

Food Safety at Farmers' Markets – Updates and new developments on training and market requirements

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BCAFM March 4, 2017



Market Safe
Fresh local food, handled with care

MarketSafe: Fresh and Always in Season

Keir Cordner, First Nations Health Authority

&

Sion Shyng, BC Centre for Disease Control



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Outline

- MarketSafe video
- Farmers' markets statistics
- The MarketSafe program
- Key elements of the program
- What's new for the coming season
- Take home messages
- Q&A



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MarketSafe Video

<https://www.youtube.com/watch?v=h7FT9gfeGbg>

“Fresh, local and safe”

- “Planting the seeds” BCAFM meets FOODSAFE Secretariat and BCCDC
- Planning retreat with market managers, vendors and EHOs from around the province
- One year to develop pilot course
- First class completed at the 2010 BCAFM conference in Penticton





Presents our 2012...

Economic and Social Benefits Assessment

*Farmers' markets in BC
have continued to grow
in number, producing
147% more sales in 2012
than 2006, delivering
**\$170+ million total
economic benefits.***

*More people are shopping
at farmers' markets, and
shoppers are spending more
money at farmers' markets.*

Available at:

http://www.bcfarmersmarket.org/sites/default/files/files/BCAFM_Summary_Report_Flyer_Final.pdf

Accessed on February 28, 2017.

Growth of BC Farmers' Markets

| Key Findings | 2006 | 2012 | % Increase |
|--|----------|-----------|------------|
| Number of farmers' markets | 98 | 159 | 62.24% |
| Avg. amount spent per customer | \$23.41 | \$28.81 | 23.07% |
| Estimated total annual direct sales (all markets in BC) | \$46.02M | \$113.69M | 147.16% |
| Estimated total annual economic benefits (all markets in BC; multiplier = 1.5) | \$69.00M | \$170.54M | 147.16% |

Connell (2012). Economic and Social Benefits Assessment. Provincial Report. Available at:
[http://www.bcfarmersmarket.org/sites/default/files/files/BCAFM%20Economic%20and%20Social%20Benefits-%20Final%20Report%202013\(2\).pdf](http://www.bcfarmersmarket.org/sites/default/files/files/BCAFM%20Economic%20and%20Social%20Benefits-%20Final%20Report%202013(2).pdf). Accessed on February 2, 2017.

