

UNITED STATES OF AMERICA  
DEPARTMENT OF AGRICULTURE  
FOOD SAFETY AND INSPECTION SERVICE

NATIONAL ADVISORY COMMITTEE

on

MEAT AND POULTRY INSPECTION MEETING

The Washington Plaza  
National Hall  
10 Vermont Avenue, N.W.  
Washington, D.C.

Thursday,  
November 14, 2001

The above captioned meeting convened at 7:00 p.m.

Chairperson:

Lee Jan, Chairperson  
Director, Meat and Poultry  
Inspection Program  
Texas Department of Health

Attendees:

Robert Post

Alice Johnson

Charles Link

Catherine Logue

Gladys Bayse

Nancy Donley

Judy Riggins

Skip Seward

Steve Stinehorn

A G E N D A

PRESENTATION:	PAGE:
Modernizing Standards of Identity	4

## P R O C E E D I N G S

(7:00 P.M.)

DR. JAN: Let's start our deliberations, or what was the other term he used?

I think since we have specific questions to answer, I think maybe the best way to go is to start by answering these questions and of course, if they stimulate discussion away from that, certainly we can include all of that. I think that is the best way to stay on track.

So, the first question, we all heard the issue paper this morning or this afternoon, I guess, right after lunch. Now, the first question is what are the general comments of the Committee on the strategy and guiding principles outlined by the Agency? And if anybody needs a refresher, a sketch, I think Dr. Post can give us that.

MR. LINK: I was going to ask for that very thing.

DR. JAN: Clear in a nutshell, I guess.

DR. POST: I have a wonderful graphic, I mean, I can read from it, but it just shows the --

We planned essentially four steps in this process and it led to several other small things that I mentioned this afternoon, but, the first thing we did was we developed interim policy to allow for some flexibility, within some degree of flexibility we allowed for products like low fat bologna, and no fat sausage or reduced fat sausage according to policy memos.

1 And that is policy that is interim, that needs to be codified.

2 The next thing we said was we were going to amend  
3 regulations to change regulations to allow for a general standard  
4 of identity, which would allow for a nutria content plan  
5 associated with a product name, so that would allow for low fat  
6 corn beef, reduced fat pepperoni. Every, every one of the 80  
7 standards in the regulations would be available for that  
8 approach. It is what FDA has already done, but we haven't yet  
9 finalized.

10 The next step in the prong, would be to and what we  
11 have already accomplished, would be to improve the system for  
12 approving new ingredients for use in meat and poultry products.  
13 And we have done that effective December of '99, we published a  
14 final rule, I mention that. And there is a Memorandum of  
15 Understanding in place with FDA that establishes how we interact  
16 to allow for new and novel ingredients, especially those that are  
17 helpful in modernizing standards like fat replacers.

18 I mention as an offshoot the ability for us then to go  
19 further and something we have planned to allow for do an  
20 amendment to the regulations for any safe and suitable binder, or  
21 other fat replacing ingredient in meat and poultry products.  
22 That is something FDA already allows. Right now we go case by  
23 case and change standards to include the uses of, new uses of  
24 ingredients. And instead of doing that, we would have a blanket,  
25 any safe or suitable, in the criteria we define.

1           The last step in the process is the guiding principles  
2 that we would publish as a proposed rule. And these guiding  
3 principles are a road map or a check list. They are essentially  
4 the way we would ensure consistency in the evaluation of  
5 standards in terms of whether they need to be modernized,  
6 eliminated, or modified and that is, that is, and I gave you  
7 examples in the paper of guiding principles and I named some  
8 extra ones this afternoon, in terms of the kinds of rules that  
9 industry would have to, and consumer groups would have to  
10 consider if they were to petition or request for a change to a  
11 standard, and come to the Agency with that change.

12           So, that is it in a nutshell. Does that help?

13           MS. LOGUE: Kind of. Can I ask you a question?

14           DR. POST: Sure.

15           MS. LOGUE: I don't know whether I misheard this this  
16 morning or not. What did you say about compliance at the  
17 distribution point level and at the plant? What was that? You  
18 said, you were going through this and you kind of added in extra.  
19 What did you mean?

20           DR. POST: One of the guiding principles would be to  
21 ensure that a, and here again we are talking industry, we are  
22 talking industry, consumer group consensus approaches to  
23 petitions that we have received to change to standards, to  
24 improve them or even eliminate them.

25           MS. LOGUE: Yes.

1 DR. POST: And what we hope would be for a standard to  
2 be developed or changes to the standard to be developed based on  
3 the finished product and not on the formulation. Right now more  
4 than half the standards are based on formulation. That means in  
5 plant compliance, looking at formulations when products, how much  
6 fresh meat is used in making the product, rather than looking at  
7 some kind of criteria or some parameters on the finished product.

8 And, therefore, if you are looking for moisture content on the  
9 finished product, you could look for that in the supermarket.  
10 You don't need to test in the establishment.

11 MS. LOGUE: Oh, okay.

12 DR. POST: So, it is a better use of our resources. It  
13 is in line with other consumer protection.

14 MS. LOGUE: So, you are talking them, you say some, make  
15 some cheese and beef mix and packs it in a casing, and then sells  
16 it.

17 DR. POST: Right.

18 MS. LOGUE: Where they take the cheese from somebody and  
19 the meat from somebody and mix the whole thing together and they  
20 sell that as their product.

21 DR. POST: Well, if someone wants to establish a  
22 standard for that kind of product, they may establish a cooked  
23 meat content, you know, for the entire product, rather than --

24 MS. LOGUE: But, you only have to, you only have to  
25 establish it at the retail point or not where it is produced in

1 the plant anymore, is that what you are saying? You have got to  
2 establish it at the distribution?

3 DR. POST: Well, compliance checks. The benefit there  
4 is where we look for compliance. And right now, when we have a  
5 water restriction, if we restrict the amount of water that goes  
6 into a product, because that is what it says in the regulations,  
7 we evaluate compliance at the point of formulation. And that is  
8 a task that we have now, hopefully less frequently than food  
9 safety tests, but a test right now that inspectors have to  
10 perform, an insurance or verification that kind of control is in  
11 place. That could be done in retail, or other places.

12 MS. JOHNSON: That also could be done at the in plant  
13 level as well. And that would, your guiding principle might be  
14 one that looks at composition of finished product without  
15 designating where compliance was determined.

16 DR. POST: Oh, absolutely.

17 MS. JOHNSON: Okay.

18 DR. POST: We are not talking about, you know,  
19 establishing standards, don't, don't prescribe where compliance  
20 is, is --

21 MS. JOHNSON: Determined.

22 DR. POST: Determined. They are compositional. They  
23 are compositional to characteristics as processing methods,  
24 whatever, whatever is needed to assure that the consumer gets a  
25 product they purchased or how they perceive a label is what is in



1 the product.

2 MS. JOHNSON: But, you did say the, I am confused now  
3 with the guiding principles.

4 DR. POST: Right.

5 MS. JOHNSON: One of the guiding principles maybe that  
6 you look at finished product instead of at ingredients,  
7 composition. That is one of the issues you are looking at.

8 DR. POST: That, in fact, I mean, if we could be so bold  
9 as to say, yeah, we would not like to look at standards changed  
10 to reflect raw ingredients. And the parameters of the  
11 characteristics of the product should be based on a finished  
12 basis. So, perhaps it is the degree of drying this, rather than  
13 the amount of water that is used to formulate the product. And  
14 so one of the guiding principles would be to consider, if you  
15 want to change the hot dog standard, perhaps it is not a  
16 restriction on the amount of water going in, but it is the degree  
17 of dryness or the water activity or something like that of the  
18 finished product.

19 DR. JAN: Anybody else have questions?

20 MS. DONLEY: What are we doing, number one?

21 DR. JAN: We are just kind of getting, we are just  
22 getting background, but, yeah, we are going to follow this and  
23 try to answer one through eight.

24 MS. BAYSE: You used the term anti microbial as  
25 potential attitude. Could you give me an example?

1 DR. POST: Oh, sodium lactate, sodium diascertate.

2 MS. BAYSE: But, not --

3 DR. POST: Well, where we don't have restrictions on  
4 certain ingredients and there are some. You have got to consider  
5 and that is why in the strategy we also considered ingredient  
6 approvals, because ingredients, the way USDA operates with  
7 regards to standards, we are very case by case prescriptive with  
8 regard to ingredients. So, there are certain ingredients that  
9 are prohibited from all meat and poultry products like -- and  
10 sodium benzodine. But, there are certain ingredients we would  
11 allow and FDA already permits them as brass substances. And so,  
12 we, we feel that there could be any safe or suitable. Anti  
13 microbial used in standardized products and that sort of thing  
14 would put on safe products.

15 MS. BAYSE: I had another sort of unrelated. Cathy and  
16 I were talking about the food labeling and it is not clear to me,  
17 is that, I am talking about, I had my snack sack from the airline  
18 and my Nutri Grain bar, I had for breakfast. The things that  
19 were there, I always thought were USDA ingredients and then there  
20 is the nutritional information. Is that true that USDA, FDA had  
21 input into that?

22 DR. POST: No, well, USDA has its own set of regulations  
23 with regard to labeling. And for the most part there is  
24 consistency. We operate off the same statutory requirements that  
25 prevent misbranding, that prevent labels from being misleading.

1 But, but, there are specifics. Now, you have got to consider the  
2 USDA is different, because we have a prior approval system. We  
3 approve labels before products are marketed.

4 MS. BAYSE: Okay.

5 DR. POST: But, but, you also have to look at standards  
6 as being the, the rules that apply to allow a product to be  
7 labeled a certain way. That is the link between labeling and  
8 standards. Standards don't relate to nutrition information and  
9 nutrition facts.

10 MS. DONLEY: Are we asking just general questions right  
11 now?

12 DR. JAN: Yes.

13 MS. DONLEY: Okay. I have a couple that I just didn't  
14 quite understand in the reading. And I will be very honest and I  
15 will up-front with you, I don't know much about this subject,  
16 but, of course, I have a lot of opinions.

17 On, let's see the third page, the last sentence right  
18 before it says "some examples of the guiding principles include  
19 the following." The sentence reads "The rule, itself, would not  
20 propose any specific changes to the regulations on existing  
21 standards, instead, the rule would address how the existing  
22 regulations might be modified or deleted or how new food  
23 standards would be created." I don't quite understand what that  
24 is saying. It is unclear to me.

25 DR. POST: Okay. We, in evaluating the issue of

1 modernizing standards and doing this jointly with FDA, that there  
2 is a need for both agencies to do this consistently. And I  
3 mentioned the one reason is because, in a statutory way,  
4 standards should be, information about standards should be shared  
5 between the agencies to, to maintain harmony and ensure  
6 consistency. We have worked with them. And we, we don't think  
7 that we have, we know we don't have the resources to change  
8 every, all 80 standards.

9 MS. DONLEY: All 80 standards.

10 DR. POST: For the Agency deal with each standard on the  
11 fact of the standard, suggest changes, go out and pose a change  
12 and then deal with the final rule and deal with the debate, but  
13 we do think what is necessary and the approach that we are plan  
14 is to provide a set of rules or a set of guiding principles, a  
15 road map to anyone who is interested in changing the standards.  
16 So, it almost becomes a third party activity.

17 MS. DONLEY: And so to change the standards, it would  
18 via a petitions from company, so you would do it on a case by  
19 case basis, then?

