

Responding to Food System Disruptions: Lessons Learned from a Global Coronavirus Food Safety Task Force



Feed the Future Innovation Lab for Food Safety
August 18, 2022









AGENDA

Carol Wilson – 10 min.

United States Agency for International Development (USAID)

Martin Wiedmann - 10 min.

Cornell University

George Ooko Abong' - 10 min.

University of Nairobi

Jaya Kumar Gurung – 10 min.

Nepal Development Research Institute

Concluding Remarks - 5 min.

Q&A - 10 min.



SPEAKER

Carol Wilson

Director, Center for Nutrition

Bureau for Resilience and Food Security

United States Agency for International Development (USAID)



SPEAKER

Martin Wiedmann

Gellert Family Professor in Food Safety

Cornell University





Part I: Multipronged approach based on iterative "Office Hours" represents a good model for providing support to the Food Industry during crisis

Food Safety Innovation Lab Webinar – August 18, 2022 Martin Wiedmann, Cornell University









OUTLINE

Part I:

- I. How this multipronged approach was developed to support the food industry.
- 2. How this approach was implemented and validated internationally.

<u> Part 2:</u>

3. Lessons learned and how this approach can be used in the future.









Food industry deemed essential and critical in coronavirus response



https://www.supermarketperimeter.com/articles/4881-food-industry-deemed-essential-and-critical-in-coronavirus-response

- I. Identify food industry concerns and challenges
- 2. Address concerns and find solutions
- 3. Communicate back to the food industry

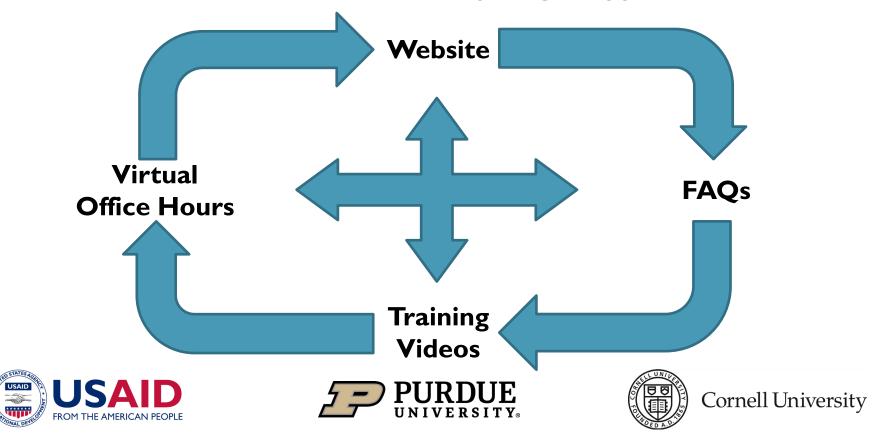








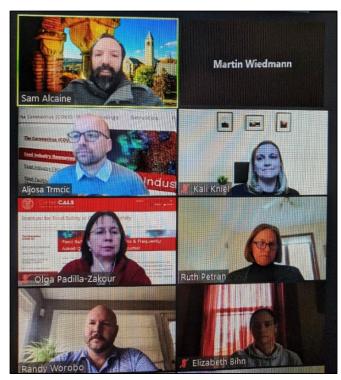
The structure of the multipronged approach:





Cornell COVID-19 Virtual Office Hours (VOH)

- The VOH are periodic video/phone conferences open to food industry personnel and consumers, where experts from different fields answer questions and present updated information related to COVID-19.
- 59 sessions (Ih each)
- Cumulatively 3,773 external attendees
- 684+ questions answered













