



OnTrak with FSMA Webinar Series

Welcomes

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Measuring Food Safety Success

How To

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STOP Foodborne Illness – Chair of Board of Directors

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Measuring Food Safety Success

- Smart Intelligence
- Holistic Gap Analysis
- Measuring Failures



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Internal & External Audits

Intelligent - in•tel•li•gent (adjective)
reflecting good judgment or sound thought:
success in coping with new situations and solving problems

Audit – au•dit (noun)
a methodical unbiased examination and review

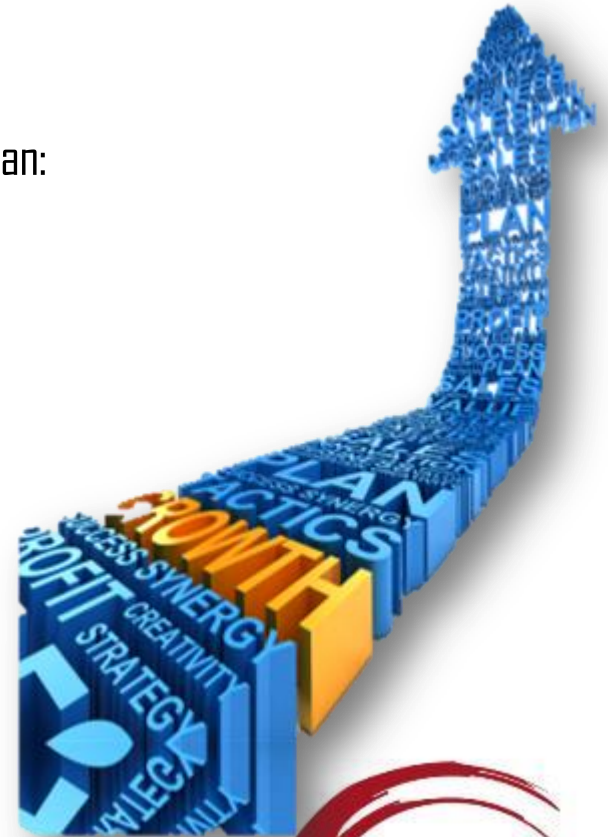
Intelligent Audits = Successfully solving problems
using data from a methodical unbiased review

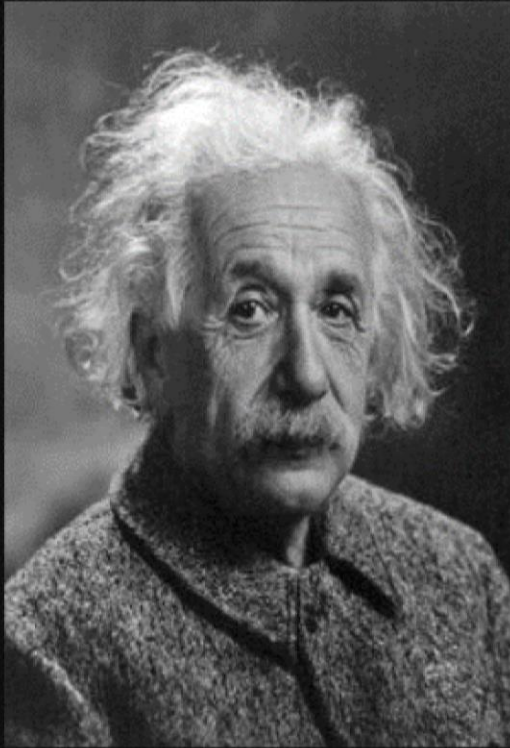


Intelligent Audits

Measurements that add value to the business daily

- Intelligent Audits capture data that the entire business can:
 - Departmentalize
 - Dissect
 - Utilize
- To solve problems **DAILY** which will:
 - Increase profit margins
 - Improve customer satisfaction
 - Create overall business success





Any intelligent fool can make things bigger and more complex... It takes a touch of genius - and a lot of courage to move in the opposite direction.

(Albert Einstein)

izquotes.com

Use the **KISS** program - **KEEP IT SIMPLE SWEETHEART!** Do not use your intellectual prowess of food science to motivate business decisions through fear!

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Conventional Audit Metrics

- Linear Approach
- Focus on Average Score
- "Silo-ed" Audit Questions
- Every Unit is Audited 100%
- Mega \$ Investment
- "Security Blanket"



Intelligent Audit Metrics

- **Multi-faceted** – using relevant Metrics from multiple sources
 - EBITDA
 - Shrink
 - Labor
 - Expense
 - Facility & Maintenance
 - Sales
 - Customer Satisfaction
 - Menu Development
- **Laser Focus** – knowing *how* the score was earned
- **Identify “Hot Spots”** – focusing on individual units that present the greatest risk rather than 100% of units



Business Performance Measures

- Review Business Performance Measures
- Food safety affects every aspect of the business
- Utilize the data for process improvement



Data That Speaks "Their Language"

- **Date Marking Violations**

- Translation:
 - Over ordering/production of food causing reduced profit margins

- **Sanitation Violations**

- Translation:
 - Decreased food quality, customer complaints about taste and shelf-life at home

- **Temperature Violations**

- Translation:
 - Increased cost of utilities, repair/replacement of equipment



Data That Speaks "Our Language"

- **Customer Complaints**

- "Food Tastes Funny"
- Translation:
 - Possible Cross-Contamination
 - Temperature Abuse
 - Inadequate Handwashing

- **Store Shrink #s are HIGH**

- Translation:
 - Over ordering/production of food causing possible date marking violations

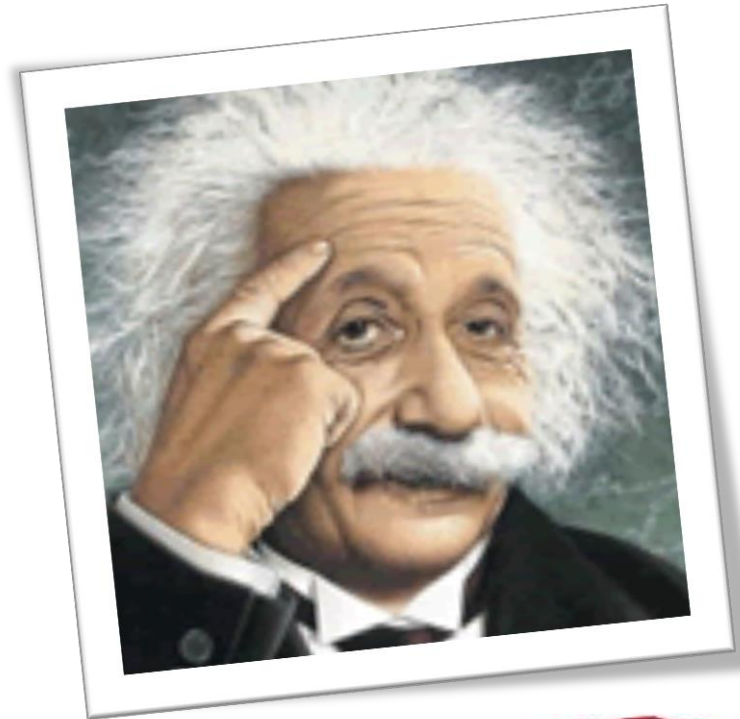
- **Labor Costs High**

- Translation:
 - Not following proper SOPs



Smart Intelligence

- Intelligent Audit Metrics
- Business Performance Measures
- Data that speaks to everyone



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