U. S. Department of Agriculture

National Food Policy Conference
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Carmen Rottenberg
Acting Deputy Under Secretary for Food Safety
U.S. Department of Agriculture: Government Role in Food Policy Modernization

Challenges:

• Adapting to change in food production; and supporting innovation
• Responding quickly to changes in consumer desires for information and resources
• Fewer farmers; increasing population
USDA Food Safety and Inspection Service:
Rooting Out Foodborne Illness - Whole Genome Sequencing

Real-time analyses:
- Improve surveillance of pathogens in FSIS-regulated products
- Respond to illness outbreaks
- Conduct product traceback
- Study recurring pathogens in FSIS-regulated facilities

FSIS completed approximately 7,000 sequences in 2017.
Social Media & Digital Communications: Reaching Consumers and Improving Services

We must be device-friendly, provide useful information, and capture the audience’s interest quickly!
Social Media Benefits:

- Help prevent foodborne illness with real-time public health information
- Share information on resources and programs
- Connect to rural America; broadband
- Promote media engagements to connect with consumers and get valuable feedback
USDA Food Safety and Inspection Service: Social Media Resonating with Users

USDA Food Safety
@USDAFoodSafety

Hmmm... Safe food, you want? A food thermometer, you must use!
#MayThe4thBeWithYou #YodaKnowsBest
From a relatively young age, I wanted a career that would allow me to serve on the frontlines of public health, drawing upon a background in veterinary medicine. Food safety as it relates to livestock and other agricultural commodities was a natural fit for my goals.

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