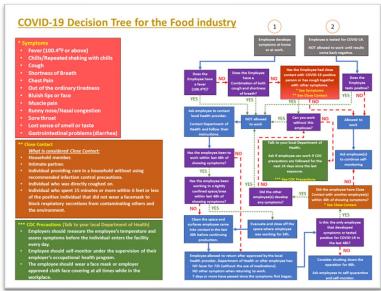




















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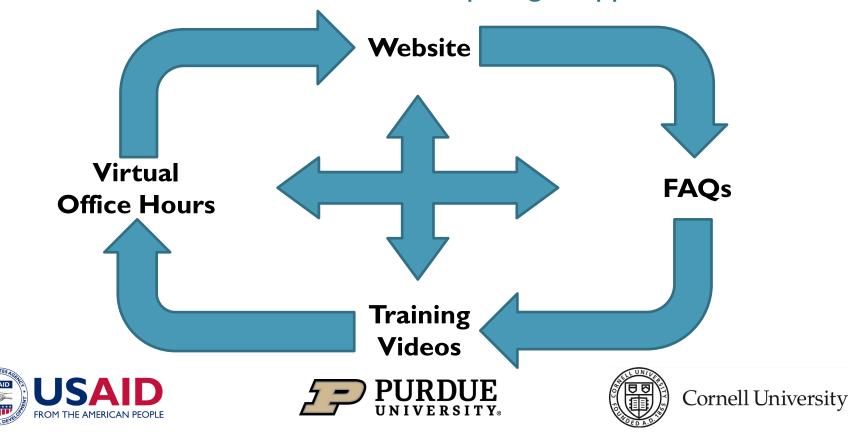








The structure of the multipronged approach:

















Virtual Office Hours

With limited resources what control strategies

to focus on?

Infographic with How to prioritize COVID-19 control strategies

Promote solutions











Built an international task force to manage the COVID-19 food safety and food security challenges:

- I. Identified and connected with local subject matter experts
- 2. Provided mentorship and training
- 3. Supported the development of in-country resources
- Collaborated on the delivery of in-country Food Industry Virtual
 Office Hours









Formed a food systems COVID-19 subject matter expert community.



- Collaborators and institutions in Southeast Asia and Africa:
 - o Dr. Latiful Bari, University of Dhaka, Bangladesh
 - o Dr. Chay Chim, Royal University of Agriculture, Cambodia
 - Dr. Jaya Gurung, Nepal Development Research Institute, Nepal
 - Dr. George Ooko Abong', University of Nairobi, Kenya
 - o Dr. Cheikh Ndiaye, Institut de Technologie Alimentaire (ITA), Senegal









Mentored and trained subject matter experts

Hosted and facilitated:

- Individual introductory and regular planning meetings
- Two virtual round table discussions:
- Reviewed COVID-19 basics, control strategies in the food industry, and FAQs and tips from US-based virtual office hours
- 2. Mock session of virtual office hours: Subject matter experts role played as panelists to address FAQs

Community of food systems COVID-19 subject matter experts











Customized and translated 25 in-country resources



Resources include:

- Video FAQs: Address how COVID-19 is not foodborne (Bengali, English, French, Nepali, Swahili)
- Food facility COVID-19 strategy checklist (Bengali, French, Nepali, Swahili)
- How to prioritize COVID-19 control strategies in the food industry (Bengali, French, Nepali, Swahili)
- How to Handle Fresh Produce (Bengali, French, Nepali, Swahili)
- FAQs from office hours (Bengali, French, Nepali, Swahili)









Summary of project outcomes

- Created a food systems COVID-19 subject matter expert community
- Developed 25 in-country resources
- Hosted 19 sessions of virtual office hours
 - I,000+ participants
 - 249 questions addressed











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SPEAKER

George Ooko Abong'

Senior Lecturer and Department Head

University of Nairobi



COVID-19 OFFICE HOURS Impact and Lessons Learned in Kenya

George Ooko Abong' (PhD)

Department of Food Science, Nutrition and Technology

University of Nairobi

August 18, 2022













VIRTUAL OFFICE HOURS



sessions

Virtual Office Hours in Kenya

Panelists from Kenya, South Africa, Denmark, and the US

3 sessions

158 participants total (46% female)

38 questions addressed

Pan-Africa Virtual Office Hours

Panelists from 5 (session 1) and 7 (session 2) countries in Africa plus Denmark and the US

193 participants total

27 questions addressed













RESOURCES DEVELOPED FOR KENYA

- How to Handle Fresh Produce
- How to Prioritize COVID-19 Control Strategies
- Food facility COVID-19 Strategy Checklist
- Food Industry FAQs from 3 sessions of virtual office hours
- Video FAQ 'COVID-19 is not foodborne' (English and Swahili)



