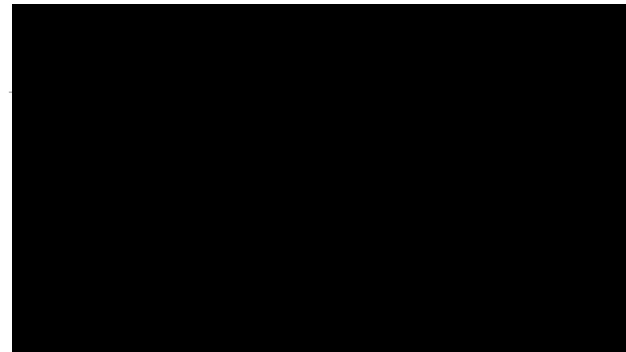




## BakingTECH

“Flour Food Safety”  
Jim McCarthy, President & CEO

MARCH 3, 2020  
CHICAGO, IL



## North American Millers' Association

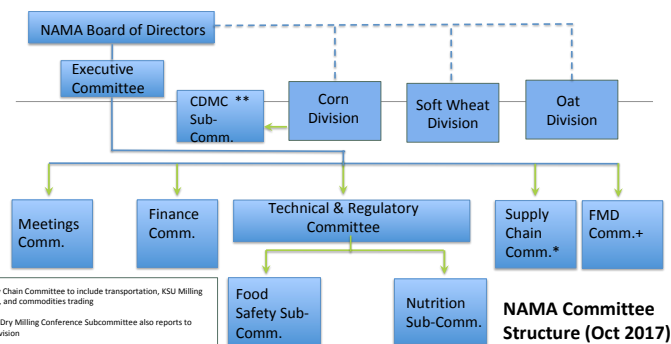
Formed in 1998 – Millers National Federation, Corn Millers Assn., Oat Milling Assn. & Protein Grains International

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.



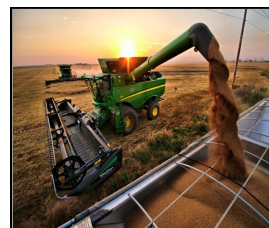
**2017:**

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.

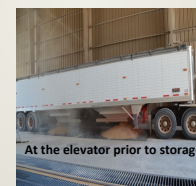


Wheat is cleaned...in field by how the combine cuts and winnows it.

Cleaned, **NOT**  
cooked or baked.



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



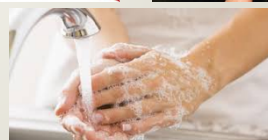
At the elevator prior to storage



- 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:

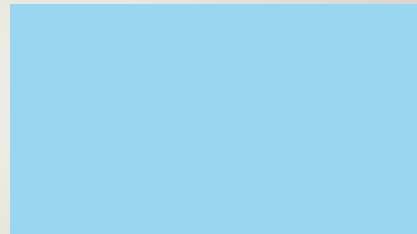
“Raw flour is not ready-to-eat and must be thoroughly cooked before eating to prevent illness from bacteria in the flour. Do not eat or play with raw dough; wash hands, utensils, and surfaces after handling.”

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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