The Farmers' Market Eco-system

Farmers' Markets in BC

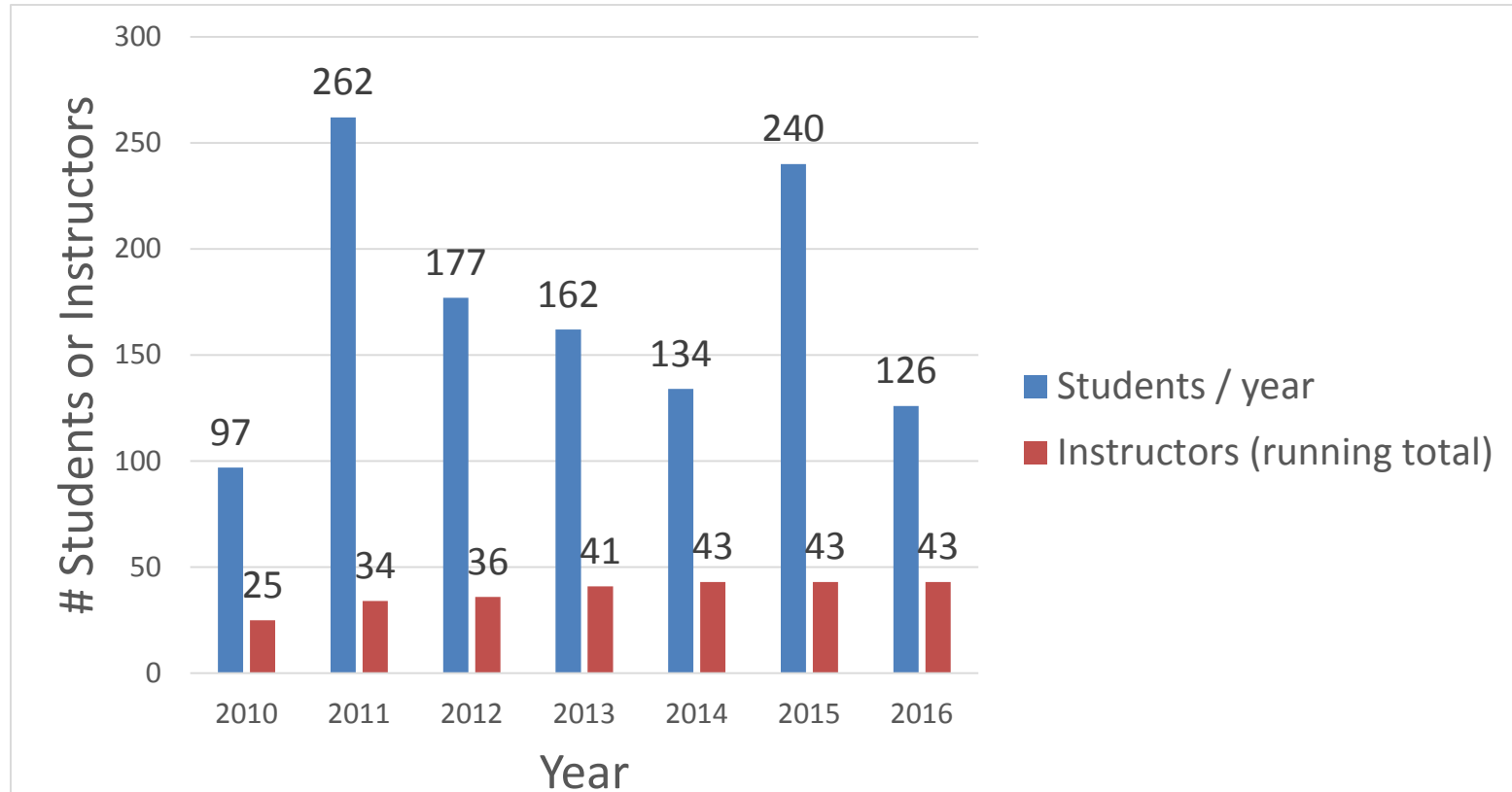
- ~ 165 (135 BCAFM members)
- Social Enterprise/ Non-Profit model
- 6 – 200 vendors

Vendors (Small Businesses)

