



**Research:
It takes more than a village,
it takes an industry.**

Bonnie Fernandez
Executive Director
Center for Produce Safety

October 2, 2012

Center for Produce Safety: Bringing Relevant Research to Industry



Among the Blameless Victims



Juanita and Caesar Gomez



Paul Schwarz and wife



Clarence Wells Sr.



**Donna Wells Lloyd
& Clarence Wells Jr.**



William and Monette Beach



**Michelle Wakley-Paciorek
with David, Madison, and
premature Kendall**



**Jeni Exley
with father Herb**



**Herb and Elaine
Stevens**



Penny Hauser with Mike Hauser

Structure

- **Private** – Public Partnership located at the University of California, Davis
- **Initial Partners:** Produce Marketing Association, California Department of Food and Agriculture, Univ. of California, Davis
- **All administrative costs** - Funded by the Produce Marketing Association. Initial donation \$2M. January 2012 \$900k.
- **Research Program** began with a \$2M donation from Taylor Farms

Structure cont....

- Organization oversight and direction
 - Center for Produce Safety Advisory Board.

- Research priorities and direction
 - Center for Produce Safety Technical Committee

4 Strategic Priorities

- Become a global clearinghouse & repository of research information
- Facilitate new actionable research
- Information Transfer
- Fund the strategic plan

Ask the tough questions...



...be prepared for the tough answers



Wegman Family Foundation \$250,000 Donation, June 2011



Campaign for Research

Contribution of \$250,000 - \$499,999

Georgia Pacific Packaging , Taylor Farms , Wegmans Family Charitable Foundation

Contribution of \$100,000 - \$249,999

Castellini Group of Companies , Driscoll's, Fresh Innovations/ JV Farms, Markon Cooperative, Tanimura and Antle, The Packer/Produce Retailer

Contribution of \$50,000 - \$99,999

Duda Farm Fresh Foods, H-E-B, Produce Business, The Produce News

Campaign for Research cont...

Contribution of \$25,000 - \$49,000

FMI Foundation, Progressive Grocer, The Kroger Company, Monterey Mushrooms, Inc.

Contribution Under \$25,000

Ecolab

Partners In Research Program

“It is all about partnerships”



Dr. Kalmia Kniel,
University of
Delaware

Bryan Silbermann,
Produce Marketing
Association

Partners in Research



State partners

- 11 State Commodity Organizations
 - California, Florida, Washington
 - Almonds, Cantaloupes, Pistachios, Tomatoes, Leafy Greens, Tree Fruit, Walnuts
- 2 State Departments of Agriculture
 - California, Washington (three more in the works)

Partners in Research



Why this approach is successful:

- Makes food safety research accessible
- Respect: Each party has much to bring to the relationship
- Commodity organization keeps the leadership role within their industry
- Matching funds

