR. SYED: And state people, because we

don't have inspection. I think because in big cities, in this very small plant -- this is a very small plant, poultry that is -- there will be a wall separating them. In a big city, in New York City, you have different -- in Brooklyn, you can go back for the retail exemption, you've got custom, too, and you've got --

MEMBER LEECH: Well, and that's why the ongoing public education about how to handle products appropriately and cook it thoroughly and what to do and not to do is -- again, we're talking about public safety. That's the ongoing need to do.

My brother-in-law is an extension agent, and when they have the 4-H show now -- they try to sell all those cattle. Well, my husband works at a company where they've had some of that beef, and they love it. So it gets taken from one county to another up the valley where they -- and then they transport it to people.

I mean, that's an example of a custom thing that didn't go to traditional farm people that, you know, we may all think about. They go to some

1	people in the city, you know, who had an opportunity
2	to buy, you know, 4-H-raised beef. That kind of stuff
3	still happens. And so educating the public about how
4	to handle that is always so important.
5	CHAIRPERSON ELFERING: So they should
6	actually that should actually be in the audience,
7	who the targeted audience is.
8	MEMBER LEECH: Yes. I mean, because,
9	really, the and, again, that's where educating the
10	public about the technologies as they come along, and
11	then how to properly handle it it really depends on
12	whether it's something there to but, obviously, I
13	mean, an extension you know, if you've got folks
14	that you're trying to reach
15	CHAIRPERSON ELFERING: Do you want to put
16	something like "and could include"?
17	MEMBER LEECH: community groups and
18	CHAIRPERSON ELFERING: something like "and
19	could include"? Information availability web, CD.
20	MEMBER DENTON: And could include yes.
21	CHAIRPERSON ELFERING: And then, maybe
22	even put in "call them" after "could include."

1	MEMBER DENTON: Yes.
2	CHAIRPERSON ELFERING: And then, push that
3	into the next line, and then line the rest of those
4	MEMBER LEECH: Line it up with the others.
5	No, put local
6	DR. PATEL: Okay.
7	CHAIRPERSON ELFERING: You can have them
8	as even as bullets, but you don't have to mark them
9	as bullets but just have them as each one a
10	separate line probably.
11	DR. PATEL: Oh.
12	MEMBER LEECH: I would indent all of them.
13	DR. PATEL: Oh, okay.
14	CHAIRPERSON ELFERING: Yes, that might
15	work better.
16	MEMBER LEECH: I would make "local
17	newspapers" look like the others do, instead of
18	changing all of them.
19	DR. PATEL: Okay. Do you want to keep
20	that in the report? That's the only one that's
21	MEMBER DENTON: So we indent those.
22	CHAIRPERSON ELFERING: Okay. Have we got

1	that one pretty much taken care of, do you think?
2	MEMBER LEECH: It looks good to me.
3	CHAIRPERSON ELFERING: Okay. That's done,
4	then.
5	Okay. Simple, powerful messages. That's
6	in bold. Information
7	MEMBER DENTON: We stuck "layman" in
8	there, didn't we?
9	CHAIRPERSON ELFERING: Yes. Nuts and
10	bolts information in layman terms.
11	MEMBER LEECH: Yes.
12	CHAIRPERSON ELFERING: Oops. All caps
13	there.
14	MR. CASTELLANOS: It happens.
15	(Laughter.)
16	CHAIRPERSON ELFERING: Maybe it was
17	supposed to be like that.
18	MEMBER DENTON: And we had I had
19	something about our resource contact. I had a note
20	
	jotted down to the side and how to how we
21	jotted down to the side and how to how we effectively present information.

contact. 1 2 MEMBER DENTON: Yes. A listing or a 3 designation of resource contact people that might be able to further assist with this if we don't -- if we 4 don't get it done. 5 CHAIRPERSON ELFERING: In this section 6 7 Is that -here? MEMBER DENTON: How does FSIS effectively 8 9 present scientific information to small and very small Simple, powerful messages in layman's 10 businesses? 11 terms with resource contacts is the way I had it in 12 my --13 CHAIRPERSON ELFERING: Okay. MEMBER DENTON: -- in my thinking. 14 15 CHAIRPERSON ELFERING: Do we want to put 16 that as just one thought --17 MEMBER LEECH: Yes. 18 CHAIRPERSON ELFERING: instead having it as a separate -- simple, powerful messages 19 20 in layman's terms, and take out the nuts and bolts? 21 We try to avoid nuts and bolts in meat processing

plants.