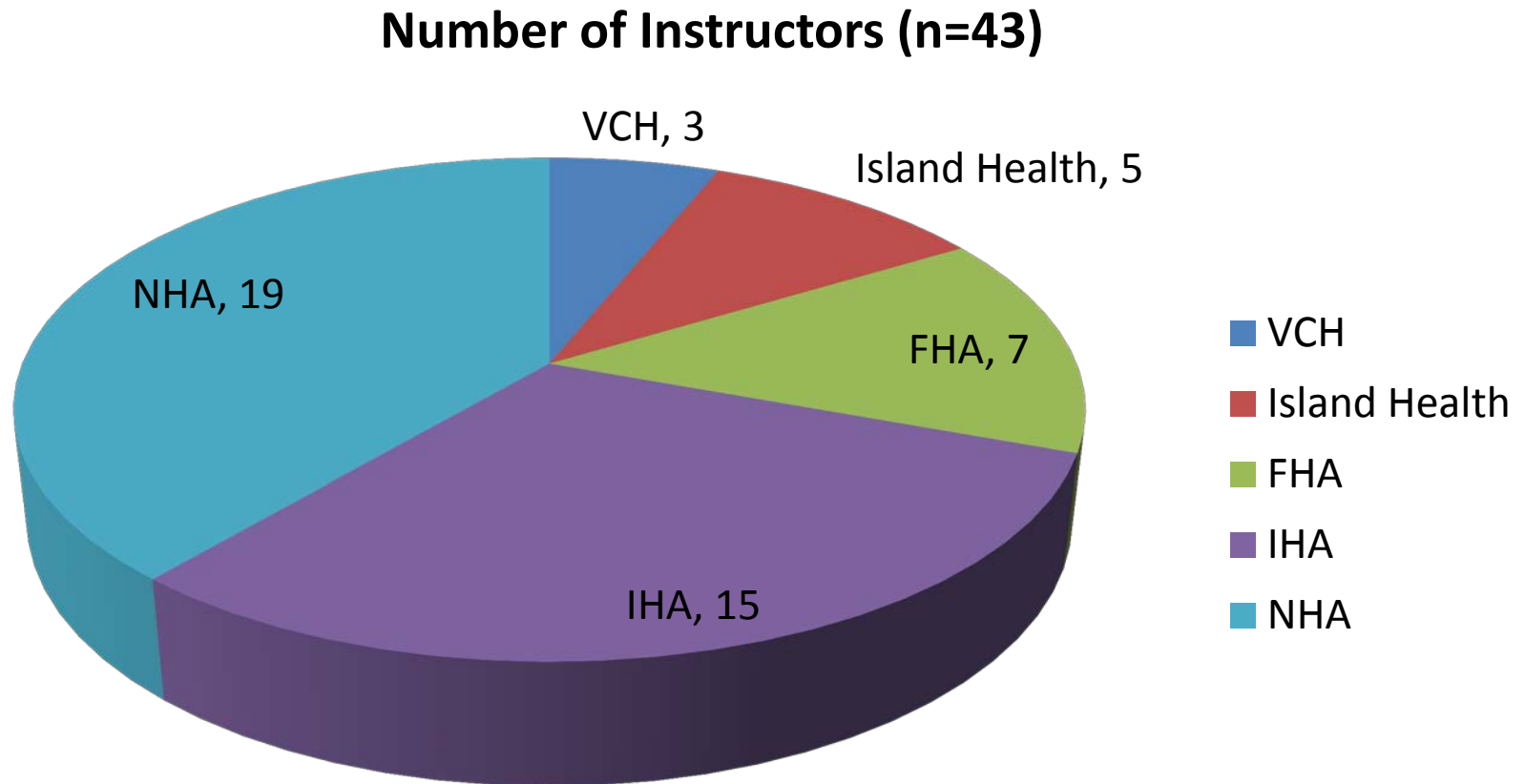
- ~3,000
 - ~1,000 Farmers
 - Small Scale Food Processors
 - Artisans
 - Food trucks
 - Craft beer, wine, spirits



Program Statistics for 2010-2016



MarketSafe Instructors by HA



About the course



- Food Safety training for farmers, small scale food processors, and producers
- Make, bake, or grow products for sale at Temporary Food Markets
- Focus is on Lower Risk Food production
- Goal is to provide practical and safe food safety standards for the Temporary Food Market environment
- Not equivalent to FoodSafe



Classroom Delivery

- MarketSafe is available as a traditional classroom delivery course
- Course consists of 3 units of learning
- Approximately 6 hours total content including review, and 1 hour exam
- Maximum class size 25 persons
- MarketSafe Certified instructor required



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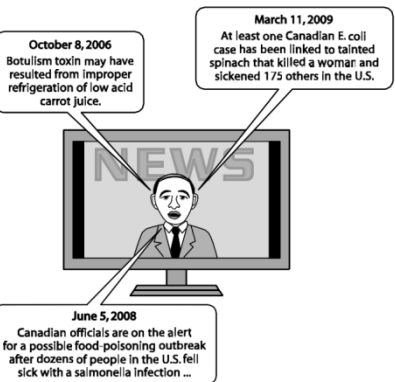




Online Format

- Now available as an online course – Open School BC
<https://openschool.bc.ca/marketsafe/>
- Cost - General: \$68.50
 Prospective instructors: \$103.50
- Allows 10 Days to complete 6 hour course
- Prospective instructor exams must be invigilated





MarketSafe Content

What will I learn ?