2013 Request for Proposals

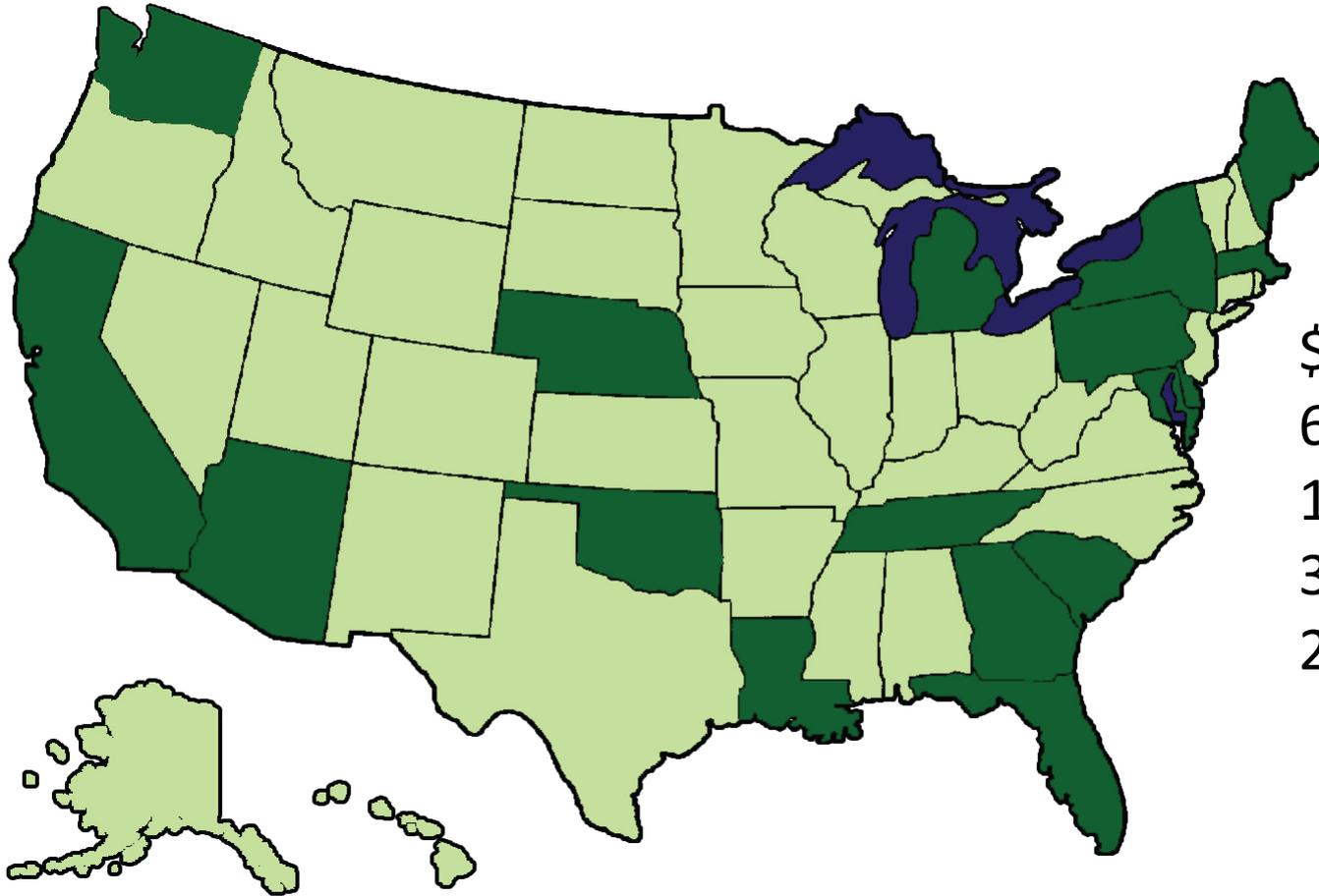
- Announcement: February 1, 2013
- Due to CPS: March 29, 2013
- Awards announced Fall 2013
- Check CPS website for details