20 DR. POST: Yes.

21 MS. DONLEY: Through the petition process.

22 DR. POST: Yes, but, but in the guiding principles, we  
23 are also acknowledging that if you are going to change the  
24 standard for ham, you might as well address the standard for ham  
25 salad or ham spread. You ought to be, you know, more global in

1 your view, so we are not spending a lot of resources changing  
2 these standards piecemeal, to even be broader in the approach.  
3 But, it would be, one of the guiding principles would be for  
4 industry and consumer groups to work together to come up with a  
5 consensus. And in that regard, I will refer to the pizza, the  
6 pizza proposal that is out there. And I have copies of that.  
7 Ms. Foreman mentioned that. I don't want to distract from, from  
8 the guiding principles I am talking about. But, I think this is  
9 useful. This came to us before we embarked on the guiding  
10 principles approach, this petition. And the petition was a very  
11 complete petition. It, in fact, they had spoken enough with me  
12 about our development of guiding principles to more or less, you  
13 know, come up with every one of the concerns we would have. They  
14 got consumer buy-in, consumer group buy-in. They established a  
15 need from the consumer standpoint, they did an analysis of the  
16 market. They had all the economic data. They did everything  
17 that we would hope to be done in proposing to eliminate the  
18 standard. So, if anything, it is an example of what could occur.

19 MS. DONLEY: But, okay, I guess you have cleared up in  
20 my head, I couldn't get around is this on an industry basis or on  
21 a company basis, individual company, I want to call my ham --

22 DR. POST: Well, what we want --

23 MS. LOGUE: -- to change my ham and still call it ham.

24 DR. POST: One of the guiding principles would be for  
25 any petitioner to consider that it has represent in industry's

1 needs, and also to get consumer group buy-in and any other  
2 interested party buy-in. What we don't want to spend is our  
3 resources in debates during rulemaking. We have never been  
4 successful, at least more recently, especially in the area of  
5 standards, in getting these standards finalized. Because of the  
6 opinion of one company versus the rest of the industry. They are  
7 not always the same opinions. And we don't want to deal with  
8 those debates. So, really -- So, what we, one of the guiding  
9 principles would be for industry to come up with an industry wide  
10 consensus and also to have consumer group buy-ins.

11 DR. JAN: And for the ham example you spoke of, is an  
12 example, if somebody wanted to change, instead of having water  
13 added ham, they wanted to call it ham, for example, would he go  
14 through, once they got all the information and got everything,  
15 then before it was changed, go through a rulemaking process for  
16 that particular product?

17 DR. POST: Yes.

18 DR. JAN: Okay.

19 DR. POST: Yes.

20 MS. JOHNSON: And to piggyback on that, when you receive  
21 a petition, before you even decide whether you will go through  
22 the rulemaking, you would evaluate the petition against the  
23 guiding principles?

24 DR. POST: Right.

25 MS. JOHNSON: Before you, I don't want to say

1 credibility, but before you move forward with it, that would be  
2 part of the process, is to see if the guiding principles --

3 DR. POST: Exactly and that is why we consider it a  
4 road map or a checklist, you know, that these are general  
5 principles. If there is a standard that exists, I know this came  
6 up the idea that there are international food standards. It is  
7 probably more important for FDA than USDA. Well, first of all,  
8 you are going to have consistent guiding principles that apply to  
9 both USDA and FDA. So, anyone interested in changing the  
10 strawberry jam standard, you know, would follow the same set of  
11 principles.

12 There are six or so meat or poultry product standards,  
13 cured for products, for example, mechanically separated in the  
14 Codex standards. Acknowledgment would have to be there in that  
15 petition, that if there is an international standard, we are  
16 different because of this. Rather than have us to say that there  
17 is something failing in this petition and then have us spend more  
18 time and resources fixing it. It would come to us complete,  
19 having looked at the checklist.

20 MS. DONLEY: Robert, you had made a comment in the  
21 meeting and you said it in your comments, but it wasn't written  
22 here and I wrote it down and you mentioned something about  
23 identify whether food is ready to eat or is not ready to eat.

24 DR. POST: Right.

25 MS. DONLEY: And I was trying to remember in what part

1 of your commentary you were, it was in the --

2 DR. POST: Oh, I know, it is, it is a guiding principle  
3 that wasn't in your paper.

4 MS. DONLEY: It is a guiding principle.

5 DR. POST: Yes.

6 MS. DONLEY: Okay.

7 DR. POST: I don't want to confuse things, I mean, there  
8 are 15 guiding principles that USDA and FDA have devised right  
9 now. If it helps, you could see them, I think you might get  
10 bogged down in the discussion about the merits of each one.  
11 That, I am impressing upon you has already been done over the  
12 last few years and it is no easy task to make sure that FDA at  
13 all levels, all the way up, in SIPSAN ranks as well as our agency  
14 have brought off on these as being, they are tied to the  
15 statutes, they are tied to regulations, they are tied to the  
16 principles and the philosophies of both agencies. So, when we  
17 get to the issue of a guiding principle that I said was useful  
18 for today's food safety concerns, about ready to eat and not  
19 ready to eat products, one of the guiding principles would be  
20 that anyone wishing to change a standard, would establish whether  
21 the pie is a ready to cook or a not ready to cook item. And that  
22 would help us. It would help us in other areas, labeling,  
23 ensuring that the product is safe handling instructions, making  
24 sure that there are other safety features on the label. If it is  
25 a, certainly a not ready to eat product, let's say if handling



1 instructions are required, but, it is a ready to eat product, we  
2 are looking at listeria testing. So, I mean, it would help us  
3 get out of the discussions that we are having these days and a  
4 lot of the debates in terms of whether there is listeria testing  
5 or whether there is a safe handling instruction kind of thing.  
6 And we have noticed that, I mean, there is a change in the  
7 marketplace. And the confusion with regard to safety labeling,  
8 because no one really knows in all cases whether these are still  
9 products that are ready to eat or they have changed over to a not  
10 ready to eat status.

11 MS. JOHNSON: Robert, has the 15 guiding principles that  
12 you just talked about, have they been agreed to by both FSIS and  
13 FDA?

14 DR. POST: Yes.

15 MS. JOHNSON: Have you gotten that --

16 DR. POST: Absolutely. And this is an effort that is  
17 well on its way. We are bogged down with, in the areas that I  
18 have listed here, in finishing up all the information gathering  
19 that would enable this to get through Agency clearances,  
20 certainly through O&B.

21 MS. JOHNSON: Have you, based on these questions, and  
22 talking to several different groups in preparing for the meeting,  
23 you know, I am not sure that the data that you are looking at,  
24 you need, is available, in just a quick survey we have done.  
25 Have you looked at sending out requests for data?

1 DR. POST: Well, in '98, both agencies did issue an  
2 event, Notice of Proposed Rulemaking, which got at these issues.

3 Unfortunately, not everything came to us. Our work with the  
4 Office of Management and Budget, it becomes more and more  
5 difficult, and Judy probably could add some other things to this,  
6 in that there are many requirements for economic assessments,  
7 economic impact, assessing the impact on industry, large and  
8 small, that we need to provide the Office of Management and  
9 Budget. And, and it is an oneness task. And so, yes, not  
10 everything has, it did come to us in the ANP, and to some extent  
11 we might have to find a very clever way to deal with some of  
12 these questions, if we don't get the data. But, if we have the  
13 data, that will help the process.

14 DR. JAN: Okay. So, you jumped to two, right?

15 MS. JOHNSON: I am sorry.

16 MS. LOGUE: Can I make just like a quick tongue and  
17 check comment here? Have you got any money in the kitty to pay  
18 for research to do this? There are researchers out there who  
19 would be gunhoe to do this for you. I can speak on behalf on a  
20 friend of mine who would love to do this kind of work. I know it  
21 is kind of tongue and check comment, but you might have to do  
22 that, if it is not available.

23 DR. POST: Well, or be very clever in the way we come up  
24 with conclusions. But, you know, that just gets time, as we get  
25 to it, to O&B perhaps.

1           And we have done a lot of digging. We have worked with  
2 some groups. Alice mentioned the National Cattle and Beef  
3 Association, the National Pork Council. Actually, I was an  
4 advisor or a consultant with them in the work they did and  
5 actually attended one of their focus groups. So, that helps,  
6 that helps. Fortunately it was never really given to us.

7           MS. LOGUE: But, what I am thinking here is, USDA, NRI,  
8 CSRS, have called every year for food safety research proposals.  
9 They sent out a whole, you know, thing of guidelines with areas  
10 that they want research done in.

11           DR. POST: Right.

12           MS. LOGUE: I mean, if you slipped even one or two of  
13 these into the guidelines.

14           DR. POST: Okay. To be blunt, I am not sure if you  
15 could package this as a food safety issue. There are food safety  
16 aspects.

17           MS. LOGUE: Well, maybe not food safety, but what about  
18 IDCON food safety issue, because it is still, there is an  
19 economic food safety thing as well.

20           DR. POST: And that is a good point.

21           MR. LINK: There is a group out of Virginia Tech that is  
22 working on something similar to this, that is food safety  
23 nutrition coalition. Lester Crawford's group up here at  
24 Georgetown is working on the same.

25           MS. LOGUE: He is FDA now, isn't he, he moved?

1 MR. LINK: Oh, I don't know. The group he was with, is  
2 now associated with the Virginia Tech.

3 MS. JOHNSON: Do we want to try to couch your  
4 recommendation, that they look at --

5 MS. LOGUE: Yes.

6 DR. JAN: Might as well address Question two since we  
7 are working on it and then we will come back to one.

8 MS. LOGUE: We might have an answer for that.

9 DR. JAN: So, and I think that is what we are hearing.

10 MS. LOGUE: Sorry, for jumping ahead.

11 DR. JAN: We will go back to one after we do number two.  
12 We will go back to one.

13 I think what we are seeing here is that, the committee  
14 members, they don't have the data, but you mentioned Lester  
15 Crawford's group, is working and that maybe something FSIS  
16 should contact him and get that data, but --

17 MS. LOGUE: Well, there are a lot of those kind of  
18 research consortia out there like that. I am a member of another  
19 one, the National Alliance for Food Safety. And they, Les  
20 Crawford used to be involved with that as well. But, those are  
21 kind of consortia, any of those groups, if you could approach  
22 them and see if they have this data, if not, and is there a  
23 possibility that you could say, okay, we will channel  
24 a fund that you guys can go after. This is how some of the USDA  
25 has been able to channel money down a certain consortia already.

1 Said, we have this fund, if you guys would do this kind of  
2 research, you can have the share of the pot. And there are  
3 groups out there that will do this for you with no problem.  
4 Especially at the academic level, I can tell you that now.

5 MR. LINK: That group out of Tech, I am really not on  
6 the committee, and I am not getting anything out of this, but  
7 they do have a synopsis up here December 5<sup>th</sup> or 6<sup>th</sup>, up here in  
8 town.

9 DR. POST: Now, with regard to the second question, now,  
10 it is not consumer information, because I think we are satisfied  
11 with consumer information, you know, consumers' views, you know,  
12 whether consumers even consider food standards or even understand  
13 whether they exist. That kind of data we have and we have worked  
14 with FDA in achieving that kind of data.

15 MS. LOGUE: Okay.

16 DR. POST: But, it is really the, the relationship  
17 between the impact on public health and food standards as they  
18 exist now.

