

The Cost and Reality of Implementing Food Safety on the Farm



JACKSON FARMING COMPANY



SINCE



1981

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- **Spring Broccoli Autryville NC May 31 – June 26**
- **Watermelons McAlpin FL Seedless June 1 – July 6**
- **Watermelons Cordele GA Seedless June 7 – July 7**
- **Eastern Cantaloupes Autryville NC June 20 – August 15**
- **Watermelons Autryville NC Sdls/Sdd June 25 – September 25**
- **Sprite Melons Autryville NC June 25 – August 15**
- **Honeydew/Specialty Melons Autryville NC July 6 – August 15**
- **Sweet Potatoes Autryville NC September 15 on**
- **Pumpkins Sparta NC/Troutdale VA September 7 – October 25**
- **Fall Broccoli Autryville NC November 1 – December 7**



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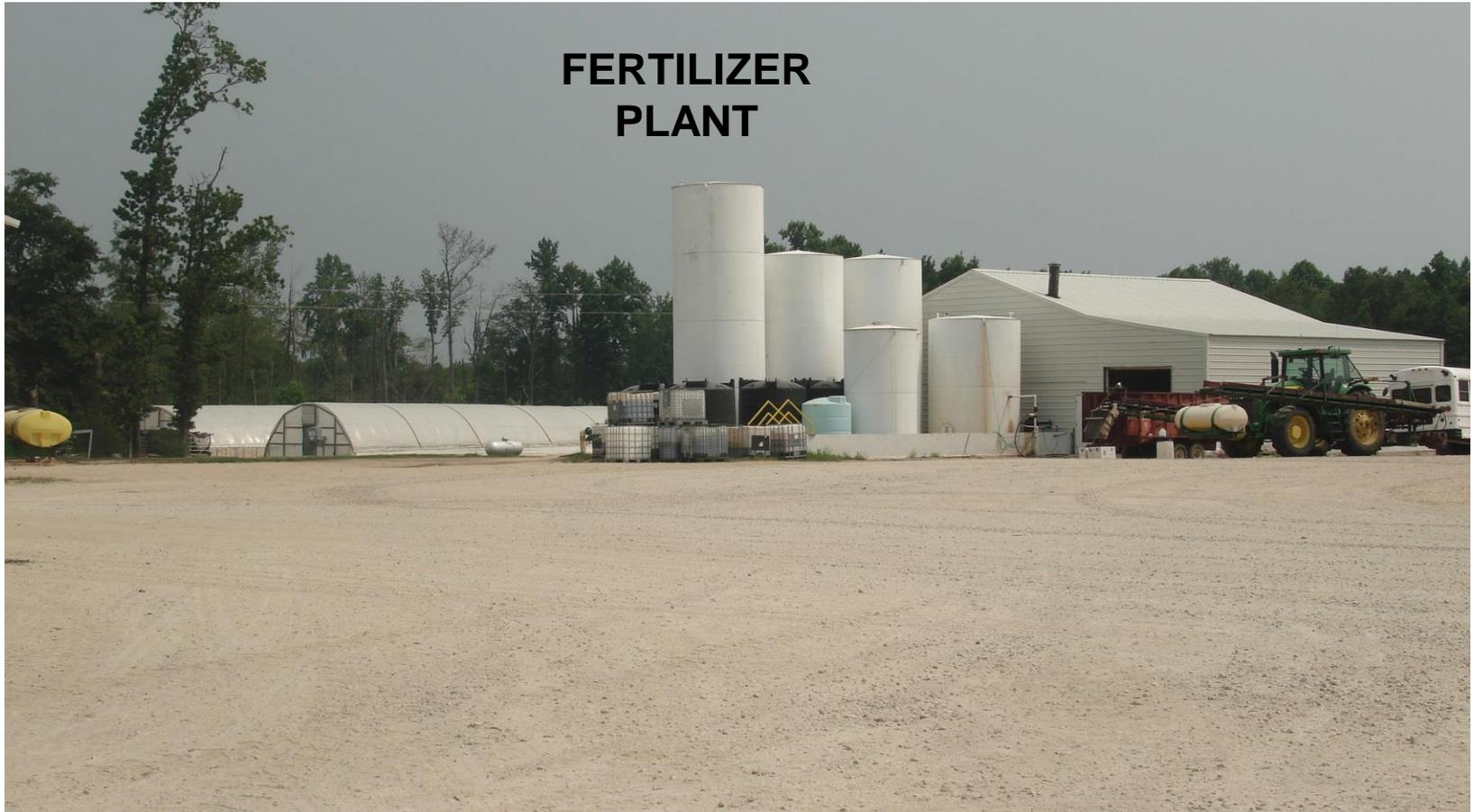
- Corn
- Peanuts
- Soybean
- Tobacco
- Wheat



