



The first comprehensive *Salmonella* prevention program and app for innovative poultry producers to improve food safety

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## FARM TO PLATE

SALMONELLA PREVENTION

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# How will your operation meet new demands in food safety?



### *Food safety is a growing concern in live poultry production*

- Regulators are enacting new standards and codes of practice.
- Food chain customers are looking to suppliers to help support traceability and safety.
- Consumers are seeking greater assurances about food they buy.

# Introducing the first comprehensive *Salmonella* prevention program



### *The goal of FSP is to help producers:*

- Produce *Salmonella*-free eggs and meat, potentially commanding a premium price and improving profitability.
- Improve overall food safety, protecting your reputation and mitigating risk from a foodborne outbreak.
- Satisfy growing consumer demand for safe food labels.
- Deliver on new expectations from food chain customers.

### HOW FSP ENHANCES PROFITABILITY

• Early users have reported the ability to charge a premium price after implementing recommendations from FSP.

**FSP** assesses *Salmonella* risk across your operation and helps you develop and implement strategies to reduce it.



# How does FSP work?



*Available exclusively from Elanco,* FSP is a four-step process completed by your dedicated Elanco Food Safety team in partnership with your operation.



## Four steps to improving food safety

### 1 Assessment

**Purpose:** Identify where *Salmonella* poses a risk to your operation and critical control points.

**Process:** Your Elanco Food Safety Team visits your operation (in person or through a virtual process) to determine areas of vulnerability and measure incidence of *Salmonella*. This is not an audit, but a way to find opportunities to improve food safety performance.

### 2 Benchmarking and Scoring

**Purpose:** See how your operation measures up, and identify areas for improvement.

**Process:** Your Elanco Food Safety Team evaluates *Salmonella* risk across critical control points on your operation. Scoring is determined using the standardized Food Safety Index (FSI).

### 3 Planning and Training

**Purpose:** Take action to reduce *Salmonella* risk and improve food safety.

**Process:** Your Elanco Food Safety Team works with you to develop fully customized training and intervention strategies to help reduce food safety risks on your operation.

### 4 Implementation and Monitoring

**Purpose:** Follow your operation's long-term progress.

**Process:** Your Elanco Food Safety Team helps design the right monitoring program for your operation. You receive 24/7 access to reports and data so you can see how various interventions are working.

Ready to get started?



Talk to your Elanco representative. We're ready to discuss your biggest food safety concerns and help you make a plan for continuous improvement.