19 DR. JAN: Public Health goes beyond food safety.

20 DR. POST: Right. Yes.

21 MS. JOHNSON: Well, in some of the anti microbial  
22 ingredients --

23 DR. POST: Right, that is point to this, that.

24 MS. JOHNSON: So, kind of a call for research, try to  
25 get a confirmation, and try to get this on the research agenda.

1 MS. LOGUE: Put this, what you want to do is put this  
2 out on some of the RFPs and these RFPs come out on a regular  
3 basis. And USDA has one in January. There is another one in May.  
4 I can't remember. They are just the food safety ones that I  
5 know, because they are the ones I go after. But, there are other  
6 ones in the area of agricultural economics, or economics. IDCON  
7 has taken on this idea of IDCON in relation to food safety and  
8 economics of food safety. This kind of comes down to some of  
9 what you are looking for here, but, maybe in their calls, their  
10 RFPs. I think that might be worth considering, you know, see if  
11 you can find out when they have an RFP and could you put this in  
12 an additional area or something like that. I don't know.

13 MR. LINK: What is an RFP?

14 MS. LOGUE: It is, what do they call it?

15 MS. BAYSE: Request for proposal.

16 MS. LOGUE: Request for proposal.

17 MR. LINK: Oh.

18 MS. LOGUE: I am so used to just seeing it, I never can  
19 remember the words.

20 DR. JAN: And I guess on there we will put, information  
21 not already available might need to, I guess, the RFP, would that  
22 include funding?

23 MS. LOGUE: Yes.

24 DR. JAN: Okay.

25 MS. LOGUE: Request for, what you do is when you set out

1 the call, you say how much money is available in this area.

2 DR. JAN: Okay. And that would cover the --

3 MS. LOGUE: Suggests, suggest that you would fund  
4 proposals up to a certain value.

5 DR. JAN: Okay.

6 MS. LOGUE: You know, put a cap on how much they are  
7 worth, maybe, \$100,000.00 proposal, I don't know, say you fund  
8 half dozen of them, like that.

9 MS. JOHNSON: When you say USDA does this on a quarterly  
10 basis.

11 MS. LOGUE: The USDA is one of these crowds that have  
12 call for proposals, but they are not only one. There is a whole  
13 reg of them out there. But, in terms of what we are looking at  
14 here, in meat and food safety and all this kind, the USDA is  
15 probably one of the best routes to go.

16 MS. JOHNSON: Since they are trying to solicit the  
17 information, yeah.

18 MS. LOGUE: Yeah. It is probably, probably one of the  
19 best ways to do it, I don't know.

20 MR. LINK: But, would FDA be looking at the same  
21 information? What is the link between these standards and --

22 DR. POST: Oh, absolutely, information that, well, they  
23 would be interested in it, well, then they need to meet the same  
24 information needs as we do, is, is not the case, because they  
25 deal with different needs.

1 MS. JOHNSON: They do a lot of their own.

2 DR. POST: At the Office of Management and Budget.  
3 Their requirements to get a rule through are slightly different  
4 than what we have experienced. So, that is why I think some of  
5 these might be peculiar to USDA.

6 MS. RIGGINS: Also FDA can do its own research.

7 DR. POST: Right, and the fact that their  
8 own --

9 MS. LOGUE: So, they may even already be doing this kind  
10 of work. Are they or is there a possibility that they could be?

11 DR. POST: I would say no and I would say probably in  
12 their list of things that they have to do, they are probably not  
13 concentrating on meat and poultry products, which is where we  
14 need to focus.

15 MS. LOGUE: Yes, yes.

16 DR. JAN: Okay. We will go back to number one and get  
17 some general comments regarding the strategy and the guiding  
18 principles. I think we had a pretty good explanation of it. So,  
19 I think maybe we can get some general comments, I mean, like, you  
20 know, I think, my feeling is, I don't know how you can change it.  
21 It sounds like a good track to me.

22 MS. JOHNSON: Yes, we can support guiding principles for  
23 the development of petitions for consideration for proposed  
24 rulemaking.

25 DR. JAN: That is my feeling and if anybody has any



1 other feelings.

2 MS. LOGUE: Yes.

3 DR. JAN: Then I think we --

4 MS. LOGUE: I don't see anything wrong it.

5 MR. LINK: We need the road maps so we can go into --

6 DR. JAN: Right.

7 MS. LOGUE: Yeah, and there may be that there are  
8 certain standards that don't need to be modified.

9 DR. JAN: Right, exactly.

10 MS. LOGUE: But, if there is, there is a, as long as  
11 they are consistent with FDA, the principles are consistent with  
12 FDA.

13 MR. LINK: They will be identified.

14 MS. LOGUE: Yes, yes.

15 DR. JAN: Okay. Then that moves us to three.

16 MS. DONLEY: Can I ask a question on that?

17 MS. LOGUE: Never mind, we are back to number one.

18 MS. DONLEY: Can I put on the brakes, sorry? Where in  
19 this does, for instance, in the guiding principles would, the  
20 bottom of the very second page, it just talks about  
21 modernization, it says "These alternatives include the", and then  
22 the bullet point, "the use of a lesser amount of need for poultry  
23 and standardized food products." Where does that fit in with  
24 this guiding principles, I mean, something like, because I assume  
25 right now that there has to be, to be able to called chicken

1 soup, there has to be a certain amount of chicken in it. So, I  
2 am having trouble --

3 DR. POST: Understanding.

4 MS. DONLEY: Putting this with the guiding principles,  
5 yes.

6 DR. POST: Okay. Well, in an advanced notice, one of  
7 those, one of those things about rulemaking, in an advanced  
8 notice we are exploring a position that the Agency has or  
9 reactions for position the Agencies, in this case, both agencies,  
10 expressed. And in doing that, we ought, even though we are  
11 recommending an approach, we have to consider alternatives. So,  
12 I was providing extra information here to show we had considered  
13 alternatives. We had considered that. Maybe there is just a  
14 wholesale lowering of meat and poultry contents, that is all that  
15 is necessary in modernized food standards. We considered that as  
16 an alternative. We, and we laid that out in the advanced notices  
17 of proposed rulemaking, that the Agency has considered, both  
18 agencies considered that. We considered requiring food labels to  
19 declare the percentage, the percentage labeling for quantitative  
20 ingredient declaration, you know, that is an approach that could  
21 have been used to modernized food standards.

22 We also advance an idea that maybe this is a third  
23 party thing. Maybe some third party authority somewhere could  
24 manage the whole system of determining what, what consumers  
25 expect in this meat and poultry and other food products. And in

1 doing that, we came to the conclusion that, no, I think, we think  
2 these guiding principles approach, laying out ways for, for a  
3 checklist, that industry could apply themselves in coming up with  
4 really substantive petitions that wouldn't require debate and  
5 could essentially be published and promulgated. That was a  
6 better bet.

7 So, then when we took that position, the responses we  
8 got to that position, the responses for the ANP are showed, the  
9 hundred or so comments, that, yeah, that was a reasonable  
10 approach.

11 MS. DONLEY: Okay. But, if an industry wanted to say,  
12 okay, we want to reduce currently X percentage, there must be X  
13 amount of chicken in chicken noodle soup, it would still go  
14 through a rulemaking process to be able to change that standard  
15 from, if they said we wanted to change it, it would go through  
16 rulemaking.

17 DR. POST: Yes, it would. It would be that petition to  
18 change the meat content requirement if that is what, that is what  
19 is desired by this consensus driven petition that we receive.

20 MS. DONLEY: Okay.

21 DR. POST: So, it doesn't preclude that we couldn't  
22 lower meat contents. We were suggesting that the only thing  
23 needed to fix standards was to just lower meat and poultry  
24 contents.

25 MS. DONLEY: I bet that didn't go over well.

1 DR. POST: No, no, it didn't with the meat --

2 MS. JOHNSON: If we, I don't know if we want to be real  
3 specific about what we are doing right now, but, if we worked on  
4 question one, maybe refine the wording a little bit to reflect  
5 that, you know, we are supportive of guiding principles to be  
6 issued consistent with FDA, that would be allowed for the  
7 development of a petition that would be later used for proposed  
8 rulemaking or something like that. So, that it is pretty --

9 MS. DONLEY: It is --

10 MS. JOHNSON: Yes, because it is kind of confusing.

11 MS. DONLEY: Yes.

12 MS. JOHNSON: So, I think -- We are supportive of the  
13 establishment of guiding principles to be consistent with those  
14 developed by FDA for the development of petitions, that the  
15 Agency can use  
16 to --

17 MR. LINK: If they --

18 MS. JOHNSON: Yes, if appropriate, they can use for  
19 proposed rulemaking. I think that is a great idea.

20 MR. LINK: And basically what happened with the pizza?

21 MS. JOHNSON: Yes.

22 DR. POST: Well, and they have heard me long enough,  
23 and, and copied down every single guiding principles I ever  
24 suggested could exist. So, that, yeah, that is why --

25 MS. JOHNSON: And you think we don't listen.

1 DR. POST: And so, they have heard long enough that, you  
2 know, there is an approach and they more or less worked according  
3 to guiding principles.

4 MS. JOHNSON: Good.

5 MS. BAYSE: Is there a time line in which --

6 DR. POST: What we would hope to do, what we anticipate  
7 in our proposed rule, is to, in fact, put into 9 CFR, to the Code  
8 of Federal Regulations, these guidelines, these guiding  
9 principles, there to use it. If you want to, if you want to add  
10 or remove anything from 319 or what would be a combined section  
11 in the future, Part 400 something, this is the approach you would  
12 take. So, perhaps that would be the starting point for everybody  
13 retooling behavior so food standards that currently exists in our  
14 regulations. You know, we might even consider that over time, if  
15 no one has claimed an interest in any of these standards, perhaps  
16 it is one that no one has interest in and perhaps is out lived  
17 its usefulness. That is also a potential. At some point you  
18 should have a refreshed set of, an updated set of standards that  
19 reflect today's consumers' needs as well as industry's needs.

20 MS. BAYSE: Okay. So, it is going to be driven by the  
21 proposal.

22 DR. POST: Yes, yes.

23 DR. JAN: Okay. Okay. Let's go to three, then.

24 "What is the process used by representatives in the  
25 meat and poultry industry, consumer groups and others to identify

1 the need for change to an existing food standard or the creation  
2 of a new standard?" I think those were the questions we were  
3 asking, isn't it?

4 MS. JOHNSON: I think we would consider, you know,  
5 consider your trends, you know, the move toward the low fat, the  
6 consumer dietary habits, new innovations in ingredients for anti  
7 microbial, as Robert had mentioned. What else did we look at?

8 DR. JAN: Research and reports. There seems like there  
9 is always, every now and then --

10 MS. LOGUE: Somebody will always do a study on  
11 something.

12 DR. JAN: Yes.

13 MS. LOGUE: And then discover that it is no use anymore.

14

15 DR. JAN: Lower the cholesterol and next time we will be  
16 raising it because we find that it is good to have it, and so you  
17 have all these different trends.

18 MR. LINK: We do focus groups with consumers, we have  
19 focus groups with consumers and ask these kinds of questions,  
20 what do you want. So, we know what to develop. That and just  
21 consumer correspondence we get, you know, people asking questions  
22 or, you know, why aren't you doing this, which leads you to maybe  
23 do it.