JINSI YA KUSHUGHULIKIA MAZAO MAPYA COVID-19 haisababishwi na chakula lakini njia bora za kushughulikia mazao na vyakula vingine vyote bado zinatumika



- Osha mikono yako kwa sekunde 20 ukitumia sabuni kabla ya kushughulikia mazao mapya, wakati wa kuandaa chakula na kabla ya kugawa au kuila chakula.
- Weka mazao yako mbali na joto. Hii ni muhimu ili kudumisha ubora na usalama. Je! Una shughuli zingine? Usirulusu mazao yakae kwenye gari wenye joto! Weka matunda na mboga kwenye baridi hadi uweze kuyaweka kwenye jokofu.
- Suuza matunda na mboga chini ya maji baridi ya bomba kabla tu ya kupanga kula au kupika. Ikiwa ngozi ya matunda au mboga ni ngumu, unaweza kutumia brashi kusugua.
- Usitumie sabuni au pausha kuosha mazao yako. Kumeza pausha,vitakasi vingine, na sabuni zinaweza kuwa hatari na kusababisha maswala mengine ya kiafya.
- 5. Epuka uchafuzi kutoka palipo pachafu wakati wa kuandaa na kuhifadhi mazao mapya. Tenganisha matunda na mboga kutoka kwa nyama mbichi, pamoja na samaki na kuku, na zana zozote za jikoni (kwa mfano bodi za kukata, visu) ambazo zimegusana na nyama mbichi. Osha mikono yako mara moja baada ya kushughulikia nyama mbichi.

Kwa habari zaidi kuhusu COVID-19 tembelea: instituteforfoodsafety.cornell.edu/covid-19-consumer-resources



Cornell Cooperative Extension



Cornell Cooperative Extension ni mwajiri na mwalimu anayetambuliwa kwa kuthamini AA / EEO, Maveterani Waliolindwa, na Watu Wenye Ulemavu na hutoa programu sawa na fursa za ajira.













IMPACT FROM HOSTING VIRTUAL OFFICE HOURS IN KENYA

Provided a platform for cutting-edge information:

- *Clinton Omondi:* "Thanks Dr. Martin for a very informative presentation."
- James Ndukui: "Great piece of information, since there is a lot of fear that has been instilled in people's minds about this virus. It will be very important to share such kind of information."
- Joyce Kithure: "How can this vital information get to the common market trader like kawangware? I am one of them but I can assure you not many traders have this kind of information."













IMPACT FROM HOSTING VIRTUAL OFFICE HOURS IN KENYA

Served as a useful resource for Industry:

- Maurice Mwenda: "I have applied key principles of coronavirus control at my work in KWAL, found them very useful."
- Nyaboke-pulicon lab: "Since we are mainly lab-based and which require small space to work, we had to intricately balance and apply knowledge gained from the sessions to our workplace. Thanks for the platform."













IMPACT FROM HOSTING PAN-AFRICA VIRTUAL OFFICE HOURS

Capacity building:

 Many attendees were staff and students who gained more knowledge about the pandemic.

Gained knowledge:

 A lot of new and valuable information on hygiene and management of COVID-19 is crucial for my classes.

Networking:

 Reached more colleagues in colleges and industry that we have connections up to date. We continue to get questions on this and other related activities.













IMPACT FROM HOSTING PAN-AFRICA VIRTUAL OFFICE HOURS

- Virtual webinar management:
 - Gained experience in managing online webinars as moderator.
- New research areas:
 - The discussions exposed key areas that require further research-taking into account the local context.
- Developed materials resources:
 - Used by some industries including uon pilot plant.













SUCCESSES



- Bringing industry and academia in close
- Adapting virtual meetings
- Resources availed for use in the local context
- Being able to rally the university-including principal and the Vice Chancellor













HURDLES

- Tracking the use of developed materials.
- Managing online meeting-difficulties in having people.
- Evolving and dynamic research findingsmutations make it even harder.















