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FOOD SAFETY OUTREACH PRIORITIES  
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# Food Safety Outreach Priorities

## Right message on the right medium at the right time

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# A quick look at the options...

- Print media
- Electronic media
- Social media
- Events
- What does FPSC currently do?
- What works for you?



# Print media



What it is	Strengths	Weaknesses
Traditional industry and trade magazines; R&D journals	Read by more than addressee	Straight to the bin?
In static or decline mode	Tactile – pick up by habit	Expensive to publish, print and distribute
Includes brochures and pamphlets	Usually don't have to search	Little flexibility in format
	Remain as resource in libraries	Often not timely
		LOTE more likely an issue with print media

# Electronic media



What it is	Strengths	Weaknesses
Magazines, R&D journals available online or emailed	Can hit 'Forward' to others with email and internet access	Straight to 'Delete'?
Journals, magazines, newsletters, electronic delivery only	Reduced or nil print and distribution costs	Many business members not on line
Faxes sent electronically	Can search for and print specific articles	Many do not open emails or file
Immediate news if required	Can get stats on time spent, opened, deleted, related searches, etc	Plethora of publications can lead to too many options
	Easier to vary format and frequency	

# Social media



What it is	Strengths	Weaknesses
Facebook and Twitter mainly but other formats as well	Portability on smart phones and tablets	Continual work distraction by personal communication
Increasing participation for personal and business purposes	Can link in with apps for weather, irrigation, IPM, news, banking	Massive competition for Friends, Likes, Follows and Shares
Tied to smart phone and tablet usage	Versatile: instant, single item, reminders, frequency	Are you using the best platform/s?
Applies to websites, blogs and SMS also	Set up alerts that the user controls	Information overload
	Many in industry are well advanced in use of social media	

# Events



What it is	Strengths	Weaknesses
Conferences	There's no substitute for face to face networking	Same time required to organize for 10 or 100
Workshops	Can be recorded and made available electronically	Competition between event providers
Seminars	New web/video technology means you don't have to travel	Sponsorship can be difficult to obtain
Webinars	Sponsors can showcase products and services	
Meetings and site visits		

# What do I get?

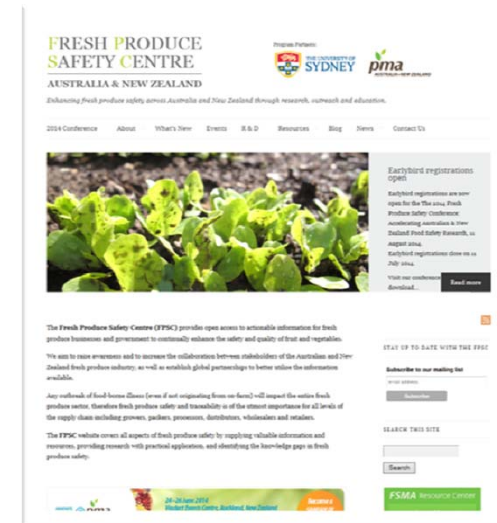
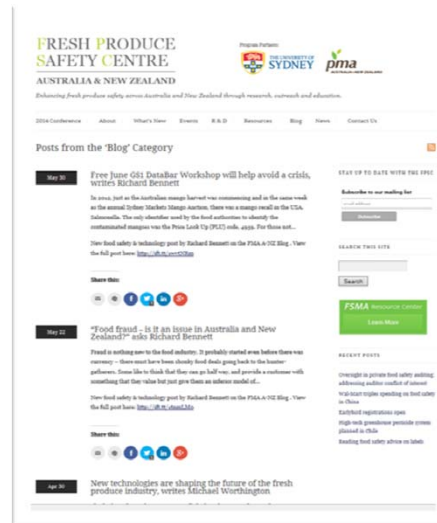


- Food Safety News – Marler Clark (overnight)
- SmartBrief – PMA (overnight)
- FreshPlaza ANZ (overnight)
- Google Alert - Food Safety (5 PM)
- Fresh Fruit Portal (5 PM)
- Barfblog – Doug Powell (any time)
- Horticulture New Zealand Newsletter (weekly)
- Emails from colleagues



# What does FPSC currently do?

- Website news (relevant articles every few days)
- Blog article (every two weeks)
- Electronic newsletter (every two weeks drawn from web & blog)
- Website resources (eg Tomato Guide, Crisis Guidelines, etc)
- Workshops (eg DataBar/traceability with GS1 Nov 13 & June 14)
- Conference



# What works for you?



# THANK YOU

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