1	(Laughter.)
2	MEMBER LEECH: And I would make that
3	another line, because whatever message goes to any of
4	the resource contacts, or one of them, but all of
5	these others are, too.
6	MEMBER DENTON: Contact information. Does
7	that make sense?
8	MEMBER LEECH: Yes.
9	CHAIRPERSON ELFERING: Yes.
10	MEMBER LEECH: I'm not sure those next
11	three they don't make a lot of sense right now.
12	MEMBER DENTON: Unless it's a research
13	demonstration of some sort.
14	MEMBER LEECH: Yes, that's yes.
15	MEMBER DENTON: I think it was something
16	that
17	CHAIRPERSON ELFERING: Yes, right. The
18	research
19	MEMBER DENTON: Catherine said.
20	MEMBER LEECH: Yes. And that way you
21	can
22	MEMBER LOGUE: Well, I talked at one point

	about what did I say, getting getting some of
2	these small businesses to try and match them up with
3	the researcher.
4	CHAIRPERSON ELFERING: Just take out the
5	"the," too, probably.
6	MEMBER LOGUE: There's a comma.
7	CHAIRPERSON ELFERING: There's a comma at
8	the end of "universities"? Just take that out. All
9	right. Cooperative agreements, collaborative
10	MEMBER KOWALCYK: Does that get to what we
11	talked about earlier about the cooperative agreement
12	requiring that the researcher present the results?
13	MEMBER DENTON: I don't know what we were
14	doing with that language.
15	MEMBER LOGUE: Isn't that what you were
16	saying about using universities and collaborating like
17	with the processors to find out what they need?
18	MS. WARFIELD: As a first step kind of a
19	thing?
20	MEMBER LOGUE: And then also you were
21	right, too, because we also talked about as a way to
22	publicize this that that would be part of the
	i i

1	cooperative agreement requirements that if an
2	institution got some funding that they had to go back
3	and use it for part of their outreach.
4	MEMBER KOWALCYK: Can you explain how you
5	would how people actually
6	MEMBER DENTON: What were you talking
7	about the cooperative agreement thing?
8	MEMBER LOGUE: It becomes part of that
9	agreement. You know, and a cooperative agreement is
10	money coming down, so you write it in the contract
11	that you have to do this.
12	CHAIRPERSON ELFERING: Yes. When they get
13	a cooperative agreement let's say I get one of
14	these cooperative agreements, and I develop some
15	technology and rapid testing for listeria. Part of my
16	proposal have to be that if I get this cooperative
17	agreement grant, I've got to be able to go out and do
18	something with it
19	MEMBER LOGUE: Right.
20	CHAIRPERSON ELFERING: with the
21	industry.
22	MEMBER LOGUE: And you have to be able to

1	go out and publicize it. In other words, when you get
2	the technology, yes, it works and
3	CHAIRPERSON ELFERING: But then, how far
4	do you advertise it, though?
5	MEMBER LOGUE: Well, that's
6	CHAIRPERSON ELFERING: Or do we allow
7	or do we have USDA
8	MEMBER DENTON: What is the requirement
9	that's placed on the collaborators and the cooperative
10	agreements now with regard to publicizing the
11	information?
12	DR. SYED: They have to because once we
13	pay the grant, we own it.
14	MEMBER DENTON: Yes.
15	DR. SYED: And, therefore, it's how we use
16	it.
17	MEMBER DENTON: Yes.
18	DR. SYED: They don't have any
19	MEMBER DENTON: But you don't place an
20	obligation on them to be part of that communication
21	process.
22	DR. SYED: Once it's in a deliverable,

1	that's ours. Then, we can do whatever we want with
2	it.
3	MEMBER DENTON: Okay.
4	MR. CASTELLANOS: There should be some
5	contribution to
6	MEMBER DENTON: Would it be a more
7	appropriate thing to do to require these
8	collaborations on the cooperative agreements to have
9	some role in communicating?
LO	DR. SYED: You can when a proposal
L1	comes in, we put that in.
L2	MEMBER DENTON: Can we recommend
L3	CHAIRPERSON ELFERING: Let's recommend
L4	that, yes. Definitely.
L5	DR. SYED: We can put that recommendation
L6	in.
L7	MEMBER DENTON: Collaborators and
L8	cooperative agreements. Had it. Just lost it. Did
L9	somebody capture that? It fell out over here.
20	MR. CASTELLANOS: Provision cooperative
21	agreements to require
22	DR. SYED: Dissemination.