24 MS. JOHNSON: Have we covered changing --

25 MS. LOGUE: Changes to, why else would you change them

1 if, if somebody suddenly proves this chemical preservation is no  
2 longer safe? You know what I am saying? Or if the Europeans  
3 decided it is not a good idea, they won't accept your food, that  
4 is a big one. Just like the growth hormones in the cattle. So,  
5 it can be outside market pressures.

6 MS. JOHNSON: Yes. Market, or just market pressures in  
7 general.

8 MS. LOGUE: Market pressures.

9 DR. POST: And that is, that is domestic as well as  
10 international market.

11 MS. JOHNSON: Yes.

12 MS. LOGUE: Yes.

13 DR. POST: As well as global, I think.

14 MS. DONLEY: I think, too, unless I am misunderstanding  
15 this question, I think that there would be a need to question a  
16 standard or create a standard if on the part of consumers if they  
17 were suddenly noticing that standards have lowered. That the,  
18 that something that they had a pre-conceived notion of what  
19 something is, try to make a little clearer, a change, yeah, that,  
20 that, you know, this widget that we all eat, suddenly other  
21 things are being called widgets that aren't what we are used to  
22 as a widget.

23 DR. JAN: I think, I think what you are speaking to is  
24 the reason that we need to continue to have some standards.

25 MS. DONLEY: Right.

1 DR. JAN: So that when you make that widget. And I  
2 think a good example is and people, you mentioned the consumers  
3 really don't understand it anyway.

4 MS. DONLEY: Right.

5 DR. JAN: But, hamburger, for example.

6 MS. DONLEY: Right.

7 DR. JAN: So many times you get a hamburger somewhere  
8 and it is half soy and half beef, and that is okay, because it is  
9 called a beef patty. But, people are still buying it as a  
10 hamburger, but when you sell it or market it as a hamburger, you  
11 can't have the soy. And I think that is the gist of it.

12 MS. DONLEY: Right, exactly.

13 DR. JAN: So, we need to continue to have --

14 MS. JOHNSON: Is that part of the consumer  
15 correspondences that you are talking about, Charles, from an  
16 industry standpoint? Do you get complaints that --

17 MR. LINK: What happened to the product? It used to be  
18 this.

19 MS. JOHNSON: Yeah, what happened.

20 MS. DONLEY: There is confusion on the part of consumers  
21 on what the heck is it I am eating anyway.

22 MR. LINK: I think we had some of that at lunch today.  
23 What is this?

24 MS. DONLEY: Where did you eat? I don't want to go  
25 there.



1 MR. LINK: It was good, it was a good restaurant, it was  
2 just, has some strange things in it.

3 DR. JAN: But, at least, even though, you know,  
4 consumers may be confused, it needs to be standard for industry,  
5 because somebody is selling hamburger, they all need to sell the  
6 same hamburger.

7 MS. DONLEY: Well, industry doesn't want someone else  
8 doing it, either.

9 MS. JOHNSON: That is right.

10 MS. DONLEY: Right.

11 MS. JOHNSON: What else? Trends would cover changes in  
12 the population, the aging population.

13 DR. JAN: I think it would.

14 MS. DONLEY: But, also the ethnicity of the population.

15

16

17 MS. JOHNSON: Good.

18 DR. JAN: That would make the demographics, I guess.

19 MS. JOHNSON: Yes.

20 DR. JAN: Because you are right, we see a lot more  
21 things that we didn't see before, although it may not be food  
22 standard or standard identity for it. We see a lot more goats  
23 being raised and slaughtered --  
24 processed food, I think, too.

25 It is called, you can have turkey ham, I wonder if you

1 can have goat --

2 MR. LINK: It is called turkey goat.

3 DR. JAN: It might be.

4 MR. LINK: Do the principles.

5 DR. JAN: I guess the goat ham would be closer to than a  
6 turkey ham.

7 MR. LINK: I don't know.

8 DR. JAN: At least they have got part of a body that  
9 looks like a ham.

10 (Pause.)

11 DR. JAN: Okay. Anymore on three? We will move to four.

12 Okay. "Does the Committee have any data on the cost to  
13 industry for compliance with good standards, such as time,  
14 resources, trade, competition, and compliance?"

15 MR. LINK: I don't know. Anything, I don't have any.

16 MS. LOGUE: That is from an industry point of view?

17 DR. JAN: Yes, that is sounds like from an industry  
18 point of view.

19 MR. LINK: Research on behalf of the industry.

20 DR. JAN: That is something you look at it, but you  
21 might have more antidotal data than you would have documented  
22 data. And I don't know if you ever need that. I am sure you  
23 have some, but, whether you can rely on that.

24 MS. JOHNSON: Can we ask --

25 DR. JAN: Yes, that is fine.

1 MS. JOHNSON: -- have any industry data?

2 MS. LOGUE: Industry and otherwise --

3 MS. JOHNSON: Yes.

4 MR. SEWARD: I think that would easier for industry to  
5 generate that.

6 MS. LOGUE: Would they give it away, though? Would they  
7 give it to us?

8 MS. JOHNSON: Well, if they wanted to change, is some of  
9 this not a part of the guiding principles that there would be  
10 certain data gathering requirements for each petition that you  
11 would submit?

12 DR. POST: Actually, no, I mean --

13 MS. JOHNSON: If they told you they want to do a  
14 petition, Robert, you say, give us data?

15 DR. POST: The data, the rationale or the benefits and  
16 the cost to industry are ours to assess, although we are always  
17 asking for that information to help us. But, it becomes a matter  
18 of us in preparing and responding to all these executive orders,  
19 that we have to in preparing a proposal.

20 MS. JOHNSON: But, it is not, in any of the guidelines.

21 DR. POST: No, there is no way we could say, hey, if you  
22 want this, give us all the data. Show us, yeah, to show us that  
23 it costs you a lot to meet the standard and -- although, you  
24 know, that could be part of the rationale, that could be part of  
25 a support. It could be done better, you know, change this

1 process or this technology, because it enables us to give the  
2 consumer the same product or the product, you know, with better  
3 characteristics.

4 MS. LOGUE: But, if we change a process or technology,  
5 industry is going to want to know how much it is going to cost  
6 them.

7 DR. POST: Yes.

8 MS. LOGUE: They won't do it overnight for nothing.

9 DR. POST: Sure.

10 MS. LOGUE: So, you have got to have someone go in there  
11 and bean count and tell you whether it is worth it or not and how  
12 much it is going to cost.

13 DR. POST: Right.

14 MS. JOHNSON: And I think you would find  
15 that --

16 MS. LOGUE: Again, that is money, that is research.

17 MS. JOHNSON: Yes. Again, I think from an industry  
18 standpoint, that, I think there is something we can change  
19 because, you know, either obstacles to food safety, interventions  
20 that we want to put in or, you know, it is just an old standard,  
21 costs money, dah, dah. I mean, generally, we have a reason for  
22 trying to do that.

23 Robert, when you, you are going to publish these  
24 guiding principles in the Federal Register and say this is when  
25 you look at food standards, you should look at these, petitions

1 should be written that encompass these guiding principles, I am  
2 assuming.

3 DR. POST: Yes.

4 MS. JOHNSON: Could you put some sort of statement that  
5 you could get away with from O&B that talks about, you know, any  
6 data gathered might consider to support the petition.

7 DR. POST: It is hard to, we will take that as a  
8 recommendation, but I have to think about whether our general  
9 counsel, for example, would, would believe that we could say as  
10 part of these guiding principles, we would require data to show  
11 that this is a better process than the one that was previously  
12 used, or this is better technology. It seems to me it is  
13 inherent in the petition, that if somebody wants to change the  
14 standard, here are the economic data.

15 MR. LINK: Maybe in the preamble, where you can --

16 DR. JAN: As part of the rule, the preamble is generally  
17 the cost to small business, but that may not be the same question  
18 you are asking here, or to cost, cost to Government and cost to  
19 business, to any rule. And this is a --

20 DR. POST: Exactly. I mean, if we are to consider this  
21 overall, this major change to our approach to food standards, we  
22 have got to show that there is some benefit and or acknowledge  
23 that they are costs. But, perhaps in streamlining standards,  
24 there is less cost for compliance.

25 DR. JAN: Right.

1 DR. POST: There is more, is there a greater costs for  
2 determining compliance with an added water at the point of  
3 formulation kind of standard, versus one that requires just  
4 measuring the dryness of a product somewhere in distribution.

5 MS. JOHNSON: I think it is inherent and whoever is  
6 developing the petition, they probably have done it based on data  
7 they have. One of our concerns from an industry standpoint, when  
8 we petition, when we do something the Agency likes data, but  
9 sometimes it is very confusing from an industry standpoint about  
10 what data the Agency feels is appropriate. And it is pretty much  
11 spelled out in these questions, what you are looking for. And,  
12 you know, if that is made public when people go to do their  
13 petitions, and that could certainly speed up and save time and  
14 energy and money on not, not gathering information that is not  
15 going to be of value to the Agency. Because I think we do a lot  
16 and what we think is appropriate, the Agency doesn't.

17 DR. POST: And that is what we want to avoid. We want  
18 to avoid receiving something and then, and then getting it,  
19 tooling it --

20 MS. JOHNSON: I mean, having to ask for additional.

21 DR. POST: -- yeah, and fixing it. So, I don't want to  
22 put words in your mouth, but are you saying then that perhaps we  
23 should consider a guiding principles to say that, that  
24 submissions or petitions need to incorporate data or include data  
25 to support any new technology, new processes?

1 MS. JOHNSON: I think it should be somewhere in there.  
2 I am almost afraid that this is what these guiding principles, if  
3 you have these and FDA has approved them, or you, guys, all  
4 agree, and, you know, could it be somewhere in the preamble when  
5 you describe this is what we expect in a petition. And "the" is  
6 though to say data should be given, be as specific as possible  
7 with the kinds of data you want.

8 MR. LINK: Other things to consider. Data, cost,  
9 whatever.

10 MS. JOHNSON: It looks like if these are the questions  
11 you are asking this Committee to consider, then these would be  
12 pretty much the type of data that you would need in order to act  
13 on any petition.

14 DR. POST: But, also these are the data we need in order  
15 to have a complete document, a guiding principles document. The  
16 proposal still needs to establish that there is a benefit for  
17 changing the regulations. Or that there are acknowledged cost,  
18 but overriding it in some way, because, you know, there are more  
19 benefits than costs.

20 MS. JOHNSON: Right. Somehow.

21 MR. LINK: So, do we need to then get some data? Do we  
22 need to try to get to the industry and find out what people have  
23 --

24 DR. POST: This is a gap. This is something I know from  
25 our economists, in our own scientists' view, there is no, there

1 is nothing that we have right now that would tell us what the  
2 cost is to a company or to a trade area, to comply with, you  
3 know, the hot dog standard.

4 MS. JOHNSON: But, that would be specific for each one  
5 of the 80 standards in place. We would be looking for specific  
6 data. I mean, it is not like we can put out a blanket request  
7 for, okay, give us everything you have got that causes, you know,  
8 the standards. You would have to look at each one individually.  
9 And some of them, there may be no need to change.

10 DR. JAN: And there is, if there is a cost to non  
11 business and the standard is accepted by industry, this cost  
12 ought to be extended to everybody. But, if there is something, I  
13 would think that a standard make the product not marketable  
14 because the consumer is not going to buy it, now, then, I think  
15 all industry is going to say the same. But, you are making  
16 turkey hot dogs and you are making pork hot dogs, or whatever,  
17 you still have to meet that hot dog standard and they both meet  
18 the same, so basically the costs are going to be the same, I  
19 would imagine.

