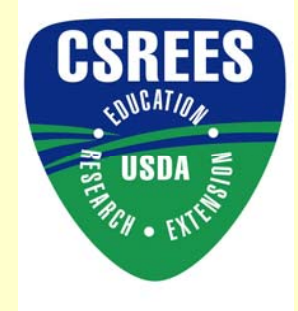


CSREES Grantsmanship Workshop

February 8-9, 2006 Cincinnati, Ohio



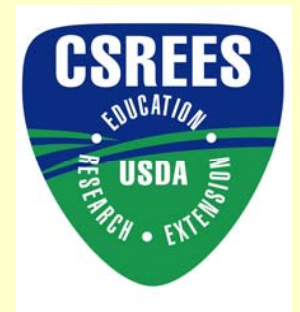
Experience of the Southern-Region Working Group

Safety of Fresh Fruit and Vegetables

James W. Rushing

Clemson University

- **History of the Program**
- **Reasons for Success**
- **Applying our Experience to Your Proposal**



First Grant Application 1997-1998

**Implementation of HACCP Programs in Fresh
Fruit and Vegetable Packinghouses (\$29,245)**

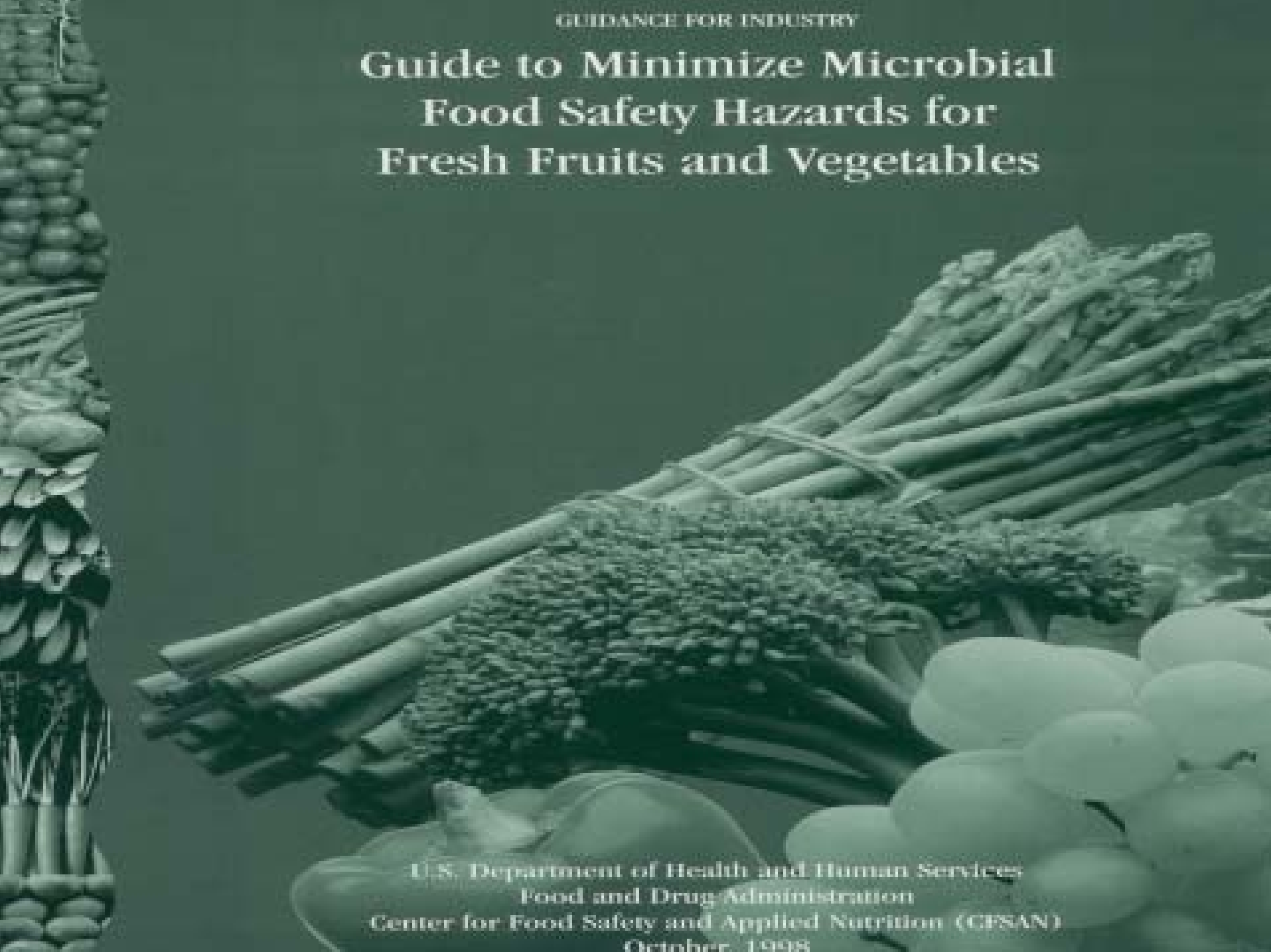
PD – Rushing, Clemson University

Not Funded



GUIDANCE FOR INDUSTRY

Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables



U.S. Department of Health and Human Services
Food and Drug Administration
Center for Food Safety and Applied Nutrition (CFSAN)
October, 1998

Second Grant Application 1999-2000

Implementing the Guide in Fresh Fruit and Vegetable Handling Systems (\$28,345)

PD – Rushing, Clemson University

Not Funded



First Regional Grant Application 2000-2002

**Fresh Produce Food Safety Training Program
for the Southeast (\$599,993)**

**Lead Institution – North Carolina State University
Horticulture and Food Science**

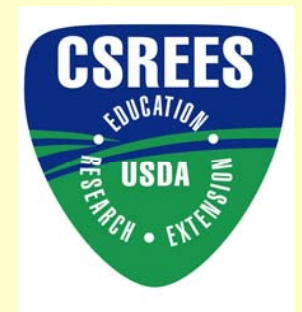
Funded



Advantages of the Regional Grant Proposal Over Earlier Proposals

Regional Grant Included a Research Component,
and....

Much Greater Outreach



1 State, 1 Institution and 1 Department

VS.

**13 States, 13 Institutions, and
Interdisciplinary Collaboration**



Fresh Produce Food Safety

Food Safety-Industry Update

Southeastern
Training
Program



Sponsored by
USDA-CSREES