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SPEAKER

Jaya Kumar Gurung

Program Coordinator, Health and Environment Program

Nepal Development Research Institute



Impact and Lessons Learned in Nepal

Food Safety Innovation Lab Webinar – August 18, 2022 Jaya K. Gurung, Nepal Development Research Institute (NDRI)











VIRTUAL OFFICE HOURS



Virtual Office Hours in Nepal

Panelists from Nepal and the US

3 sessions

106 participants total (45% female)

80 questions addressed

Pan-Asia Virtual Office Hours

1 session Panelists from 10 countries in Asia plus the US

122 participants total (48% female)

17 questions addressed











POST-SURVEY INDICATES SUCCESSFUL APPROACH

	Virtual Office Hours in Nepal, N= 39	Pan-Asia Virtual Office Hours, N=91
Would implement COVID- 19 practices as a result of information from virtual office hours	49%	80%
Would recommend virtual office hours to others	97%	96%







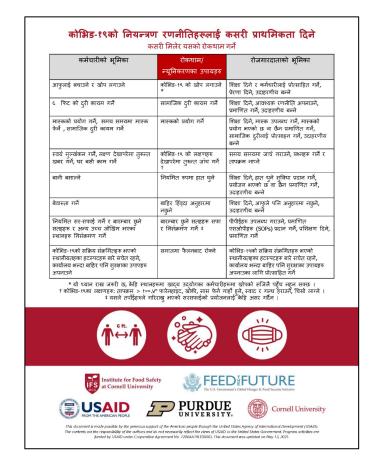




RESOURCES DEVELOPED FOR NEPAL

- How to Handle Fresh Produce
- How to Prioritize COVID-19 Control Strategies
- Food facility COVID-19 Strategy Checklist
- Food Industry FAQs from 3 sessions of virtual office hours
- Video FAQ 'COVID-19 is not foodborne'















PARTICIPANTS FOUND VIRTUAL OFFICE HOURS AND RESOURCES HELPFUL

"The insight by attending the virtual meeting helped me understand about the sanitary and safety measures to be taken while packing the goods, and [that] packing is not the direct measure to transmit coronavirus."





–Ms. Monalisha Maharjan,Mara Herbal(Tea Business, Retailer)











PARTICIPANTS FOUND VIRTUAL OFFICE HOURS AND RESOURCES HELPFUL





–Mr. Ashish Kayastha,Bhutandevi Pvt Ltd(Canteen Business)

"The translated resources helped me learn the transmission of Coronavirus, and most importantly I learned about the importance of masking, what kind and how it should be used."











PARTICIPANTS FOUND VIRTUAL OFFICE HOURS AND RESOURCES HELPFUL

"The experience of attending the virtual meeting on food industry during the time of Coronavirus helped my business [and] helped me break the stigma of washing vegetables with soap or detergent, [which] was completely unnecessary."





–Ms. Manisha Maharjan,Twakka(Pickle Industry, Food Processor)





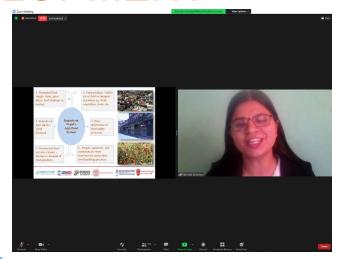






ADDITIONAL IMPACTS FROM PROFESSIONAL DEVELOPMENT

"The VOH built my self-confidence while communicating with high-profile research scientists. At present, I was admitted for my Ph.D. with an assistantship at the University of Georgia, in the Department of Horticulture. My Professor at Georgia is impressed by my involvement in VOH. I am still in contact with the panel experts from VOH and participants from many countries. Those networks are awesome resources for me and for my professional life."



–Ms. Nirmala Acharya,Former ResearchAssistant, NDRI











SUCCESSES AND HURDLES















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SPEAKER

Martin Wiedmann

Gellert Family Professor in Food Safety

Cornell University





Part 2: Lessons learned and how this multipronged approach can be used in the future

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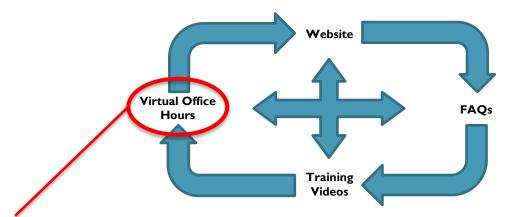






LESSON I:

The multipronged approach is highly effective.