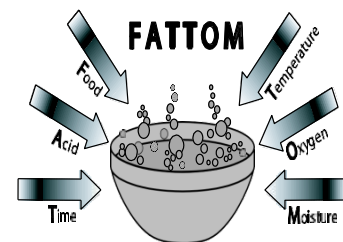
- Unit 1 “The Causes of Foodborne Illness”
- Unit 2 “Personal Hygiene”
- Unit 3 “Food Safety from Gate to Plate”

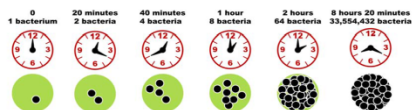


MarketSafe Content cont'd

Unit 1 - The Causes of Foodborne Illness

- Explain why it is important for all food handlers to learn and follow safe food handling practices;
- List the causes and sources of biological, chemical and physical foodborne illness;
- Describe how pathogens can cause foodborne illness;
- Give examples of direct and indirect transmission of pathogens;
- Describe the six FATTOM conditions that promote bacterial growth;
- Describe a way to lower the pH level of higher risk foods;

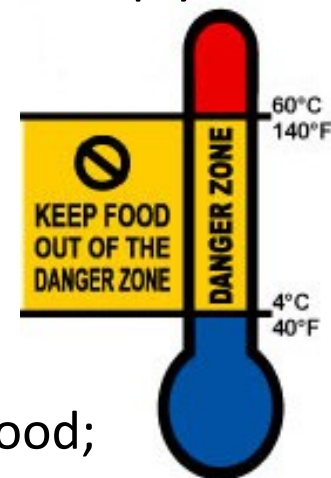




MarketSafe Content cont'd

Unit 1 - The Causes of Foodborne Illness

- Identify the Danger Zone temperatures where pathogens can multiply rapidly;
- Describe a way to control the water activity (a_w) of food;
- Give examples of higher risk and lower risk foods;
- Describe sources of chemical and physical contamination of food;
- Identify steps to reduce the risk of biological, chemical and physical contamination of food;
- Describe ways to reduce the risk of allergic reactions from food products.

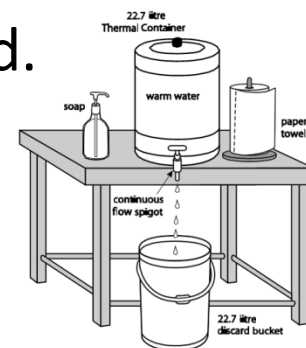


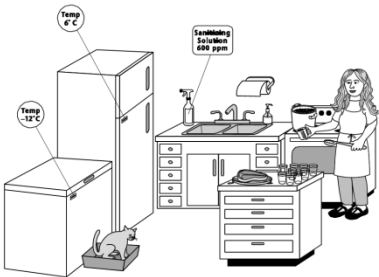


MarketSafe Content cont'd

Unit 2 – Personal Hygiene

- Identify the six steps in effective hand washing;
- List the necessary components of a portable hand washing station;
- Explain the difference between cleaning and sanitizing;
- List the steps for washing and sanitizing dishes by hand.





MarketSafe Content cont'd

Unit 3 – Food Safety from Gate to Plate

- Describe ways to control contamination in home kitchens;
- Describe the qualities of food grade packaging;
- Identify containers and packaging that are not acceptable for storing and packaging food;
- Describe the FIFO (First In, First Out) method of stock rotation;
- List the information that should be included on product labels;
- Identify ways to maintain temperature controls when transporting and displaying food and providing food samples;
- Describe steps to reduce the risk of food contamination when displaying food and providing food samples.

MarketSafe Content cont'd

Appendices - Templates and Forms

- Un-Inspected Kitchen sign
- Ingredient Log
- Product Log
- Time and Temperature Log
- Display Only sign

Display Only

This product is refrigerated for your safety.