1	CHAIRPERSON ELFERING: There you go.
2	MS. TIPPENS: And I think most companies
3	would want the opportunity to do that.
4	MEMBER DENTON: Yes. That puts the
5	MR. CASTELLANOS: It makes it unequivocal,
6	too. So you can make sure that nothing gets lost in
7	the translation.
8	CHAIRPERSON ELFERING: And I would think
9	most would want to do that.
10	MR. CASTELLANOS: Absolutely.
11	DR. SYED: Yes, because that's
12	CHAIRPERSON ELFERING: Like you said, you
13	know, if a university if they're going to do it,
14	you're going to want to publicize the fact that you've
15	developed some
16	MEMBER LOGUE: It's part of our
17	requirement for this. You need to pretend you're
18	or, as you said, you can be on the
19	MEMBER KOWALCYK: There can be quite a bit
20	of residual benefit from having that large
21	MEMBER LOGUE: Oh, yes.
22	

1	high levels within the agency to say this is the
2	technology and this is what it can do.
3	MEMBER LOGUE: You know, you're getting
4	the you're not getting it from the agency. You're
5	getting it from the guys on the ground.
6	DR. SYED: The individuals. And also,
7	2005 is coming. We can propose it by we can put
8	those things in.
9	DR. PATEL: Applications? Are we using
10	that to somehow they should disseminate the
11	applications.
12	MEMBER KOWALCYK: You may be starting
13	another sentence and saying part of this would also
14	require recommendations for implementing the new
15	technology.
16	MEMBER DENTON: All right. Here we are.
17	MEMBER LOGUE: Oh, I know what that one
18	is. That's from when we were talking about getting
19	the small business guys to tell us what their concerns
20	were, and then trying to marry them with somebody at a
21	university. So, in other words, then, that maybe
22	remember I mentioned this in terms of an advisory

1	board or
2	MEMBER DENTON: Right.
3	MEMBER LOGUE: not just an advisory
4	board but a situation where a small business has to
5	"We want to find a way to reduce listeria. How can
6	you help us?" kind of thing.
7	MEMBER DENTON: Okay.
8	CHAIRPERSON ELFERING: So that might drive
9	the actual project.
0	MEMBER LOGUE: Yes. That you would have a
.1	driver, as you say this small company would really
.2	like to do this, is willing to go in on a
L3	collaborative agreement, and here's our problem we
4	want to get rid of listeria. Would you be willing to
L5	work with me to come up with a way to do it?
-6	MEMBER DENTON: Okay. So how would you
L7	modify that to capture that?
L8	MEMBER LOGUE: I don't know. Maybe saying
.9	something along the lines of going to the going to
20	the small and very small establishments and working
21	with them to address their concerns.

CHAIRPERSON ELFERING: Maybe that's a good

spot for a lot of these trade organizations. Some of the trade organizations will be able to recommend to -- maybe even recommend to USDA. When they put out their announcements, here are some things that the industry needs.

MEMBER LOGUE: Yes, that's true.

CHAIRPERSON ELFERING: So that when -when they're putting together some type of a proposal,
if the industry really feels it needs something for
listeria control, or whatever, that that would be
something the -- someone who is writing the
cooperative agreement, the proposal, would actually be
focused on, because that's something that industry
truly needs.

So, you know, there is -- it was suggested, but I don't know if it should come from the trade organizations. They would probably be best to be able to gather some of that information.

MS. WARFIELD: I know we work with some of our members on handling problems like that. You know, they'll call and say, "Hey, I've got this going on. What are your recommendations?" Or, "Who can I go to

1	for help?" So that's a common thing for us to deal
2	with.
3	CHAIRPERSON ELFERING: And would the tech
4	center have data on questions you know, how many
5	people are calling in and saying, you know, "I need to
6	have some guidance on XYZ"? And if you're getting 100
7	questions on that
8	DR. PATEL: So we put all of those
9	questions answers in some
10	CHAIRPERSON ELFERING: Yes. We could
11	identify what the industry needs just by what
12	questions are being asked.
13	DR. SYED: Are you going to put that in?
14	DR. PATEL: Yes, that's a good
15	recommendation.
16	MEMBER LOGUE: Developing a database for
17	issues?
18	MEMBER DENTON: Can this exercise
19	effectively present scientific information?
20	CHAIRPERSON ELFERING: Yes. We're going
21	to get
22	MEMBER DENTON: Or go into the yes.