Virtual Office Hours





Informs us of country-specific concerns and challenges



Allows us to develop targeted response



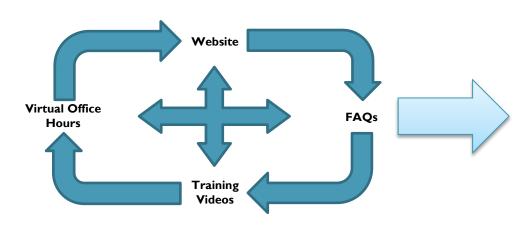






LESSON 2:

The food industry needs support during all phases of a crisis.



Early phase of the pandemic: Limited information and available guidance

Provide leadership and initial guidance.

Later phases of the pandemic: Influx of new information and misinformation

- Synthesize information into cohesive recommendations
- Dispel myths









LESSON 3:

Hosting regional virtual office hours allows for different countries to provide alternative solutions.











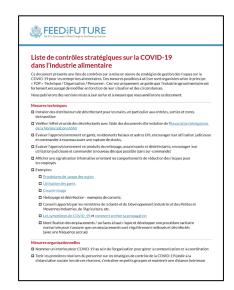


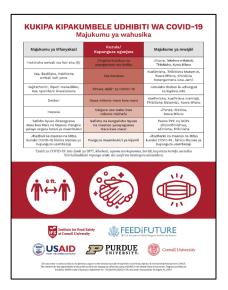
LESSON 4:

The food industry needs resources that explain the "how to."

 Official guidance often tells you what needs to be done, but not how to do it!















LESSON 5:

Determine best way to connect with the target audience and build the community.

- Consider cultural differences to better connect with the intended audience
 - Language
 - Work hours and days
 - Time zone differences
 - Holidays celebrated
 - Use of different communication platforms (i.e. Zoom, Google meet, WhatsApp, etc.)



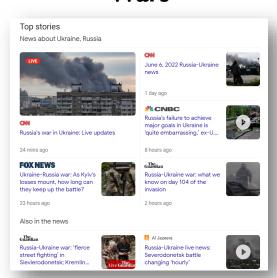






THE WORLD IN CRISIS

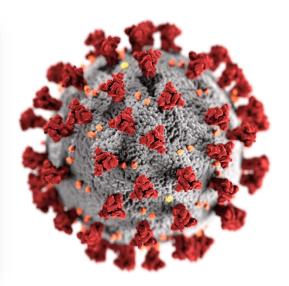
Wars



Natural Disasters

Bushfires, Australia
Flash Floods, Indonesia
Tornado, Kentucky, Illinois, Tennessee, Missouri,
Arkansas
Volcano Eruption, Philippines
Earthquakes, China-India-Iran-Philippines-Russia-Turkey-The Caribbean
Hurricane, Louisiana, New Jersey, Gulf Coast of US
Swarms of Locusts, Asia-East Africa-India-Middle
East
Cyclone Amphan, Bangladesh-India
Forest Fires, Uttarakhand
Assam Floods, India
Earthquake, California, Nevada, Arizona

Pandemics







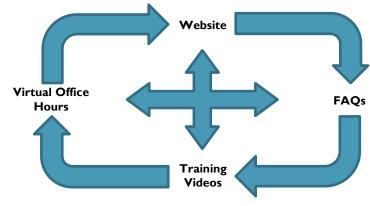




MODEL APPLICABLE TO OTHER PROBLEMS

Task Force Model

- I. Build community of experts
- 2. Provide mentorship and training
- 3. Support development of resources
- 4. Collaborate to host "virtual office hours"



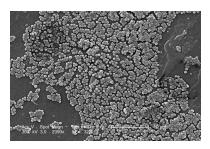




















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Responding to Food System Disruptions:

Lessons Learned from a Global Coronavirus Food Safety Task Force

Panel Discussion



Carol Wilson



Jaya Kumar Gurung



George Ooko Abong'



Martin Wiedmann









THANK YOU



A link to the recording and presentations will be emailed to attendees

Feed the Future Innovation Lab for Food Safety









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