20 MR. LINK: I think there may be some standards that  
21 might differ from red meat to poultry. And from that standpoint,  
22 there may be an economic issue.

23 DR. JAN: Well, there might be.

24 MR. LINK: That you could argue that, if I could do it  
25 this way, I can save X dollars. And I guess that is what you are



1 looking for. So, there may be some of that. So, we would have  
2 to look at every one of them.

3 MS. JOHNSON: But, I do think that needs to be in, if  
4 not in the principles, somewhere in the outline where you  
5 announce the principles for the petition, so that it is clear  
6 that there needs to be specific data for both.

7 DR. JAN: Data. Well, cost data, or industry cost data  
8 would be included in the proposal, or in the petition.

9 MS. JOHNSON: Yes. Somewhere or another for people to  
10 understand that this needs to be in there specifically what type  
11 you are looking for.

12 MR. LINK: But, I am going to ask the question again, do  
13 we need to go and get data on all the 80 different standards?

14 DR. JAN: I don't --

15 MR. LINK: To support the rulemaking.

16 MS. DONLEY: On a case by case basis.

17 MS. JOHNSON: No, wait a minute.

18 DR. POST: Well, you are talking about, you are talking  
19 petition versus what we need here to have this a completed  
20 approach.

21 DR. JAN: Right.

22 MS. JOHNSON: So, for just the publication of the  
23 principles, do you need information?

24 DR. POST: Right.

25 MR. LINK: That is what I am --

1 DR. JAN: So, you need, okay.

2 DR. POST: And so if you were to take and I am not sure  
3 of one meeting, one standard represents, you know, it could be  
4 rationalized or extrapolated to all standards, but, you know,  
5 pick a really oneness standard, and it is probably, to measure  
6 compliance for the hot dog standard, it might require the costs  
7 of doing moisture analysis and certainly times and temperatures  
8 and other aspects that are written into that very descriptive  
9 standard. And maybe that is the worse case scenario. But, we  
10 don't have that information, we don't know what it costs for a  
11 poultry processor to make poultry hot dog or a beef processor to  
12 make that beef hot dog. And make sure they are measuring up to  
13 the standard.

14 MS. JOHNSON: Maybe we could survey members, help get, I  
15 don't know that we want to ask for specific information from each  
16 one of the standards, but maybe we could survey members for the  
17 purpose of getting the guiding principles published and see if  
18 there is any information available.

19 MR. SEWARD: I think from an outsider looking in, I am  
20 not sure it is quite clear why that is relevant to the  
21 publication of the guiding principles. Because I think you said  
22 very clearly that that is the cost of doing business. I mean, if  
23 you say what is the economic impact of meeting the standards,  
24 what you are saying is out of that \$3.49, that you are charging  
25 for your product, how much of that does it cost you to make your

1 products, because that is essentially what I hear you asking for.

2 And I think, you know, obviously, manufacturers are going to be  
3 somewhat reluctant to provide that information, this is what it  
4 costs us to make this product and this is what we are selling it  
5 for. You know, there is a gap there. That is our margin. And  
6 so, and so I am not quite sure the rationale behind wanting that  
7 information has quite been made clear.

8 DR. POST: Okay. It is, in fact, to, the idea here is  
9 that we have got information needs and impact needs, impact on  
10 industry. If we are requiring industry to do something  
11 different, which is what we would be doing in this case, we have  
12 got to, have got to show that there is some benefits, perhaps  
13 this is, and I am leading into a discussion that we are working  
14 on now, perhaps streamlining standards in this way, by following  
15 a consistent set of guiding principles, you spend less time, you  
16 know what the Government wants. You know how to package the  
17 petition. And that whole process is less, paperwork. It is more  
18 direct. It is transparent. It is everything that is good. We  
19 can make that argument, but we have got to know what exists right  
20 now, to say that it is better than what exists right now. We  
21 don't know.

22 MR. STINEHORN: Well, the information would not be --

23 DR. POST: Well, generalized information is certainly  
24 helpful than none. And right now we don't know, I mean, nobody  
25 has really ever shared with us, whatever it costs to meet the

1 requirements we have in place right now. So, that we could say,  
2 if we remove all of this and we are not into developing standards  
3 for ourselves, but we are adopting what industry and consumers  
4 have told us should be adopted, that, you know, that it is a  
5 benefit in doing that. We need to show that.

6 MR. STINEHORN: I do think, the comment that you could  
7 probably get a number of companies who could give you quality  
8 information, various transactional costs and compliance, the loss  
9 business costs opportunities -- But, you are going to need  
10 industry to give you --

11 DR. POST: Oh, I am not necessarily looking for dollars  
12 and specific dollars. And if, if we, even if we have ballpark,  
13 that is fine. I mean, look at paperwork requirements. We have  
14 got to judge, or we have to estimate how long it takes to fill  
15 out a form.

16 MR. STINEHORN: But, then you could get information that  
17 if you had to do moisture analysis on a product and you could  
18 hypothesize the sampling scheme of X number of products per  
19 production --

20 DR. POST: Right. Well, I can see someone saying that  
21 is so product specific or company specific, you know, based on  
22 the volume, you know, and their sampling volume. But, I could  
23 say that, but even to identify that those are the costs for  
24 compliance is a lot better than, we are in a better position  
25 having that, that information that we don't already have.

1 Because I couldn't begin to tell you what a beef processor or a  
2 poultry processor has to do right now to comply in terms of cost.

3 DR. JAN: So, what do we have there? We have questions,  
4 huh?

5 MS. JOHNSON: We just made number four into four A, B, C  
6 and D questions.

7 DR. JAN: So, we have made more questions out of it.

8 MS. JOHNSON: Yes.

9 MS. DONLEY: So, we have gone into reverse.

10 DR. JAN: Okay. And we don't have all those answers and  
11 that is something that, I guess, somebody is probably going to  
12 need, if you need those answers, approach some industry, maybe  
13 some trade associations or trade group, maybe they can help get  
14 that data and, and then not --

15 MR. STINEHORN: I think it just -- An appropriate  
16 vehicle for companies that want this participation, would give  
17 comment to this Committee, for the docket, would that be, in  
18 terms of follow-up?

19 MR. LINK: I am sure that can be done.

20 MS. JOHNSON: If you want to do it so that companies  
21 aren't identified, we can run it through trade groups, somehow or  
22 another. If there is an issue with the companies'  
23 identification.

24 DR. JAN: And that may be, and that may be with, we say  
25 that emphasize goes, requests information through trade groups,

1 for what you specifically are needing.

2 MS. JOHNSON: Right.

3 DR. JAN: And --

4 MS. JOHNSON: I was trying to think how we worded some  
5 of the, when we were looking for additional data for the HACCP  
6 petition, and we put it back in the committee on the  
7 responsibility of the industry, to come up with data. And I was  
8 trying to remember how we worded the recommendation that industry  
9 get together and supply some data. But, that is pretty much  
10 sounds like we need to do. Because if you, guys, asked for it,  
11 then we have to go through OMB, it is an act of God.

12 DR. POST: Right, you know, we are not surveying.

13 MS. JOHNSON: It is an act of God to get permission to  
14 do that.

15 DR. POST: And, and on our own we are not likely to get  
16 the data for various reasons.

17 MS. JOHNSON: Right.

18 DR. POST: You know, we go to one company or many or  
19 even a trade group. I would consider, too, that, you know, think  
20 about the effects in small businesses, that is something that we  
21 need to put in, in our consideration here, that the costs for  
22 developing new standards might be more for small businesses than  
23 it would be for large business.

24 MR. LINK: So do we need to add this emphasize request  
25 through trade groups or that we, this group recommends that trade

1 groups survey the industry?

2 MS. JOHNSON: Lee, do you guys have a little more  
3 latitude for asking those businesses you regulate for  
4 information, do you have to go through the same kind of or at a  
5 different level?

6 DR. JAN: Well, it depends on, I mean, we can ask them.  
7 Generally if we want information about industry, we would  
8 generally go to, like in Texas, we would through the Texas  
9 Association of Meat Processors. We will go through them, rather  
10 than going through --

11 MS. JOHNSON: Individual.

12 DR. JAN: Directly to the plant. Now, there are times  
13 that we may want some data and but it generally would be maybe  
14 some common interest, something that the industry wants also and  
15 then we would be like the focal point to gather information. So,  
16 we may send the survey directly to all our inspected plants.  
17 But, just to come up with information, you know, for something  
18 that we want specifically, we generally go through the trade  
19 groups.

20 MS. JOHNSON: Directly to the trade group.

21 DR. JAN: An example would be what interstate shipment  
22 issue was and we need some information. All the small plants  
23 were very interested, so, they would be, they would want us to go  
24 them with that data. But, you know, if there is something else,  
25 then we would just go through trade groups.

1 MS. JOHNSON: Okay.

2 DR. JAN: So, I guess the question would be, would the  
3 Committee want to recommend that FSIS go through the trade groups  
4 or the Committee generally, once we are disbanded, we don't have  
5 a role to go to the trade groups ourselves, but is that something  
6 you can do or can't do? If the Committee recommends that FSIS  
7 contact trade groups, can you all do that?

8 DR. POST: Well, on the fact of it, that is a reasonable  
9 recommendation, but, in terms of actually getting the information  
10 we need, we haven't been successful.

11 MS. RIGGINS: Right, we have asked for it -- But, if we  
12 were to go out with a questionnaire, with specific questions, the  
13 answer is no, we couldn't do that without OMB.

14 DR. JAN: You have to go through OMB.

15 MS. JOHNSON: What if we changed the recommendation and  
16 put FSIS requests and that gets you, guys, out of any kind of a  
17 loophole? And let's put stakeholders shall, you know, survey  
18 somehow --

19 DR. JAN: Recommend stakeholders.

20 MS. JOHNSON: Yeah, instead of just industry because,  
21 you know, the consumer groups may very well want to gather data,  
22 too, for why this is a good thing.

23 DR. JAN: But, we are talking at this particular  
24 question, is cost to industry, so consumer groups aren't going to  
25 --



1 MS. JOHNSON: Okay.

2 DR. JAN: Have data on cost to industry. I think that  
3 is may be a question in here, though, that would --

4 MS. JOHNSON: That would relate --

5 DR. JAN: -- the same answer would be to consumers, but  
6 industry is going to have to provide that data because --

7 MS. JOHNSON: Okay. The question, all right, sorry.

8 DR. JAN: And I don't know that, do we change that from  
9 FSIS' request to --

10 MS. JOHNSON: Recommended that industry or something, so  
11 that it is not like it is coming, because if you act on something  
12 that says FSIS requests, can you not get in a legal hoopla with  
13 somebody?

14 MS. RIGGINS: No, I mean, that is what we do in our  
15 Federal Register, you know.

16 DR. JAN: Right. That is the --

17 MS. RIGGINS: We request the information from the  
18 public.

19 MS. JOHNSON: But, you have to go through the Federal  
20 Register process.

21 DR. POST: Well, I mean, that serves as a proposed  
22 rulemaking is a way to get at that data. We made that --

23 DR. JAN: So, then, I guess --

24 DR. POST: It seems to me, though, in a sense of  
25 relatively, I mean, there is information out there. There is a

1 cost for complying with the standards as they exist right now.