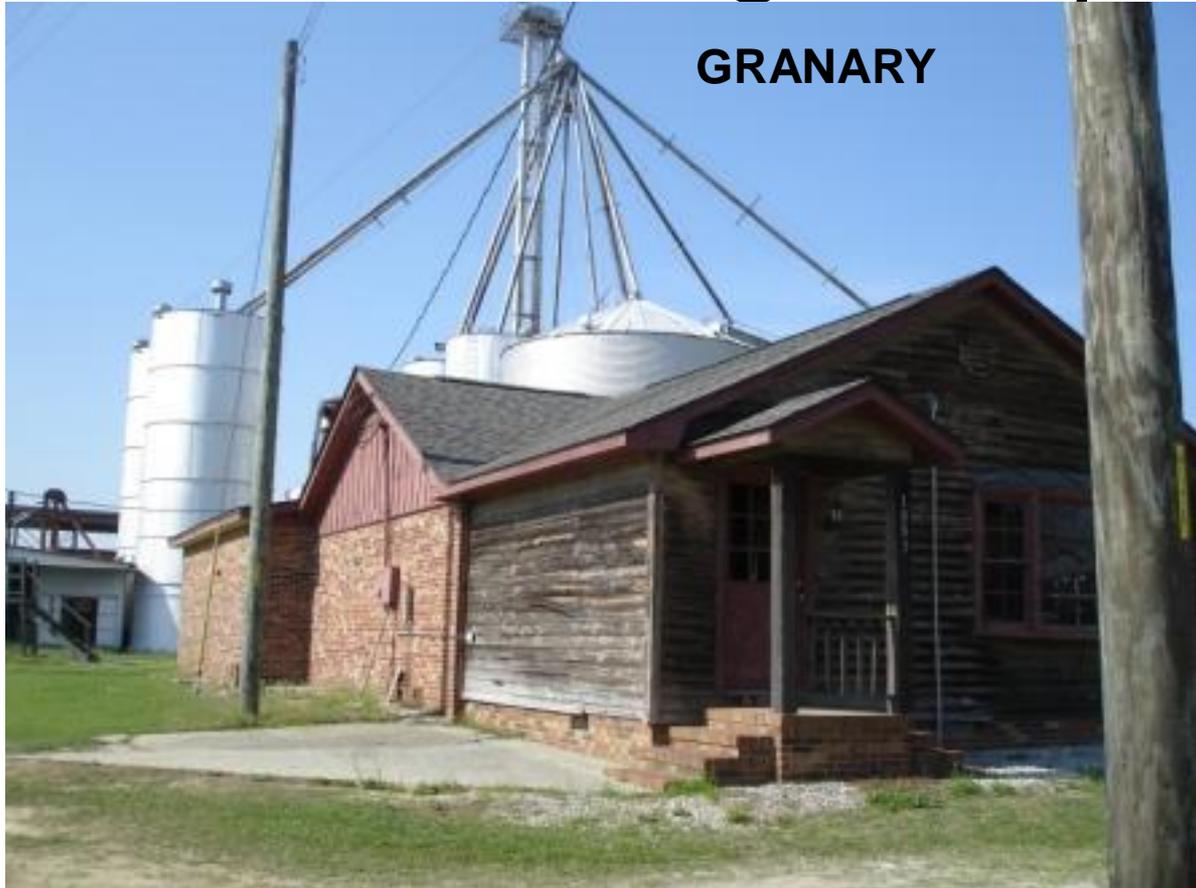
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TRUCKING

Jackson Farming Co.

AUTRYVILLE, N.C.

FRESH FRUITS & VEGETABLES

WWW.JFCMELONS.COM



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GREENHOUSE





Supply Chain Flow from Farm to Fork of a Cantaloupe

- **Planned in November/December.....From the Farm**
- **Seed purchased in January**
- **Seed to green house in March**
- **Fields prepared for planting and plastic/drip tape laid**
- **Transplants to prepared fields Mid April-May**
- **Fields maintained daily during the growing cycle – Mother Nature takes over**
- **First harvest hand picked from field June 20**
- **Comes by trailer to packing house**
- **Enters the packing house and is washed with food grade soap**
- **Then rinsed and sanitized with food grade selectocide**
- **Inspected and graded**
- **Dried**
- **Labeled with GSI Label**
- **Sorted by size to customer specs**
- **Placed in bins or cartons PTI label put on**
- **Palletized**



