



United States Department of Agriculture

U. S. Department of Agriculture

National Food Policy Conference

March 28, 2018

Carmen Rottenberg

Acting Deputy Under Secretary for Food Safety



U.S. Department of Agriculture: Government Role in Food Policy Modernization

Regulatory Reform

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

FSIS completed
approximately
7,000
sequences
In 2017.

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



Social Media & Digital Communications: Reaching Consumers and Improving Services



THE AVERAGE ATTENTION
SPAN OF A HUMAN IN
2000



THE AVERAGE ATTENTION
SPAN OF A
GOLDFISH



THE AVERAGE ATTENTION
SPAN OF A HUMAN IN
2013



THE AVERAGE ATTENTION
SPAN OF A HUMAN IN
2017

We must be device-friendly, provide useful information, and capture the audience's interest quickly!

Social Media & Digital Communications: Reaching Consumers and Improving Services

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



Customer Service Focused

USDA Food Safety and Inspection Service: Social Media Resonating with Users

 **USDA Food Safety** 
@USDAFoodSafety

Hmmmm...Safe food, you want? A food thermometer, you must use!
[#MayThe4thBeWithYou](#) [#YodaKnowsBest](#)

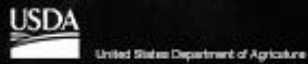


10:29 AM - 4 May 2016

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USDA Food Safety and Inspection Service: Social Media Resonating with Users



“

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.

”

DR. KIS ROBERTSON HALE
OFFICE OF PUBLIC HEALTH SCIENCE'S
DEPUTY ASSISTANT ADMINISTRATOR AND
CHIEF PUBLIC HEALTH VETERINARIAN,
USDA FOOD SAFETY AND INSPECTION SERVICE



#WomenInAg