

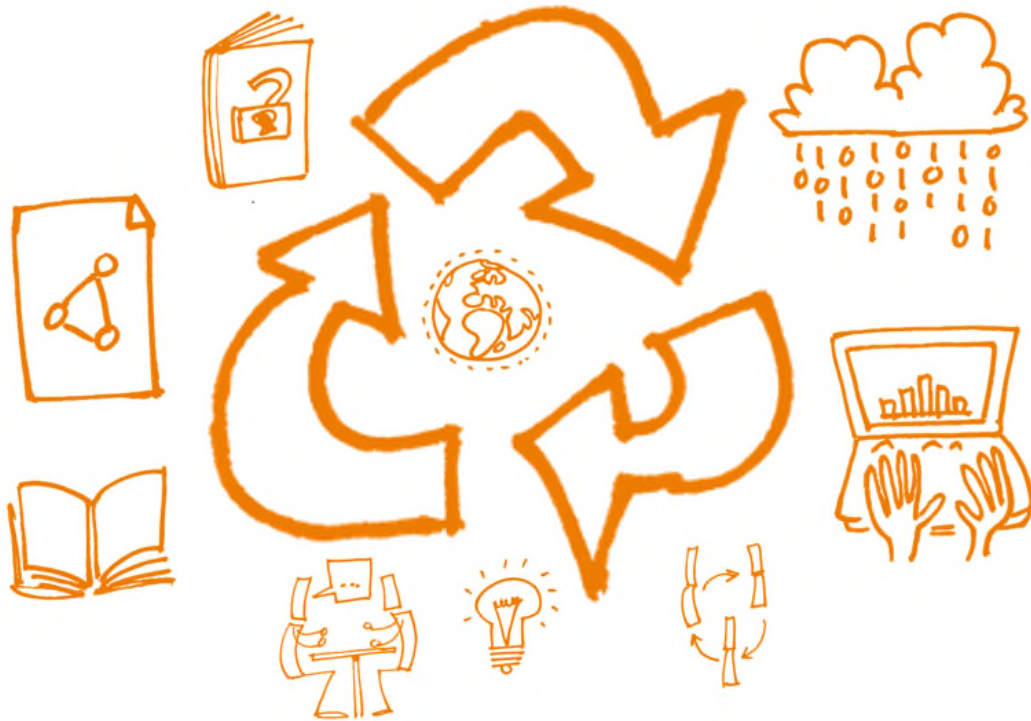
# Emerging Risk Identification Lifecycle

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# Working in the Food Industry – Challenging!



- The number of companies in this space are rapidly increasing
- The raw material quantities are not meeting demand
- New raw materials emerging
- More and more restriction are appearing
- Opinions and not science, are driving decision on
  - Purchases
  - Ingredient change
  - Regulations

# In the Beginning





## Progress

- Regulation to comply with standards
- More players but plenty of room for maneuverability
- No over-taking rules
- Go any speed