2 DR. JAN: So, now we have recommend --

3 MS. JOHNSON: How about industry determined of available  
4 data to provide or something like that. Does that capture --

5 DR. JAN: Recommend that industry requests, wait a  
6 minute. Yeah, recommend industry, is that --

7 MR. LINK: And history itself requests.

8 DR. JAN: Oh, oh, okay. Recommends industry requests --

9 MR. LINK: And I wasn't sure what the rest of it was.

10 DR. JAN: How would that process, how would that  
11 information get to industry to make that request from this  
12 Committee? I don't know how this Committee would, would ask  
13 industry.

14 MS. JOHNSON: We make a recommendation from the  
15 Committee --

16 DR. JAN: To FSIS.

17 MS. JOHNSON: Well, yeah, we would get into the  
18 schematics. When we did the HACCP petition and we were looking  
19 for additional data, and the industry groups, based on the  
20 recommendations from the Committee, whatever, however it was  
21 worded, got together and tried to pull up, pull data together.

22 MS. LOGUE: Asked them to volunteer it?

23 MS. JOHNSON: Huh?

24 MS. LOGUE: Asked them to volunteer it.

25 MS. JOHNSON: Yes, I mean, yes, some of the trade groups

1 that are all represented at the meeting, you know --

2 DR. JAN: Oh, okay, for those that are --

3 MS. JOHNSON: Yes.

4 DR. JAN: And I guess they are not all there, but --

5 MS. JOHNSON: Yes, most everybody connected.

6 DR. JAN: Connected one way or another. Okay.

7 MS. JOHNSON: Yes.

8 DR. JAN: That would be the way to go then. So, then  
9 this Committee would recommend that industry groups through their  
10 trade associations provide this specific cost information.

11 MS. JOHNSON: Can we make that kind of recommendation?  
12 I mean, we don't recommend specific, we make recommendation from  
13 the policy. Okay. Okay. We can try to work through our little  
14 coalition groups to see what is available.

15 DR. JAN: Okay.

16 MS. JOHNSON: Let's just get rid of all the questions we  
17 made up.

18 DR. JAN: Okay.

19 MR. LINK: I am just writing real thoughts down. She  
20 will be typing up the final, which will not include all of the  
21 thoughts you have come up with.

22 MS. JOHNSON: The fact we have had more questions than  
23 answers won't be recorded.

24 DR. JAN: Okay. So, do we want to move to number five,  
25 now. Is everybody kind of satisfied with four? Okay.

1           Five is "Is the Committee aware of any research  
2 available regarding consumer and industry perceptions of food  
3 standards to support the rulemaking process?"  
4

5           MS. LOGUE: Is that --

6           DR. JAN: Quantitative study.

7           (Pause.)

8           DR. JAN: And that is it, huh? Nobody else knows about  
9 any research.

10          MS. DONLEY: I will bet there is tons of data out there,  
11 I would think. I have a company last year show -- that  
12 information.

13          MS. LOGUE: Would companies do their own studies for  
14 this kind of stuff or hire a private marketing company to check  
15 this out?

16          MS. LOGUE: Sure.

17          MS. DONLEY: Can you get them to volunteer this  
18 information again?

19          MS. LOGUE: Skip, put on your old hat, I am sure  
20 McDonald's did that kind of --

21          MR. SEWARD: Repeat the question again, because I think  
22 it pertains to the rulemaking process, right, the research --

23          MS. JOHNSON: It is specific to the perception of food  
24 standards.

25          DR. JAN: Is the Committee aware of any research

1 available regarding consumer and industry perceptions of food  
2 standards to support the rulemaking process?

3 MR. SEWARD: The new rulemaking process.

4 DR. POST: No, it is just --

5 MS. JOHNSON: It is just the standards in general.

6 MR. SEWARD: The current process.

7 MR. LINK: Yes, because, you know, I think most, from  
8 industry, most consumers aren't familiar with the standard making  
9 process. So, you know, they are, we heard that comment earlier  
10 that consumers are not necessarily that well informed about what  
11 that process is. So --

12 DR. POST: But, the question is one of, remove the  
13 phrase at the end and "Is the Committee aware of any research  
14 available regarding consumer and industry perceptions of food  
15 standards?"

16 DR. JAN: Okay. Don't worry about that.

17 DR. POST: Right. And the reason for that is that we  
18 need to support why we are doing this in the consumer's interest.  
19 We are protecting them the way the Acts and Regulations say we  
20 need to, to promote honesty and fair dealings.

21 MR. SEWARD: And I would say that I don't think industry  
22 has done research to evaluate perceptions by industry or  
23 consumers on standards. They have been producing foods to meet  
24 the standards in order to facilitate selling and marketing those  
25 foods to the population at large. So, I think they wouldn't be

1 the best resources to research the impact of the standard  
2 process. They are involved in making products that meet the  
3 standards in order to sell those to consumers, who expect to get  
4 a certain thing when they buy a product that is consistent with  
5 the standards.

6 MS. JOHNSON: There may be, I agree with Skip, there may  
7 be some research that is close to what you are trying to get at  
8 here, but, I don't know that any company because has actually  
9 done specific research for this, a specific food standard. There  
10 may be other, you know, consumer focus groups, whatever, around  
11 that would provide data that could be interpreted or related to  
12 this, but anything specific to the food standards.

13 Charles, do you have anything?

14 MR. LINK: I don't think so.

15 MS. JOHNSON: Gladys, are you aware?

16 MS. BAYSE: No, I was thinking about the document that  
17 was passed out that was --

18 MS. JOHNSON: Yes.

19 MS. BAYSE: But, the intent of that that was really  
20 consumers hardly know what a food standard is. They just are  
21 concerned about the label, if I read that correctly. So, I don't  
22 know.

23 MS. DONLEY: And that they expect to have it be very  
24 clear to them exactly what it is that they are buying.

25 MS. BAYSE: Right.

1 DR. JAN: So, I guess the answer to five basically is,  
2 other than this study that was done for National Pork Producers  
3 and National Cattlemen Beef Association, we don't know of any --

4 MS. JOHNSON: Specific food standard.

5 DR. JAN: -- leave that out there.

6 MS. JOHNSON: It is not out there.

7 MR. LINK: I think as you proceed down the road of  
8 getting to this new process for standards, you might see this  
9 kind of work evolve. Because that would be one of the driving  
10 forces.

11 DR. JAN: I think, I think it would be good to know.

12 MS. JOHNSON: Yes, but it would be, in here, in the  
13 petition, that this type of information would be gathered, be  
14 specific for -- standards.

15 DR. JAN: That would be the driving force to even change  
16 that standard.

17 MS. JOHNSON: Yes, I am sure the companies would do that  
18 kind of work to change it, a specific standard.

19 MS. BAYSE: But, that still doesn't help you.

20 MS. JOHNSON: Yeah.

21 DR. POST: Well, if you are looking at this as a matter  
22 of consumer benefitting by a system of food standards and here we  
23 are proposing that standard should exist albeit simpler, or a  
24 more flexible form, then, you know, we have got to make the case  
25 that consumers will benefit and, and, you know, that consumers

1 will benefit and industry will benefit from having these systems.

2

3 Now, we could say that the advanced notice of proposed  
4 rulemaking led us to conclude that the industry who commented  
5 indicated that they should be simpler, but, they should exist.  
6 So, there is perhaps one way that is not really --

7 DR. JAN: It is not real research.

8 DR. POST: Quantitative research, right. Right.

9 DR. JAN: It is some source of information regarding  
10 that.

11 MS. JOHNSON: And there are other ways to look at  
12 benefit, as some of these other questions have looked at,  
13 benefits to the consumers beyond this perception, you know, the  
14 food safety aspect, the costs, the diet trends.

15 Question five being --

16 DR. JAN: Yes, I think so.

17 DR. POST: Well, except for the --

18 DR. JAN: Except for this document.

19 MS. JOHNSON: Yes.

20 DR. JAN: And then --

21 MS. JOHNSON: Yes.

22 MS. BAYSE: If I looked at that correctly, that is  
23 really a small number of responses. Did I read that correctly?  
24 Thirty --

25 MS. JOHNSON: Thirty --



1 MS. LOGUE: There were three cities and 10 people in  
2 each city.

3 MS. DONLEY: I think 10 people in groups of 60.

4 MS. BAYSE: Oh, 60, sorry.

5 DR. JAN: That is small.

6 DR. POST: And that goes back to think that, you know,  
7 if there is a system that should still be maintained, then  
8 somebody sees some value in it. So, where is the basis for that,  
9 that value? And a lot of it is, as you have discussed, perhaps  
10 it is priority and maybe it is sort of worth that, internal  
11 information that keeps one company competitive with another.  
12 But, still, you know, we knew about that, that the pork  
13 producers, but we didn't have that data. So, that is useful.

14 DR. JAN: And maybe some day when people realize that  
15 the nutritional labeling has some, means something and not just a  
16 bunch of lines on the package and the people start using that,  
17 you may not need standards, because then they can say, they can  
18 make the judgements based on nutritional labeling. But, I think  
19 consumers aren't there. And so, you know, I think in standards,  
20 but, the research, you know, it is just not, I guess it is not  
21 there.

22 Okay. So, we have got that done for five.  
23 Anybody have any more on five? Okay.

24 Okay. Six, "Is the Committee aware of any economic harm  
25 to industry because enforcement of outdated food standards or the

1 absence of a way for industry to modify current food standards?"

2 Now that is something here for industry.

3 MS. DONLEY: Please repeat the question.

4 DR. JAN: The question is, "Is the Committee aware of  
5 any economic harm to industry because enforcement of outdated  
6 food standards or the absence of way for industry to modify  
7 current food standards?" So, has anybody suffered, know of any  
8 industries that have suffered because they couldn't, they  
9 couldn't meet the standard or had to meet an outdated standard?

10 DR. POST: Here again, this is a question that would be  
11 posed to us if we are saying this is a public health benefit  
12 that, you know, a public health need, a consumer protection  
13 issue. Well, one could say, well, this is, what we have right  
14 now is suffice to meet consumers' needs. But, in order to change  
15 it, we need to show that perhaps there is some economic harm or  
16 in the absence of some clear, concise road map, there is an  
17 economic harm to companies. And that could be. I mean, if you  
18 can't make a product because of the oneness approach to  
19 submitting, you know, petition.

20 MS. JOHNSON: I was thinking, you know, just the whole  
21 type issue that went though, you know, inability to use that, a  
22 known anti microbial for so long and the economic end, public  
23 health harm.

24 MS. DONLEY: But, it is sounding to me like there has,  
25 for anything to be changed or modified, there has to be a

1 perceived cost. There has to be a reason, an economic reason to  
2 change these things.

3 DR. POST: Yes, an aspect of proposing something new or  
4 amending the regulation would require showing the benefits and  
5 showing the, the costs and weighing them, you know, in terms of  
6 what exists right now versus what we are proposing.

7 MR. LINK: Part of the -- I am sorry. Go ahead.

8 MR. STINEHORN: No, you go ahead.

9 MR. LINK: I was just saying part of the cost of them is  
10 more benefit to a consumer if we could be an ingredient in that  
11 is going to provide a safer product. That may not be an economic  
12 cost, but it certainly is a benefit to a consumer. And the best  
13 --

14 DR. POST: Well, it is a benefit and if a company can't  
15 produce products that meet consumers' needs, I guess there is an  
16 economic negative there, you know, they could, or provide a safer  
17 product, or, you know, yeah, a safer product. I mean, perhaps  
18 the consumers would benefit, but because of the system we have in  
19 place right now, it takes so long and it is not clear and there  
20 is no concise system, road map to follow, there is some negative  
21 there.