1	CHAIRPERSON ELFERING: Let's put that as a
2	footnote. Let's put something like that as a footnote
3	is is that, you know, for all of these different
4	technologies, we really should be looking at the
5	FSI should really be looking at information that they
6	already gather to see if they can determine what is
7	truly needed by the small for the small industry,
8	or utilizing data that they already gather.
9	MEMBER DENTON: Yes. That's probably more
LO	appropriate, utilize data already in hand to assess
L1	the needs of small and very small to assess the
L2	needs sorry. Isn't that where we're going? Should
L3	we take out "issues/concerns of universities" on that?
L4	MEMBER LOGUE: Yes, probably can.
L5	DR. SYED: We can put it in the
L6	administrator website, state website, or something
L7	like that, because then we are identifying one state.
L8	MEMBER LEECH: Well, any state, yes. I
L9	mean
20	MEMBER DENTON: Do this job better. I
21	understand the concept we're getting at there.
2	There's a better way to state that

1	MEMBER LEECH: Using that inspector as a
2	way to sell it as well, by saying, "Hey, if you can
3	sell us," because it's going to make his job easier.
4	So we were just using them as a vehicle or a tool for
5	selling. Selling is not the word, but you know what
6	I'm trying to say.
7	MEMBER KOWALCYK: Communicating.
8	MEMBER LEECH: Or communicating.
9	MEMBER KOWALCYK: Benefits including
10	technology through field offices or
11	MEMBER DENTON: Yes. Communicate the new
12	technology to the inspector.
13	MEMBER LEECH: To inspector, explaining
14	how it may make his work/job easier.
15	MEMBER KOWALCYK: Either that or maybe not
16	I mean, that verbiage explaining the benefits of
17	the technology.
18	MEMBER LEECH: Right. Well, yes, you can.
19	But I don't know if that carries through the idea of
20	that you've got to sell it to the inspector for
21	their own benefit, as well as for the ultimate. If
22	you don't put that in there, then they don't have an

1	incentive to do it.
2	MR. CASTELLANOS: It's like you said, sell
3	it to the inspector as a benefit for their use.
4	DR. PATEL: It's the program. On my
5	computer it has
6	(Laughter.)
7	auto correct.
8	MEMBER LEECH: Where it says "Minnesota
9	website," you could do state
10	DR. PATEL: That would be much better.
11	MEMBER LEECH: state and/or university.
12	Because, I mean, I think you want to go through your
13	state government as well as, you know, anything that
14	you can get through university websites as well, as
15	you've said again, multiple strategies for all this
16	stuff.
17	You're going to get to your county
18	extension agent through your state leader network. So
19	you could say county extension agents via the state
20	leader network.
21	I think that you should say state HACCP
22	coordinator and it if contact is something

1	different, but I don't know that you need to say the
2	rest of that is
3	MEMBER LOGUE: State leader network and
4	the
5	MEMBER LEECH: Yes, they might be
6	different. They might be different.
7	MEMBER DENTON: Yes. Coordinating with
8	MEMBER LEECH: And, again, I'd put both of
9	them. Everybody needs to know. Have we already got
10	that?
11	CHAIRPERSON ELFERING: Where are we at?
12	MEMBER DENTON: We're on that first
13	section in part number 3, that first statement, first
14	line. Does that capture what we were saying?
15	MEMBER LOGUE: Yes. I'm not sure about
16	the receivables thing.
17	CHAIRPERSON ELFERING: Do you mean that
18	listing at the state well, I think one of the
19	things we want to put in there, that we've got the
20	HACCP coordinator and contact should be in there.
21	Unless you would put up there something like listing
22	information