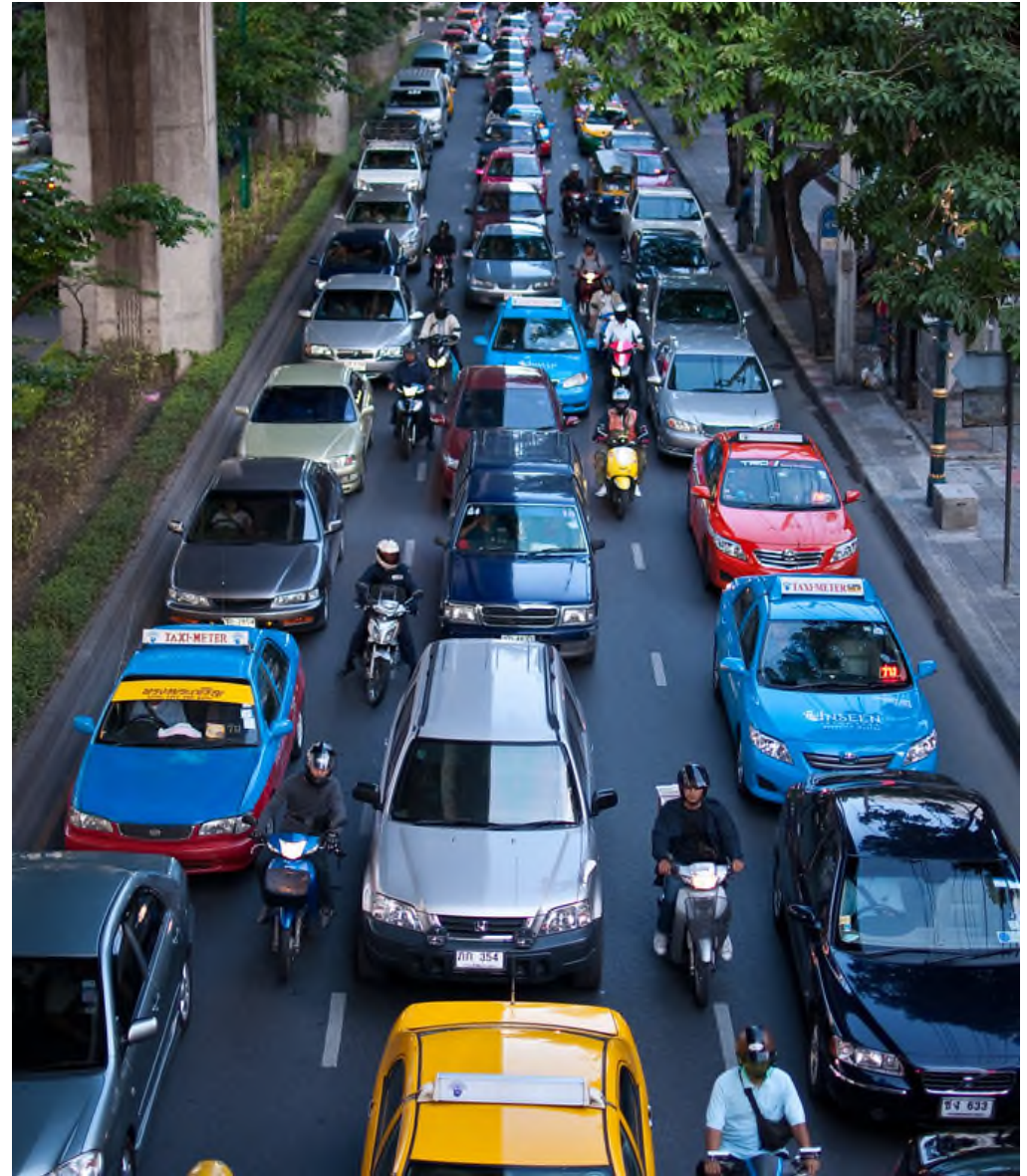


## Restrictions

- More player
  - Food industry grew
- Speed limit
  - Apply GMP, HACCP, ISO, Risk Assessment
- Narrower roads
  - Regulation on GMO, chemicals, preservatives

# Today

- More player still
  - Food industry grew even more
- Speed limit
  - Apply GMP, HACCP, ISO, Risk Assessment, audits, sustainability
- Narrower roads
  - Regulation on GMO, chemicals, preservatives, acrylamide
- More challenges introduced through
  - NGOs
  - Social Media
  - Preferences



# Difficult times lead to ?

- Any way to get ahead!
  - Going off road
  - Climb over
  - Knock competition off
  - Buy the competition
  - Special privileges
  
- There is good news too!
  - Collaboration
  - Science based approach
  - Being ethically responsible



# Possible Solution for Tomorrow!



- Need rules and regulation, but how?
- Through Collaboration
  - NGOs with full engagement of the public
  - Transparent and honest discussion of NGOs with food industry
  - NGOs and Food Industry working together to lobby for regulation
  - Regulators regulate based on science
  - All work with educators to educate the public
  - All work together to weed-out fraud
- After all, we all want the same thing:
- Safe, great tasting, affordable food sourced ethically in a sustainable way.