22 MS. JOHNSON: Yes, just the cost of getting everything  
23 together for the petition and going, jumping through the hoops  
24 to, you know, getting the regulatory requirements, let me  
25 rephrase this. Just, that, you know, the Agency, it was a matter

1 of process. The Agency realized some of these ingredients do  
2 enhance microbial properties, but you have to go through the  
3 process. And that, if there is economic damage to the companies,  
4 in that they can't go ahead and use this, the new technologies.

5 MS. DONLEY: I am not getting a sense, though, from  
6 industry that there is a, an associated, that this is, all this  
7 is killing us to, to conform to these standards. Am I missing  
8 something here?

9 MR. LINK: I think we can say it is the cost of doing  
10 business.

11 DR. JAN: Cost of doing --

12 MS. DONLEY: Yes.

13 DR. JAN: I think that you have already done, addressed  
14 some of this, if you think about, an economic harm, could have  
15 been done to an industry for loss of market share if they  
16 couldn't produce low fat wieners or something, which, you know,  
17 if you couldn't produce low fat wieners, then you might have  
18 turkey franks, but you might not be able to have a competitive  
19 red meat frank. But, now you can make them because of, you know,  
20 some of this other stuff, you can do that. And I think that is,  
21 that is an economic harm to industry. But, I don't know any  
22 data, except that why else would that have been important enough  
23 to have that interim rule so that you can allow and that wasn't  
24 necessarily that it cost more, but they are losing market share  
25 because people were concerned about high fat and saturated fat,

1 cholesterol and they could get that from one segment of industry  
2 and not from the other, until that other made some kind of  
3 changes and a food standard could prevent that change.

4 MS. JOHNSON: Yes. I think, I am sorry, it is more of,  
5 it is not killing us right now to do, to meet with food safety  
6 standards, but it is preventing us from exploring other  
7 technologies that may benefit.

8 MS. DONLEY: Well, not the food safety standards, but  
9 just standards.

10 MS. JOHNSON: The food, yeah, the food standards.

11 MS. DONLEY: Standards, food standards, period. I don't  
12 know, I guess I am just, I kind of, with this I am getting the  
13 feeling of where a little kid trips and will pick himself up and  
14 go right along with nothing, but what we are doing is rushing  
15 over to the kid and say, oh, are you hurt, are you hurt, and let  
16 me kiss and make it better, and do you need a band-aid.

17 MR. STINEHORN: There is actually quite a bit of  
18 downside to the current standards for industry. And if you would  
19 like I could go through a half dozen of them for you, just as an  
20 illustration.

21 MS. DONLEY: I would love it.

22 MS. JOHNSON: Yes.

23 MR. STINEHORN: Okay. A couple of things, I guess one  
24 is, which Robert would be aware of, is I think some companies  
25 submitted to NPR, some illustrations about certain examples, or

1 issues, maybe it didn't come through loud enough or there wasn't  
2 a consensus that kind of broke through their comments.

3 One example would be a meat minimum. If you had, let's  
4 say a meat spaghetti sauce, with meatballs, let's say. And you  
5 had to have 25 percent beef in the product and a company wanted  
6 to market a product with 20 percent beef, either because it  
7 allowed them to qualified for reduced fat claim or because it  
8 allowed them to offer the product at a cheaper price, where  
9 consumers would go into buy it, or for any number of other  
10 reasons. You would have two choices under the current rules.  
11 Either you could put 25 percent in the product and be stuck at a  
12 certain price, for a certain profile nutritionally, or you could  
13 call it something else. And as I said, something else is what I  
14 think many of the companies are most concerned about. The  
15 something else would be like a spaghetti with beef flavored  
16 meatballs or a beef, a meat flavored sauce with spaghetti, or  
17 other things in terms that consumers will never buy. So, that,  
18 if you ask a consumer would you be willing to buy a product that  
19 had eight percent less beef and it changed your price, lowered it  
20 by 50 cents, a product, would you buy it. The answer might be  
21 yes, but then if you asked them would you buy that product if it  
22 was called a flavored beef sauce with spaghetti, the answer would  
23 almost always be no.

24 MS. DONLEY: But, to just that particular point, that is  
25 one where I think it is, you have to have standards. Now, I am

1 not saying that the 25 percent is that right number or not, but I  
2 will tell you what, there I think then you are really cheating  
3 the consumer if, if there is, I think you have to have some sort  
4 of a minimum standard there. Companies can certainly go out and  
5 look at some of these, you know, the Prego Soup Company, that has  
6 gone out, you know, it is a meal in a bowl, where they add, it is  
7 a lot of extra chicken and someone's else is a spec of chicken or  
8 something. I think, I think there are certain things in that  
9 case where, I think consumers would get very, very perturbed to  
10 learn that, hey, listen, Company A is doing this, and they would  
11 feel cheated.

12 MR. STINEHORN: Yeah, I think one of the notions is the  
13 consumers would be making their own judgements about whether or  
14 not they want to pay less for a product with less meat, or  
15 whether they would feel ripped off by doing that.

16 And I think it was Carol Tucker-Foreman mentioned this  
17 morning, CFA had always been a big proponent for the pizza  
18 proposal, and really the sense there is, as long as you, you have  
19 enough meat or poultry to make it available to USDA inspection,  
20 that companies can market just about anything they want and  
21 consumers can make expectations about whether they want to pay  
22 more for pepperoni pizza with 10 little slices on it or 20 slices  
23 on it. And the notion, I think in the preamble was that  
24 consumers would, are in a position to make judgements about what  
25 they want to buy.

1           So, it is, on the one hand it is why I always buy the -  
2 - or difficulty, you do have a bit of tradeoff between managing  
3 consumer expectation, which is the principles, but, at the same  
4 time, not making it so strict that you have all this -- And I  
5 think you can look at the incremental changes in the standards  
6 over the last 10 years, you will see, well, maybe you are not  
7 seeing now, for example, reduced fat pepperoni was, you couldn't  
8 do it for years and years and years, and there were a lot of  
9 people out there in food service, who otherwise had no problem  
10 using the reduced fat pepperoni. And there was no problem with  
11 the consumers who brought that reduced fat pepperoni. But, you  
12 couldn't call that pepperoni, you had to call it imitation  
13 pepperoni. The Agency did move for reduced fat pepperoni, Robert  
14 mentioned this morning the policy memos that memorialize that  
15 policy. But, that is the kind of the swing that occurs. And so,  
16 there is a lot of companies, I think, that are kind of at the  
17 point where we tell consumers what is in the product, they have  
18 agreed it is safe, but they haven't issued a fat statement, but  
19 we want to be able to get these on the market. So, a lot of the  
20 costs are of lost opportunity costs, if you will.

21           MS. DONLEY: Well, then I think you have, then it would  
22 have to be very clear that it is, that it, if it says it is  
23 pepperoni pizza or whatever to your example, or your meatballs  
24 with, you know, minimum, it is kind of like buying ground beef,  
25 you know, there is different grades of it. I think you are going



1 to have to get into a grading system somehow. And is that  
2 opening up even a bigger can of worms?

3 DR. JAN: Reduced beef, meatballs.

4 MR. STINEHORN: Well, the other thing which I would feel  
5 we missed -- let me talk, I will stop in a minute. Is that there  
6 is a whole range of, not to go off the agenda, but there is also  
7 a whole range of informal standards, that aren't those 80 CFR  
8 standards, that also place restrictions on minimums, etc. So,  
9 when you ask industry what is the most, or some folks in the  
10 industry, what is the most concern, they will point to the 80 CFR  
11 standards. Can we change the rulemaking and the standards  
12 labeling policy book, which is rather thick, which has been --  
13 attempt over the years to have consistency in the rules and serve  
14 a common understanding. But, I think even Agency folks would  
15 recognize that some of those entries are probably a little bit  
16 dated.

17 DR. POST: And with regard to that last point, we are  
18 not in any of this considering nor will there be any  
19 acknowledgment that there is a policy book in this effort. In  
20 our view policy book standards have not been, we haven't, we  
21 haven't operated according to the Administrative Procedures Act  
22 in getting public input.

23 MR. STINEHORN: But, as a practical matter, those  
24 standards --

25 DR. POST: They exist right now, but that is a separate,

1 that is a separate activity for us to consider changes to those  
2 policies, standards. And so, this is just focusing on the 80  
3 regulatory standards we have. And perhaps what we have in policy  
4 should be part of the regulations.

5 So, you know, and a lot of it, the reason we have this  
6 question and it is still a question that we have to deal with in  
7 developing this rule, is that there is a lot of antidotal  
8 information. And I think there is a lot of commonsense kind of  
9 thinking, or logic, that would say, if you have got a standard  
10 that requires 25 percent meat in a beef stew, but today's  
11 consumer doesn't care about 25 percent meat, you know, 10 percent  
12 and a lower fat claim, is what they really want. You can make  
13 that, you can connect that.

14 MS. DONLEY: But, there is a second part to this  
15 question then. What is the economic harm to consumers when  
16 suddenly you change that thing, because I will tell you what,  
17 they have invested this money in a can of beef stew thinking they  
18 are getting, you know, a certain, a certain amount of beef in it  
19 and suddenly now it is different. And in the meantime they have  
20 lost money. So, I mean, you have got to look at that, that side  
21 of the economic issue as well. I know I would be darn ticked off  
22 if I went in and brought a pepperoni pizza and there are two  
23 slices in it, meets the --

24 DR. POST: And you are touching on one of the issues  
25 that makes it more complex than what they appear to be, a silly

1 thing. You know, it is where the beef?

2 MS. DONLEY: Yes.

3 MR. STINEHORN: There is also style and preparation  
4 issues. There was a time when USDA would not allow you to call  
5 something stir fry on the front of a frozen food package. The  
6 manufacturer didn't stir fry it in their home. That policy has  
7 changed, but there were some companies that for years were told  
8 you can't use stir fry at all, and then the policy gradually  
9 evolved, leaving certain companies the opportunity to sort of  
10 take advantage of the new evolving policy and other companies  
11 would say, wait a second, we were told two years ago we couldn't  
12 do that. And I think, at least from a USDA perspective, I would  
13 guess that it is one of the inherent difficulties of regulating  
14 by standards is that the food industry can be very dynamic and  
15 response to consumers response invocations or safety. And it is  
16 awful hard to use in the standards to keep writing a new  
17 standard, writing a new standards. So, I think some of the  
18 inflexibility about things like stir fry and, this is no  
19 reflection of the Agency, it is just the rules are stuck with --  
20 You can't call a product country style, you can't call something  
21 country pepper steak, or that, but, country fried steak or pepper  
22 steak. There is a geographic area that is designated by the  
23 local county as a rural or country area.

24 DR. POST: But, that is a labeling issue.

25 DR. JAN: That is labeling.

1 DR. POST: It is not a food identity issue. That  
2 requirement is in --

3 MR. STINEHORN: So, you are talking about the 80  
4 standards. You are not talking about those --

5 DR. POST: No, no, this is not labeling. This is not  
6 labeling and what makes a label false or misleading or not false  
7 and misleading.