1	MEMBER DENTON: I think you mentioned this
2	as a list that the federal-state relations has that
3	captures all of the small and very small. Is that
4	right?
5	CHAIRPERSON ELFERING: Yes. I would just
6	use the again, use the information for state
7	programs from federal-state relations, the list of
8	state-inspected establishments. And then you're going
9	to have the FSIS/PBIS data. And then, so it would
LO	just be instead of maybe we want to put federal-
L1	state relations for state-inspected facilities.
L2	But if we're going to go in with that
L3	this should go out to more than just official
L4	establishments, it should probably go to food
L5	inspection agencies also.
L6	MEMBER LEECH: Yes.
L7	CHAIRPERSON ELFERING: Maybe "and other
L8	food inspection agencies?
L9	MEMBER LEECH: That sounds good.
20	CHAIRPERSON ELFERING: And, actually, FDA
21	maintains a database of who those would be. So I
2.2	didn't understand all that listing the information

1	at the state what that is.
2	MEMBER DENTON: I think somehow we've got
3	"state" in there twice.
4	CHAIRPERSON ELFERING: Yes.
5	MEMBER DENTON: Because you talk about
6	state and federal relations.
7	CHAIRPERSON ELFERING: Or providing
8	providing the information, or how we actually want
9	to try to figure out if if they don't have a trade
10	organization, how are we going to get them this
11	information? So we've got again, we've identified
12	who they are, and I think we've almost accomplished
13	that by our first part is is that the front-line
14	inspector would be getting out that information
15	initially.
16	MEMBER LEECH: And kind of referring them
17	to the in-depth education source as
18	CHAIRPERSON ELFERING: But then, also
19	providing the information to universities, county
20	extension agencies, state HACCP coordinator and
21	contacts, and other food inspection agencies. Or you

can put two other food inspection agencies, because I

1	think we've already identified who these all are.
2	MEMBER LEECH: Yes.
3	CHAIRPERSON ELFERING: I mean, we know
4	we've already established how the information was
5	going to get out there initially, so this is just
6	MEMBER LEECH: So you're saying get rid of
7	the last two lines there, the last the second line
8	there.
9	CHAIRPERSON ELFERING: Yes. And then,
10	eliminate that, the state FS the yes, keep
11	going, keep deleting until you get to "university."
12	MEMBER LEECH: Do we want to say state and
13	university?
14	CHAIRPERSON ELFERING: Yes.
15	MEMBER LEECH: So keep going through
16	"and." And after "and," go get rid of that and
17	make another bullet.
18	CHAIRPERSON ELFERING: Yes. State or
19	university website, county extension agents, HACCP
20	coordinators and contacts, and then cooperative
21	agreement. I would say that we don't have in there at
22	all. That could be that one can be eliminated.

1	And then, this would be the footnote.
2	MEMBER LOGUE: Well, what were we doing
3	with the one we just deleted? We were making it part
4	of the cooperative agreement that they also have to
5	have it publicized.
6	CHAIRPERSON ELFERING: Well, I think
7	that's what we
8	MEMBER LOGUE: Okay. Right.
9	MEMBER LEECH: What about the
LO	CHAIRPERSON ELFERING: No. The footnote
L1	should be at that no, I think we can eliminate that
L2	whole thing.
L3	DR. PATEL: Oh, okay.
L4	CHAIRPERSON ELFERING: That footnote part
L5	until we get down to the bottom.
L6	DR. PATEL: Just delete it?
L7	CHAIRPERSON ELFERING: Yes, delete it.
L8	And then, leave the next line. Nope, not that one,
L9	the one above it.
20	MEMBER LEECH: You were hitting the down
21	key, instead of the up.
22	DR. PATEL: Up, right?

1	MEMBER LEECH: Yes.
2	CHAIRPERSON ELFERING: A little bit too
3	far there. 2003 eliminate that line.
4	MEMBER LEECH: Yes.
5	CHAIRPERSON ELFERING: And then, that
6	should be as kind of a footnote is is that FSIS needs
7	to utilize the existing information to assess the
8	needs.
9	MEMBER LEECH: Do we need to specify what
10	existing information we're talking about? Or they
11	will know?
12	CHAIRPERSON ELFERING: No. I think we
13	should put request from trade organizations and
14	questions that are received by the technical services
15	center. Yes. Maybe just turn that "request" into a
16	"requests," and it doesn't have to be capitalized.
17	DR. PATEL: Oh, okay.
18	CHAIRPERSON ELFERING: Or maybe you want
19	to put maybe put it as a bullet. Put it as a
20	bullet instead.
21	DR. PATEL: Oh, okay.
22	MEMBER LEECH: That part you just wrote,

