



Triple Washed
Fresh
SPINACH ♦



Why Spinach?

Remember When E. coli O157
H:1 was Found in spinach in
September 2006?

Remember the massive recall
after 3 deaths and 205
illnesses?

The Results?

- Spinach sales dropped by over 35% by year end.
- 50,000 news stories were carried within months of the recall.
- An approximate loss of \$100 million in sales.
- The tainted bagged spinach was traced back to **13 bags** of spinach from a farm in California.

And guess what?

It wasn't just California spinach that was affected.

- *DeJong Farms in Lansing, Illinois*
 - In one month after the recall, they had to destroy approximately \$50,000 worth of fresh spinach because of an FDA ban.
- *Grafield Farms in Newfield, Virginia*
 - Would normally sell \$30,000 of spinach a week during September; sold none.
- *Bowen Farm in Kings County, Virginia*
 - With 300 acres of spinach planted, they were at risk of losing over \$750,000 but were saved by being able to harvest after the outbreak source had been located.

G.A.P. 101

Good Agricultural Practices

What Is It?

Why Is It Important?

What Is Happening In the Industry?

GAP – Good Ag Practices

What is GAP?

It is a Food Safety Management Program that seeks to limit the possibility of microbial contamination in Fresh Produce.

GAP is a Voluntary program, at least as far as USDA or any Massachusetts agency is concerned.

GAP – Good Ag Practices

Where is GAP Coming From?

A guidance document released jointly by the US Department of Agriculture and the Food and Drug Administration's Center for Food Safety and Applied Nutrition.

So...if it's voluntary, who cares?

The Buyers.

The companies that purchase fresh fruit have told the handlers they want GAP certified berries.

The Industry.

No one wants to see what happened in the spinach industry happen in cranberries.

We do not need another 1959.

How does one become GAP certified?

- The USDA has its own program for certification, however this may not be accepted by some buyers.
- Independent Contractors offer certification and audits, all of which cost money that will vary depending on the size of your operation.
- Audits need to be conducted annually. GAP is an ongoing management practice.

3rd Party Audit Firms



primus **labs**.com

when food safety counts



GLOBAL G.A.P.
globalgap.org



Where is CCCGA heading on GAP?

- April 21, 2008 – Introductory Workshop followed by in-depth training in early May.
- Starting June '08, grower technical assistance through USDA's Rural Development Rural *Business Enterprise Grant Program*.

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