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Time and Temperature Log
DATE: _____ FROM: _____ TO: _____
PRODUCT: _____

| Time | Temperature | Comments |
|------|-------------|----------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

This food has been prepared in a kitchen that is not inspected by a regulatory authority.

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Implementation Manual

MARKETSAFE **Implementation Manual**

April 2010
revised February 2011

MARKETSAFE TRAINING POLICIES AND PROCEDURES

MarketSafe Training and Examination Standards

MarketSafe Instructor Certification, Decertification and Renewal

MARKETSAFE
Implementation Manual

April 2010
revised February 2011

BC FOODSAFE Secretariat
Camosun College
Victoria, BC

Under license from the
Province of British Columbia
Ministry of Advanced Education
& Labour Market Development
2010

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Implementation Manual

- Provides guidance for consistent delivery of the MarketSafe program
- Guides instructor qualifications and certification – also de-certification
- Links BCAFM with BC MarketSafe Steering Committee
- Food Safety contacts from all BC Health Authorities participate

Instructor Qualifications

- Are you planning or considering to be an instructor?
 - Training and experience in teaching and instruction
 - Practical Hands on Experience with Temporary Food Markets
 - Background in food microbiology and/or HACCP
 - MarketSafe Certified with < 90%
 - Apply to your local Health Authority for certification

Instructor Qualifications cont'd



APPLICATION FOR MARKETSAFE INSTRUCTOR CERTIFICATE

☐ Fraser Health ☐ Interior Health ☐ Northern Health ☐ Vancouver Coastal Health ☐ Vancouver Island Health

The personal information collected relates directly to and is necessary for program operations. The information will be handled in accordance with the *Freedom of Information and Protection of Privacy Act*.

APPLICANT INFORMATION

NAME (last name, first name, middle name)

TELEPHONE

EMAIL

FAX

STREET

CITY & PROVINCE

POSTAL CODE

BIRTH DATE (yyyy/mm/dd)

EMPLOYER INFORMATION (If self-employed, give company name and details)

EMPLOYER

OFFICE TELEPHONE

STREET

CITY & PROVINCE

POSTAL CODE

PROFESSIONAL BACKGROUND (Attach resume and other supporting documentation)

TRAINING AND EXPERIENCE IN TEACHING/INSTRUCTION

BACKGROUND AND EXPERIENCE WITH THE SALE OF FOODS AT TEMPORARY MARKETS

Continued →

If you are interested in becoming a MarketSafe face-to-face instructor in the future: You may self-identify as a potential instructor when you register for the course. If you do, you will need to find an exam supervisor who is prepared to release the exam to you from a secure location and assign a date for writing the exam. You must score 90% or higher on the final exam to be considered as an instructor.

Note: Getting 90% or higher on the exam is not the only requirement for becoming an instructor – local health authorities have other requirements which must be met.



Course Updates

- Now available as an online course – Open School BC
<https://openschool.bc.ca/marketsafe/>
- Student workbook, Instructor Guide, and Online Course content streamlined and consistent
- MarketSafe Allergy Talking Points
- Egg safety
- Market based graphics and videos



New Registry (Queen's Printer)