1	not the "to assess the needs," right?
2	CHAIRPERSON ELFERING: Yes.
3	DR. PATEL: Like this?
4	CHAIRPERSON ELFERING: Yes.
5	MEMBER LEECH: And then, put the "to
6	assess the needs of SVS" needs to go back up in that
7	first line.
8	CHAIRPERSON ELFERING: Yes, that's right.
9	MEMBER LEECH: All right. But it's
10	request and it should be plural, shouldn't it?
11	CHAIRPERSON ELFERING: Yes.
12	MEMBER LEECH: From trade associations
13	and
14	CHAIRPERSON ELFERING: Yes.
15	MEMBER LEECH: or make another line. I
16	don't know.
17	CHAIRPERSON ELFERING: Yes. And or,
18	no, you could put or instead of don't put an
19	"and" in there yet. Go back and put a comma, and then
20	after "received at TSC" put "and any other information
21	that's available to the agency."
22	MEMBER LEECH: Yes. After TSC.

1	CHAIRPERSON ELFERING: Yes. And then put
2	"and any other information gathered by the agency." I
3	think we're just missing yes.
4	MEMBER KOWALCYK: Put a footnote on the
5	top one do we need do you think we need to
6	qualify it as technological needs for small or very
7	small plants?
8	CHAIRPERSON ELFERING: Yes. What was
9	the
LO	MEMBER KOWALCYK: After before "needs"
L1	would be the technological yes, right, on that
L2	line. Utilize existing information to assess the
L3	technological needs of the
L4	CHAIRPERSON ELFERING: Technological
L5	needs, yes.
L6	MEMBER LEECH: No, that's right.
L7	CHAIRPERSON ELFERING: Yes.
L8	MEMBER LEECH: Try putting a comma after
L9	in TSC, after C, and see if that gets rid of your
20	bullet.
21	MEMBER DENTON: What's going to happen
22	with request from trade associations, questions

1	received
2	MEMBER LEECH: Oh, that's why that was
3	showing up as being
4	MEMBER DENTON: And any other information
5	gathered by FSIS.
6	MEMBER LEECH: Yes.
7	MEMBER DENTON: What are we doing?
8	MEMBER LEECH: That is those are
9	examples of okay. So you could say, for example
LO	CHAIRPERSON ELFERING: Yes, for example.
L1	Yes, perfect.
L2	MEMBER LEECH: Comma, and lower case R.
L3	CHAIRPERSON ELFERING: Perfect.
L4	MEMBER DENTON: Eloquence like that I have
L5	never seen.
L6	(Laughter.)
L7	MEMBER LEECH: And you could make it
L8	connect and you could just leave it separate. We've
L9	made it separate, but you could just I think now
20	we've done the "for example," two spaces, and then,
21	yes, bring that sentence up.
22	MEMBER DENTON: Are you satisfied with

1	your report, Captain?
2	CHAIRPERSON ELFERING: I think are we
3	going to have the ability to work on this in the
4	morning again?
5	MEMBER LEECH: Yes. The whole group will
6	work on it.
7	CHAIRPERSON ELFERING: Okay. So can we
8	get copies of this?
9	DR. PATEL: That's fine. I've got it
LO	here, or I can
L1	CHAIRPERSON ELFERING: And save it to a
L2	disk?
L3	DR. PATEL: Yes.
L4	DR. SYED: Can you bring it first thing in
L5	the morning, or how are you
L6	CHAIRPERSON ELFERING: Can you print it
L7	here? There's a printer over there. And we can take
L8	it with us.
L9	MEMBER LEECH: If you save it on that
20	disk, I can take it and
21	MEMBER DENTON: Can you get it on paper?
22	CHAIRPERSON ELFERING: I just saw Mary

1	Cutshall out there and I said, "We finished our
2	report. All we put in there is, 'Call Mary.'"
3	(Laughter.)
4	MEMBER DENTON: I'm surprised you're still
5	walking.
6	(Laughter.)
7	CHAIRPERSON ELFERING: She did take a
8	swing at me, but I ducked.
9	MEMBER DENTON: You ducked.
LO	MEMBER LEECH: Are you finished with this?
L1	CHAIRPERSON ELFERING: Yes. University
L2	people, they just want to kind of take over.
L3	(Applause.)
L4	We can go off the record.
L5	(Whereupon, at 4:42 p.m., the proceedings
L6	in the foregoing matter were adjourned.)
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L8	
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