CSREES Project Number 00-51110-9722
National Integrated Food Safety Initiative

NC STATE UNIVERSITY

Edited by:
Dennis J. Osborne, Douglas C. Sanders and Donn R. Ward
NC State University, Raleigh, NC 27695 USA

Second Regional Grant Application 2003-2005

**Fresh Produce Food Safety Training and
Curriculum Development for the Southeast
(\$600,000)**

**Lead Institution – North Carolina State University
Horticulture and Food Science**

Funded



Deliverables From Regional Grant-Funded Programs

Approximately 350 Extension Professionals Trained to Train Others

Stakeholder Education

Published Work

~ 20 Refereed Journal Articles

~ 20 Printed Extension Materials

Series of Slide Sets / PowerPoint Presentations

Training and Presentation Manual

Major Impacts

Estimate 20,000 Individuals (Stakeholders) Somehow Involved

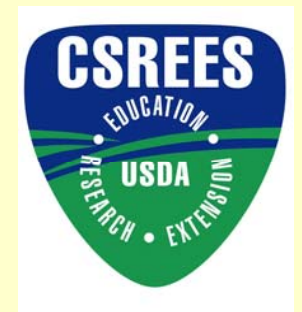
Assisted USDA with Development of Third-Party Audit Program

**Increased Awareness of Food Safety Importance and
Management Practices to Reduce Risk**

Keys to Success with our Integrated Proposals

People

- **Network - Who are your Collaborators?**
- **Congeniality within the Group**
- **Genuine Interest**
- **Mutual Respect**
- **Trust**



Keys to Success with our Integrated Proposals

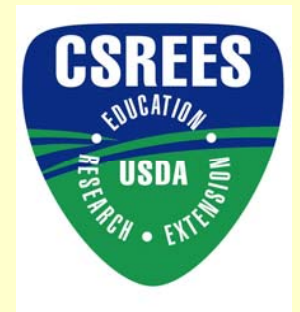
Interdisciplinary Collaboration

- **Horticulture and Food Science**
- **Representatives of Both Disciplines in Every State Makes the Projects More Fundable**
- **Creates Greater Impact on Stakeholders**
- **Enhances the Opportunities for Integrating Research with Extension and Teaching, Resulting in Strengthened Programs**