Supply Chain Flow from Farm to Fork of a Cantaloupe

- Moved to cold storage to be forced air cooled
- Loaded next day after cooling on pre-cooled tractor trailers
- Arrives at Distribution Center of your favorite Supermarket on June 22
- Graded and Inspected by the Q/C team at the DC
- Placed in the racks or proper storage
- Loaded on the Supermarket's tractor trailer with 1 or more store drops
- Delivered to the Store and unloaded June 23-26
- Placed in the cooler or backroom
- Taken to the produce department and placed on display same day or later
- The next harvest begins as you and I the customer make our hand selection June 23-27 at 6pm
- Placed in the cart or hand basket
- Goes through the checkout line with the cantaloupe on the belt
- Into a bag
- Out to the car
- Arrive home into the house onto the counter
- Put in the refrigerator or left on the counter
- At some point then cut up and eaten.....to the Fork
- Time elapsed from planning to consumption 7 months give or take a day or two



The Cost and Reality of Implementing Food Safety on the Farm

- 1. Commitment**
- 2. Cost**
- 3. ROI**
- 4. Culture Changes – Reality of Implementation**
- 5. Evolution of Process – SOP's**



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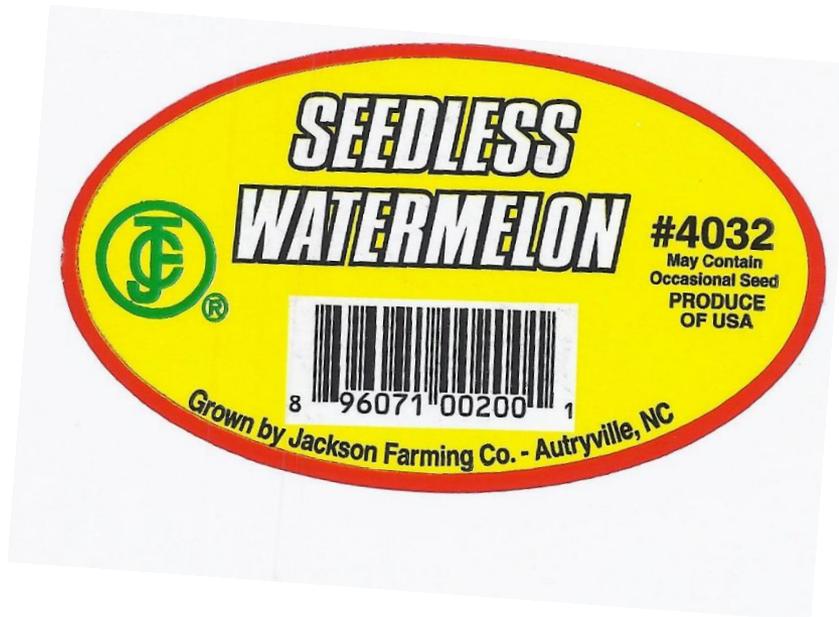
Food Safety Commitment

- **GFSI (Global Food Safety Initiative) Certified**
- **PTI (Produce Traceability Initiative) Compliant**
- **GS1 Registered with Company Specific bar codes for all fresh produce items, bins and cartons**
- **Utilize the H-2A Guest Worker Program**
- **ECGA (Eastern Cantaloupe Growers Association) Certified Grower**



GS1/PTI Labels

(Fully PTI Compliant)



Jackson Farming Co 2905 ERNEST WILLIAMS ROAD, Autryville, NC, 28318, US http://www.jfcmelons.com/	
Lot: 14050AUTR	Produce of:
Pack Date: Feb 19, 2014	US
Watermelon, Seedless 45 ct, Bin	
	