<http://cps.ucdavis.edu>

CPS: What have we done to date

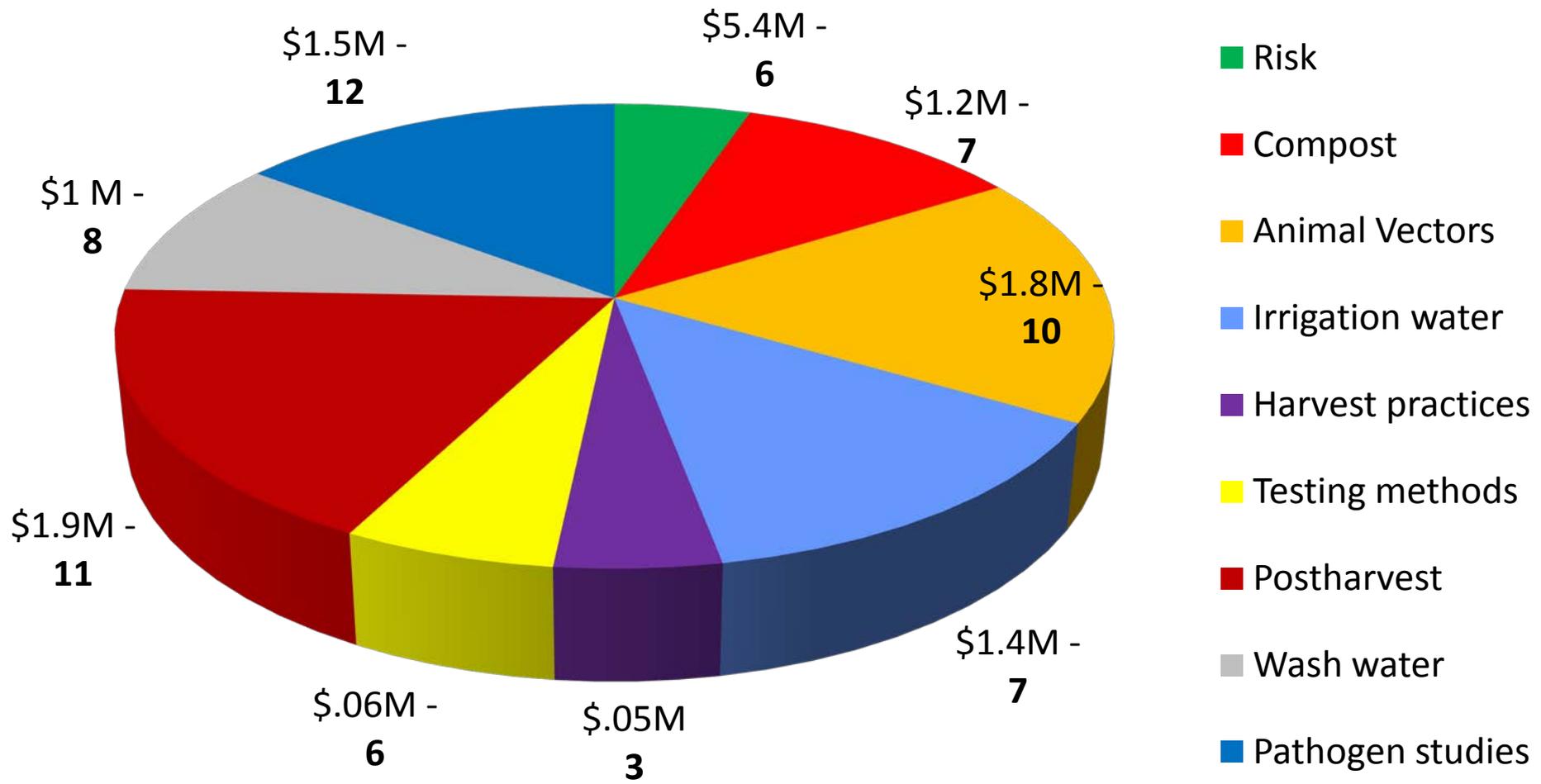
- 7 requests for proposals (RFPs)
- >60 reviewers used to evaluate proposals
- Funded 69 projects (core, PIR, rapid response, proof of concept)
- \$10,564,306
- 40 researchers
- 26 institutions
- 3 countries
- Established numerous research/industry partnerships

Look at our reach



\$10.6M funded
69 grants
17 states
3 countries
26 institutions

CPS: Funding by RFP Topic



What can we do?

- Partnerships
 - Industry, academia, government
- Research
 - Collaborate, prioritize, evaluate and fund
- Communicate
 - Translate results into practice, highlight science in the food safety discussion

What can you do?

- Identify research priorities
 - Commodity, region, topic, knowledge gaps
- Fund research
 - Competitive grant programs, rapid response programs, leverage private funds
- Be a resource
 - Identify industry needs, provide real-world insight



Rochester, New York

CPS 4th Annual Produce Research Symposium
Wegmans Conference Center
June 25-26, 2013

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Thank you

Center for Produce Safety

<http://cps.ucdavis.edu>