Keys to Success with our Integrated Proposals

Extension Need Drives the Project

- **Need is Everywhere, but the Need is Great in Food Safety**
- **Research Results are Directly and Immediately Applicable to the Needs of Industry Stakeholders**
- **Research and Extension Experiences are Invaluable in the Classroom**



Keys to Success with our Integrated Proposals

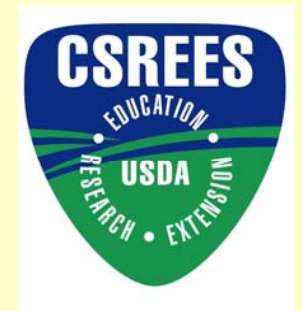
Developing a Project

- **Need Leadership**
- **Follow the RFP Guidelines Specifically**
- **What About the Money?**
- **Funding Must be Sufficient to Attract Collaborators and Enable Meaningful Work**
- **Fair Distribution of Funds – Smaller States with Smaller Industries have Lesser Needs**

Keys to Success with our Integrated Proposals

Working Within the Budget

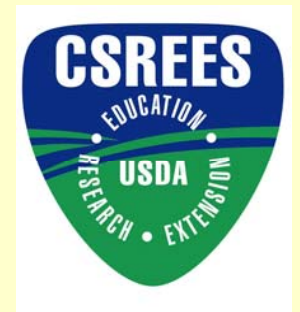
- **How much Funding is Available?**
- **\$600,000 Total Minus Overhead Leaves \$480,000 for Programs**
- **We Projected \$300,000 for Extension and \$180,000 for Research**
- **Had to Strike a Balance among Thirteen States - Leadership**



Keys to Success with our Integrated Proposals

Deliver on your Commitments

- **Communicate Frequently within your Network**
- **Keep up the Dialog with CSREES Program Leaders**
- **If the Need Continues, Continue the Work**

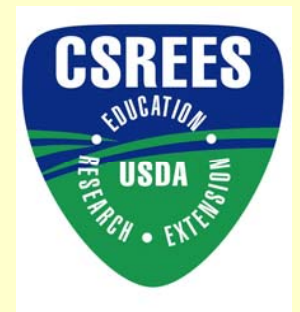


Third Regional Grant Application 2006-2008

**Fresh Produce Food Safety Training Program on
Utilization of GAP and GAP Effectiveness
Verification in the Southeast (\$600,000)**

Lead Institution – North Carolina State University

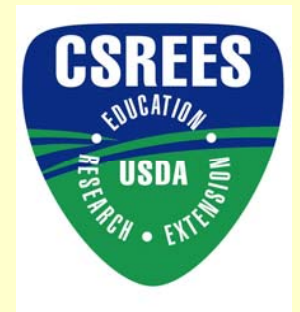
Funding Decision Pending



Keys to Success with our Integrated Proposals

Be Able to Show the Value of the Work

Cost : Benefits



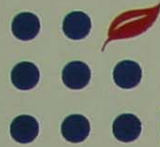
USDA

United States
Department
of Agriculture

VGS-305-01

December 2004

Outlook



Electronic Outlook Report from the Economic Research Service

www.ers.usda.gov

The Economics of Food Safety: The Case of Green Onions and Hepatitis A Outbreaks

**Linda Calvin, Belem Avendaño, and
Rita Schwentesius***

Abstract

Using the example of recent foodborne illness outbreaks in the United States associated with green onions from Mexico, this report examines the economics of food safety. Incentives for growers to adopt additional food safety practices are somewhat weak. Because of asymmetric information problems, produce grown with more food safety practices does not receive higher prices. Growers that adopt more food safety practices do so to maintain markets and to reduce risk. Results from a survey before the outbreaks provide a view of the incentives for adopting more food safety practices. Interviews with growers after the outbreaks indicate how the costs of an outbreak vary depending on the food safety practices growers had already adopted. According to growers, the mar-

DEC 24 2004