(01)20896071002005	69 11
(10)14050AUTR(13)140219	



**JACKSON FARMING COMPANY
FOOD SAFETY EXPENDITURES FOR
2014**

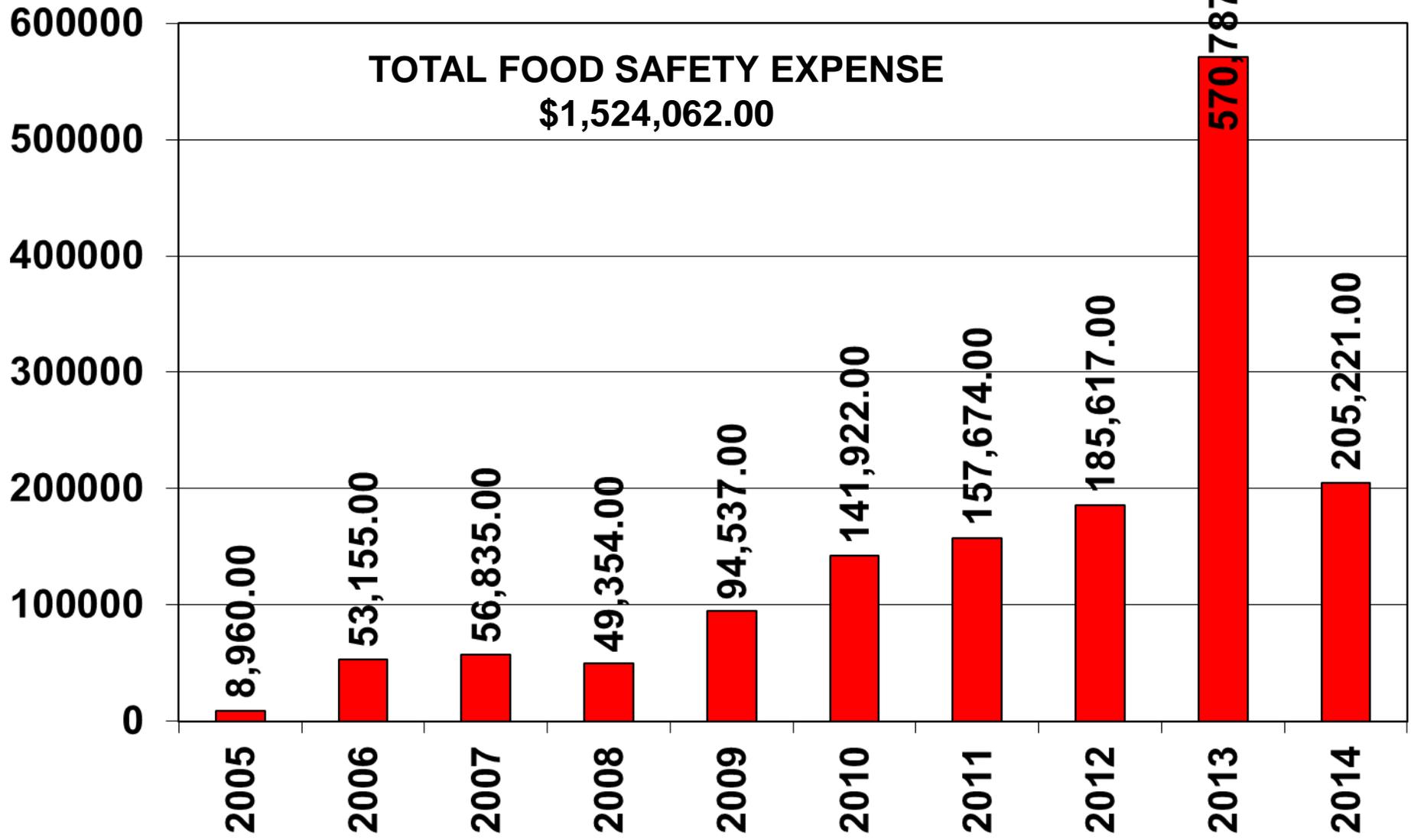
\$205,221.00



Jackson Farming Company Food Safety \$

TOTAL FOOD SAFETY EXPENSE

\$1,524,062.00



Jackson Farming Company Cantaloupe Packing House



It all began with removing everything from the packing area, adding doors and walls, building an observation office and redesigning our packing line. Here you are able to see the start. On the following slides you will see the completion.



Jackson Farming Company Cantaloupe Packing House

2012



2013



Jackson Farming Company Cantaloupe Packing House

2012



2013



Jackson Farming Company Cantaloupe Packing House

2012

2013



Jackson Farming Company Cantaloupe Packing House

2012

2013



2006



2013



WE'VE COME A LONG WAY!