8 MR. STINEHORN: The 80 standards, don't refer to the  
9 country --

10 DR. POST: No, no, no, no.

11 DR. JAN: But, there is a, the country ham has a  
12 standard.

13 DR. POST: Right.

14 DR. JAN: And it would be critical that that standard is  
15 maintained, because that is a specific kind of ham and people  
16 that buy country hams expect this, is it, I think, dried cured as  
17 opposed to being pumped and those kinds of things. So, you know,  
18 there are standards that the consumers have come to expect by  
19 their name, but yeah, what you are talking about, you know,  
20 country fried, that is, it is not a standard, it is labeling.

21 MR. STINEHORN: Yes, I see, I misunderstood.

22 DR. JAN: Right, yes.

23 MS. JOHNSON: But, I think there are definitely certain  
24 standards that industry doesn't want a blanket, let's do away  
25 with all standards -- There are certain standards that the

1 standards need to be looked at individually, case by case.

2 DR. POST: And just to clarify, I mean, we are talking  
3 about pot pies, meat stews, hot dogs, cured pork products, which  
4 include ham, ham and water, ham, water added, spreads and there  
5 is a whole slew. I mean, on the poultry side there is a lot of  
6 very specific standards of composition, turkey terrazine has to  
7 have 12 percent turkey. I mean, things like that, they are that  
8 explicit or that simple, but that specific in terms of poultry  
9 products.

10 But, altogether, there are about 80.

11 DR. JAN: Okay. So, we have kind of talked about, got  
12 some information for Question six. We are down to running low on  
13 our time, so, we probably should move onto seven.

14 "Is the Committee aware of any implications of federal  
15 food standard modernization on state regulations or international  
16 food standards of identity?"

17 (Pause.)

18 DR. JAN: Yes, I think generally state regulations are,  
19 get their lead from the Feds and I know from the meat, poultry  
20 inspections, the same standards the Feds have is what the states  
21 have. Now, if you go beyond and look at state FDA, I don't know,  
22 but then that would be outside of meat and poultry. So, so, the  
23 only implication that that would have would be if it meant  
24 additional testing to, for verification or something. But, it  
25 would be no different than what the Feds would be doing. We

1 wouldn't be having anything different.

2 DR. POST: So, so, in states that there is a standard  
3 for cured pork product and it required, we have the PFA system  
4 right now, I mean, that is the same standard --

5 DR. JAN: Same standard, in fact, we, you know, we do  
6 ours through your system, although, do you all still do it? I  
7 don't know.

8 DR. POST: Yes. Well, no, we have the requirements.

9 DR. JAN: You have the requirements, right. For that  
10 one, we would put our product into the federal pool and get  
11 selected for PFA sampling. But, but, it does, something else, if  
12 you say we need to test, like you were talking about, dryness at  
13 the market level, place, rather than formulation, well, that  
14 would be maybe a cost that we would pick up, but, again, I think  
15 that the answer is as far as --

16 DR. POST: I think that Alice was saying because of --

17 MS. JOHNSON: Yes.

18 DR. POST: That would affect interstate sale.

19 MS. JOHNSON: Yes, and that is pretty much federal  
20 oriented. There have been -- have the state variation.

21 DR. JAN: Yes, I mean --

22 MS. JOHNSON: On labeling at least.

23 DR. JAN: And I think there was some issue that, I think  
24 in the labeling, it is pretty much said, the state cannot label  
25 different or can't make a label claim that is not approved at the

1 federal. So, so, that wouldn't, so, already done, follow the  
2 federal food standard, and we will continue. If they change,  
3 they would change with them. That would be it.

4 DR. POST: And I think somewhere along the line, I think  
5 in the comments received on the AMPR, there may have been some,  
6 not many, that talked about the need, if you make a change on the  
7 federal level, there is a tickle down effect. And suddenly you  
8 have effects on states, you know, adopting. Hamburger is a good  
9 one. You know, there are a lot of state and local views in terms  
10 of that being fat content and, and what might be a lean or extra  
11 lean ground beef or hamburger. So, we want consistency. And we  
12 just wanted assurance at least through asking this question that,  
13 that, you know, if in fact there are implications we cover them.

14 DR. JAN: Yeah, they would, they would, I mean, the  
15 implication would be that standard is enforced at the state level  
16 or that food standard is enforced at the state level. Same  
17 standard at the state level.

18 Okay. Finally, "Does the Committee have any evidence  
19 that shows that modernization of food standards will result in  
20 greater product diversity in the marketplace?"

21 I don't know.

22 MS. JOHNSON: Well, is that part of the new low fat, is  
23 that not evidence that by changing standards you can get  
24 different type of products.

25 DR. JAN: I think that is good evidence.

1 MS. LOGUE: Nutri salts, nutri salts, all things -- The  
2 only one I can think of is light -- You know what I mean, but  
3 they are going to some way that they will modify --

4 DR. JAN: -- meatballs have salmonella or E.coli.

5 MS. LOGUE: You know what I mean.

6 MR. LINK: Is this an opportunity for us to utilize meat  
7 and poultry products as a source for nutrisuitables, or is it --

8 MS. LOGUE: I don't know. That is what I am saying, you  
9 know.

10 DR. POST: Actually though, you have, this is where,  
11 where we talk about labeling and we talk about standards, you  
12 deal in the area of labeling and we don't have any system right  
13 now that talks about labeling products with health or labeling  
14 products as foods for special dietary use. So, we just don't  
15 have labeling regulations. And that is, you know, it is not,  
16 that standard is what goes into the product that would then lead  
17 to the product being called something. And as long as it is  
18 consistent with the labeling regulations, that could happen.

19 MR. LINK: So, that is outside the scope  
20 of --

21 DR. POST: It is, it is.

22 But, so, what I am hearing you are saying is the lower  
23 fat, the reduced fat, the, even that lower cholesterol or the fat  
24 free types of products are a way of measuring --

25 MS. JOHNSON: Are examples of the need to --



1 DR. JAN: Yes, I think that is good evidence. I think  
2 that is --

3 MS. BAYSE: Fat free now tastes better than they used  
4 to, so I don't know, none of the rest of you have to worry about  
5 fat, fat free things. And I don't know what has happened, but --

6 MS. LOGUE: It is just the technologies have improved.

7 DR. POST: It is fat free fat.

8 DR. JAN: Yes.

9 DR. POST: Now, in terms of that or evidence, or  
10 evidence, it says evidence here, here again it is just one of  
11 those situations where I think we have a good feeling that there  
12 is evidence out there, but, perhaps companies are, or even trade  
13 groups are aware of market research that goes on. In the federal  
14 level we don't have any involvement in that kind of market  
15 research.

16 MS. JOHNSON: Well, would that be R&D products that you  
17 are exploring -- You do some research and development product  
18 that maybe doesn't meet standards.

19 MR. LINK: That is a waste of time and energy.

20 MS. JOHNSON: Okay. That is it.

21 MR. LINK: Would a marketing committee, NTF or FDA,  
22 would they have in place?

23 MS. JOHNSON: It could be asked. Go back, see Question  
24 four.

25 DR. JAN: Yeah, we could go back to the same thing on

1 this.

2 MS. JOHNSON: See Question four.

3 MS. BAYSE: And I think also the fact there is so much  
4 more available then there was before you did your interim  
5 regulation, whatever, to allow the flexibility. Nobody else buys  
6 this stuff but me, obviously, but, you know, low fat blueberry  
7 muffin, makes low reduced fat --

8 MS. LOGUE: That tastes terrible.

9 MS. BAYSE: No, it doesn't.

10 MS. LOGUE: It does.

11 DR. JAN: How about low fat ice cream, that doesn't make  
12 sense, but they make that now.

13 MS. BAYSE: Fat free. And it is actually edible.

14 DR. JAN: So, obviously there are product out there that  
15 we all have seen, but whether or not there is any research done  
16 to the support, I don't know if it is necessary, but --

17 MS. BAYSE: Well, how would the companies' expand their  
18 offerings if there wasn't some justification in terms of their  
19 marketing.

20 MS. LOGUE: Well, it is always to look to a market,  
21 aren't they?

22 MS. JOHNSON: We go back what did we say on Question 3,  
23 you know, know, you go back to why you would try to do diverse  
24 products based on --

25 DR. JAN: Customer trend.

1 MS. JOHNSON: Customer trends, dietary habits.

2 MS. BAYSE: Dietary habits, right.

3 DR. JAN: Okay. Any final comments?

4 MS. LOGUE: Worry about the international --

5 MR. LINK: On number seven?

6 MS. LOGUE: Yes.

7 DR. JAN: Oh, international food standards. I don't  
8 know. Has anybody thought about that?

9 MS. LOGUE: Well, from your point of view, I have no  
10 idea. There are different -- You, guys, export meat and stuff to  
11 Europe. They have got to meet European criteria.

12 DR. POST: Yes.

13 MS. LOGUE: I have no idea what they are.

14 DR. POST: And that is it, to see if there is another  
15 standard, is there any aspect of good --

16 MS. LOGUE: But, there are a whole set of standards in  
17 Europe. I mean, you can go the website and they are there. But,  
18 I just don't --

19 DR. POST: Essentially to any country that accepts U.S.  
20 products, or meat and poultry products, there would, there would  
21 possibly be different standards.

22 MS. LOGUE: Yes. And there used to be different  
23 standards for each country, but now they are all trying to, if  
24 you go to Europe, all, they all kind of under the one level now.

25 I think, what they have done is, you have to adopt all these

1 other rules, whether you have them in there or not or whether  
2 your own standards are different, in different countries.

3 MS. JOHNSON: And you are looking at harmonizing in the  
4 guiding principles, you talk about some --

5 DR. POST: Yes, and then explaining why there is a  
6 difference. So, if we were to assess, or if we were to make that  
7 guiding principles, that consideration has to be made to consider  
8 harmonization first and if you want to be different, explain why  
9 you are different. Then, you know, we have got the situation of  
10 rationalizing and supporting that as a guiding principle. And it  
11 makes sense, but, what implications are there for -- And that is  
12 where perhaps, you know, the trade groups and the companies that  
13 are represented might have an idea of how difficult it is to  
14 export products with the standards we have, in meeting domestic  
15 requirements. Or how easy it is for or how hard it is for a  
16 country that wants to export products to the U.S., to actually  
17 meet our standards.

18 MS. LOGUE: That is more difficult. Especially if you  
19 are going -- There are not many European products you will find  
20 on shelves over here.

21 DR. POST: Well --

22 MS. LOGUE: Not a lot of meat --

23 DR. POST: Not beef?

24 MS. LOGUE: Well, it is true. Beef is a no no right  
25 now. But, even other stuff, you know, it is --

1           MR. SEWARD: I think you big international players in  
2 the meat and poultry business have production facilities all  
3 around the world and therefore, they are producing in those  
4 countries according to what that country needs versus, you know,  
5 export, except for raw meat and poultry -- I think your big  
6 players are in those countries.

7           MS. JOHNSON: There is a, Robert, didn't AMS, Charles,  
8 do you know, I know they worked on like turkey, I mean, specific  
9 for turkey cuts, and turkey parts where they were trying to come  
10 up with a uniform standard on the raw. They were working to try  
11 to --

12           MR. LINK: Yes, and the only problems there are  
13 typically processing issues not product --

14           DR. JAN: Okay. I guess that is it. We will put this  
15 together and pack it up.

16           MR. LINK: We will have it available, we will not only  
17 have a hard copy for everybody, but we will also put on the  
18 screen so everybody in the audience can follow along during the  
19 deliberation.

20           DR. JAN: Okay. Thank Everybody for attending.

21

22           (Whereupon, at 8:40 p.m., the meeting was concluded.)