The screenshot displays the FOODSAFE Registry web application. At the top left is the FOODSAFE logo with the tagline 'MAKES GOOD FOOD BETTER'. A navigation bar below the logo contains icons for Search, Add Client, Certificate Queue, and Reports. The main content area is divided into two columns. The left column, titled 'Student Details: 'SION SHYNG'', contains a form with fields for Last Name (SHYNG), First Name (SION), Middle Name, People ID, Birth Date, Gender (Male), Address 1 (855 W 12TH AVE), Address 2, City (VANCOUVER), Province (BC), Postal Code (V5Z4R4), Area Code - Phone (804 - 7072451), Email, and Comments. Below this form are buttons for 'Edit Student' and 'Make this student an instructor'. The right column, titled 'Exam History', features a table with columns for Exam, Status, Expires, and Health Authority. The table contains one entry: Marketsafe, Pass, VCH - Vancouver/Richmond Service Area. Below the table is an 'Exam Details' section with fields for Health Authority (VCH - Vancouver/Richmond Service Area), Occupation (Other), Area of Employment (Other), Type of Exam (Marketsafe), Offered By (Private Enterprise), Language (English), Exam Date (2014-07-08), Exam Mark (100), Pass / Fail (Pass), Last Printed By, Last Printed Date (n/a), and Comments. At the bottom of the page is a light blue bar with the text 'Add New Exam' and a plus icon.

FOODSAFE Registry

Search Add Client Certificate Queue Reports

Home > Search Results

Student Details: 'SION SHYNG'

Last Name: SHYNG
First Name: SION
Middle Name:
People ID:
Birth Date:
Gender: Male
Address 1: 855 W 12TH AVE
Address 2:
City: VANCOUVER
Province: BC
Postal Code: V5Z4R4
Area Code - Phone: 804 - 7072451
Email:
Comments:

Edit Student Make this student an instructor

Exam History

| Exam | Status | Expires | Health Authority |
|------------|--------|---------|---------------------------------------|
| Marketsafe | Pass | | VCH - Vancouver/Richmond Service Area |

Exam Details

Health Authority: VCH - Vancouver/Richmond Service Area
Occupation: Other
Area of Employment: Other
Type of Exam: Marketsafe
Offered By: Private Enterprise
Language: English
Exam Date: 2014-07-08
Exam Mark: 100
Pass / Fail: Pass
Last Printed By:
Last Printed Date: n/a
Comments:

Delete Exam Edit Exam
Add to Queue Print Certificate Print Label

Add New Exam

New Website – www.foodsafe.ca

The screenshot shows the homepage of the FoodSafe website. At the top, there is a dark blue header with the British Columbia FoodSafe logo on the left and an "Instructor Login" button on the right, which is circled in red. Below the header is a large banner image of a chef in a kitchen. Overlaid on the banner is the FoodSafe logo and the text "Take a course". To the right of the banner, there are four course options: "1 FOODSAFE Level 1", "R FOODSAFE Level 1 Refresher", "2 FOODSAFE Level 2", and "MarketSafe" (with an apple icon). Below these options is a link: "Do you have a lost or expired certificate? Read our certificate FAQs".

Below the banner, there is a small text block: "An initiative of the Province of British Columbia, FOODSAFE is managed by the BC FOODSAFE Secretariat in cooperation with the BC Centre for Disease Control, the BC Regional Health Authorities, and food service industry associations."

The bottom section of the page is divided into several columns:

- Explore**: A list of links including "Take a course", "Teach a course", "FOODSAFE for your business", "FOODSAFE outside of BC", "Food safety resources", and "FAQs".
- FOODSAFE Tweets**: A section showing a tweet from @go2HR about taking a course by distance education.
- FOODSAFE News**: A section with a "Subscribe" button and a link to "View past newsletters".
- How to become an instructor**: A link to a page about becoming an instructor.
- Order Materials**: A section about ordering materials from Crown Publications, Queen's Printer (QP), which publishes and distributes FOODSAFE and MarketSafe curriculum products.
- Outside of BC?**: A section about FOODSAFE meeting training requirements in several Canadian provinces.
- Additional food safety information**: A section with links to general food safety information, templates, charts, and checklists.

Take Home Messages



- Audience are those that make, bake and grow lower risk foods
- Basic food safety principles
- Course is NOT equivalent to FOODSAFE L1
- Available in classroom and online formats
- Instructor qualification is key
- New website launched with increased functionality for instructors and RHAs

The FOODSAFE Universe



Questions?



Sion: fpinfo@bccdc.ca, or

FS Secretariat: foodsafe@foodsafety.ca