THEN AND NOW

2004

\$ 58.20



2014

**\$205,221 and
continually
growing...**

Farm ROI/Sustainability



SDLS Watermelon

2005 - \$112 per bin to the farm

2014 - \$112 per bin to the farm

\$2.49 per watermelon



Bin Cantaloupe

2005 - \$125 per bin to the farm

2014 - \$125 per bin to the farm

\$1.14 per cantaloupe

2005 – 2014

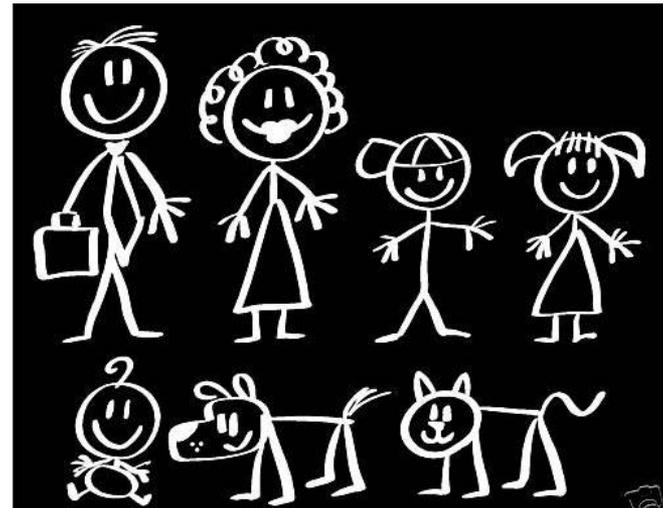
Input costs per acre up 52%

Bin/Carton package costs up 50%

Food Safety Costs up 353,729%

Reality - Implementing FSMA, GAP, GFSI

Lets go to your house for just a moment and for the fun of it you have at least 5 people living in your current home and a dog and a cat.....



Implementing GAP, GFSI, FSMA

The new House Safety Modernization Act is coming and you want to know how it will affect you? You have never had anything like this before in your neighborhood and you have a strict homeowners association with a lot of bi-laws already that you have to follow.

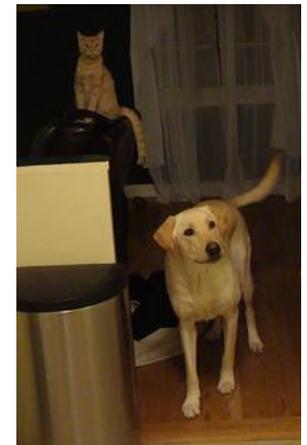
Hint the Kitchen will be the hot spot. Let's just run a few GHP (Good Home Practices or a couple of Global Good Home Practices by and see how you fare):



Implementing GAP, GFSI, FSMA

Auditor Arrives (mock audit does not count and homeowners association will not see it)

- **Knocks on door you let them in as a bird flies over the herb garden you have.**
- **Comes in sits down at the kitchen table as Fido and Feline come around the edge of the center island of the kitchen to see what is going on.**



Implementing GAP, GFSI, FSMA

- **At the same time your teenage son comes down the stairs without a shirt on and goes to the refrigerator to start making a sandwich without washing his hands first and using one of the knives out of the wood block they are kept in.**
- **This mornings coffee cup is on the kitchen counter not in the sink or dishwasher**
- **Your daughters purse is on the counter next to the cantaloupe you have sitting out**
- **The dish cloth is in the strainer by the sink and your son uses it to wipe off the counter top he made the sandwich on.**



Implementing GAP, GFSI, FSMA

So far so good you think, just another day, everyone is healthy and no one has ever gotten sick off your food at the pot luck the homeowner association has every week....



Implementing GAP, GFSI, FSMA

Next...

- **Auditor wants to check the refrigerator and asks what temperature you keep it on and how that temperature is calibrated and verified and the cleaning frequency.**
- **Next to the pantry to see how it is organized and its condition. They ask for your policy on product rotation and traceback to point of purchase.**
- **Gets a sample of your water out of the faucet at the sink and wants to know when it was tested last and do you have the current report and what it was tested for.**
- **Then to the downstairs bathroom checking for soap and single use towels and the sign off list for when it was last cleaned.**



Implementing GAP, GFSI, FSMA

And so goes the next 8 hours and just when you think they are finally done, they say well, that is it for today; will 8am in the morning be ok for us to return and continue the GHP/GGHP Audit? We would like to see the upstairs and then look at the yard and surrounding/adjoining land uses. Please have your current pest control sheets ready.



Implementing GAP, GFSI, FSMA

At the end of day two they say they may have some more to finish up on and will be bringing environmental testing equipment to check your zone 1 and zone 2 areas of the kitchen.....especially the kitchen sink and plan to interview your children on your policies and procedures.

Where do you start with implementation?

WE NEED ANOTHER SOP!



Heather...
Priceless

NC PILOT FARM

MAP BOOK

MCALPIN GLOBAL G.A.P.

SARASOTA GLOBAL G.A.P.

SOURCING SUPPLIERS MANUAL

GLOBAL G.A.P. RECORDS

GLOBAL G.A.P.
BOOK

H2A

WORKERS

GAP 2005

THEN

NOW



Thank you

