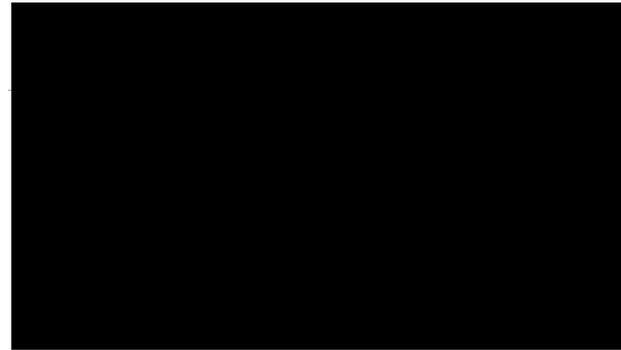




## BakingTECH

“Flour Food Safety”  
Jim McCarthy, President & CEO

MARCH 3, 2020  
CHICAGO, IL



## North American Millers' Association

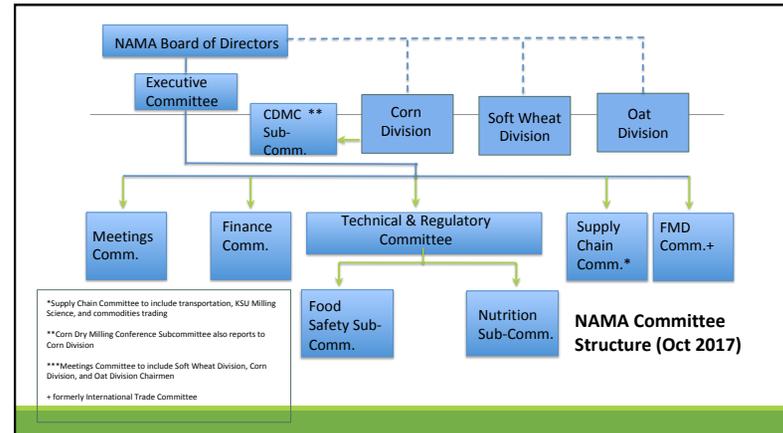
Formed in 1998 – Millers National Federation, Corn Millers Assn., Oat Milling Assn. & Protein Grains International

38 Milling member companies / 15 Associate Member companies

Strategic Plan Focus: (a) Food Safety, (b) Nutrition, and (c) Supply Chain  
Offices; Arlington, VA.

Key Events: Spring Conference (Oat Milling Conference), Annual Meeting, Corn Dry Milling Conference, Policy Conference

4 FTE staff/1 PT staff



## WANTED: 21st-Century Flour Food Safety Education

Pathogenic bacteria can occur on wheat and other grain kernels, and can survive the milling process at a rate of approximately 1%.

A small amount of bacteria can make a person sick or cause death.

**2016:**

The #1 retail flour brand in the U.S. experienced a recall due to pathogenic bacteria in flour.



**2017:**

The #1 retail flour brand in Canada also experienced recall due to pathogenic bacteria in flour.

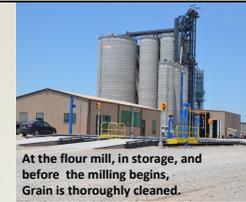


**2019:**

The #1 retail flour brand in the U.S. experienced a recall due to pathogenic bacteria in flour.



Wheat is cleaned...in field by how the combine cuts and winnows it.



At the flour mill, in storage, and before the milling begins, Grain is thoroughly cleaned.



At the elevator prior to storage

Cleaned, **NOT**  
cooked or baked.

- FDA's 2018 Food Safety Modernization Act = food safety checks and balances for mills.
- See How Flour is Milled, KidsZone Namamillers.org

## NAMA's Educational Campaign Objectives

- Reduce the food safety risk by informing, educating and empowering consumers
- Target risk associated with at-home baking and food service
- Proper handling and baking eliminate the risk of illness from contaminated flour

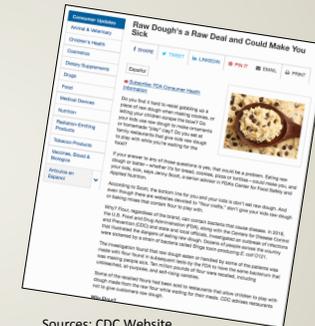


## "Unintended Use"

Why is this a concern?

- Wheat is still a raw agricultural commodity
- The milling process does not eliminate/destroy bacteria
- Raw flour, dough, batters, bakery mixes are NOT RTE (Ready to Eat)

FDA Consumer Update: "Raw Dough's a Raw Deal and Could Make You Sick" (2017)



Sources: CDC Website

## Points of Concern

- Cake batter ice cream or other “batter” flavors
- Anything cookie dough related
- Flour/mixes in spice blends or seasonings, dustings on baked goods
- Lack of baking/heating of flour, dry mix, batter or dough products
- Pinterest/Facebook recipes for “mug cakes,” cake/brownie batter dips, puppy chows\*
- Handling and tasting of raw products made from flour
- *\*Restaurants handing out raw dough to patrons, especially children, to play with*

## Consumer education will be a long-term effort we share

**Interim solution:** Industry collaboration for improved safety language



The #1 U.S. retail flour brand has added statements to the top and side of its flour bags.

### SAFE HANDLING INSTRUCTIONS:

“Raw flour is not ready-to-eat and must be thoroughly cooked before eating to prevent illness from bacteria in the flour. Do not eat or play with raw dough; wash hands, utensils, and surfaces after handling.”

North American Millers' Association (NAMA) Voluntary Food Safety Statement

## NOW! Baking Food Safety Educator Tools

*Endorsed by North American Millers' Association and Canadian National Millers Association*

- Engaging resources for consumer education
- *Did You Know* Video in English, French
- Available today on-line:  
[namamillers.org](http://namamillers.org)  
[cnma.ca](http://cnma.ca)



## Did You Know Posters

*French, English, Spanish*



## Activities to date with FDA...

- First recall, NAMA met with FDA and supported voluntary labeling
- Continue to work with FDA on efforts to educate the public
- Industry looking at new techniques to reduce/eliminate pathogens in flour/grain
- Hosted FDA at two mills to further educate FDA official on the milling process
- NAMA Food Safety Subcommittee /NAMA Technical Committee
- NAMA/FDA Food Safety Roundtable – March 27, Jacksonville, FL



## Future NAMA Events:

2020 Spring Conference, March 28-31, Palm Coast, FL

2020 Policy Conference, April 27-28

2020 Corn Dry Milling Conference, May 13-14, Peoria, IL

2020 Annual Meeting, October 1-3, White Sulphur Springs, WV



Thank You!

James McCarthy  
President & CEO

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