

# New Food Delivery and the Impact of E- Commerce

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## Presented by:

Steven Mandernach, Executive Director of  
the Association of Food and Drug Officials  
(AFDO)

Connect. Share. Impact. Protect.



# Define the Question:

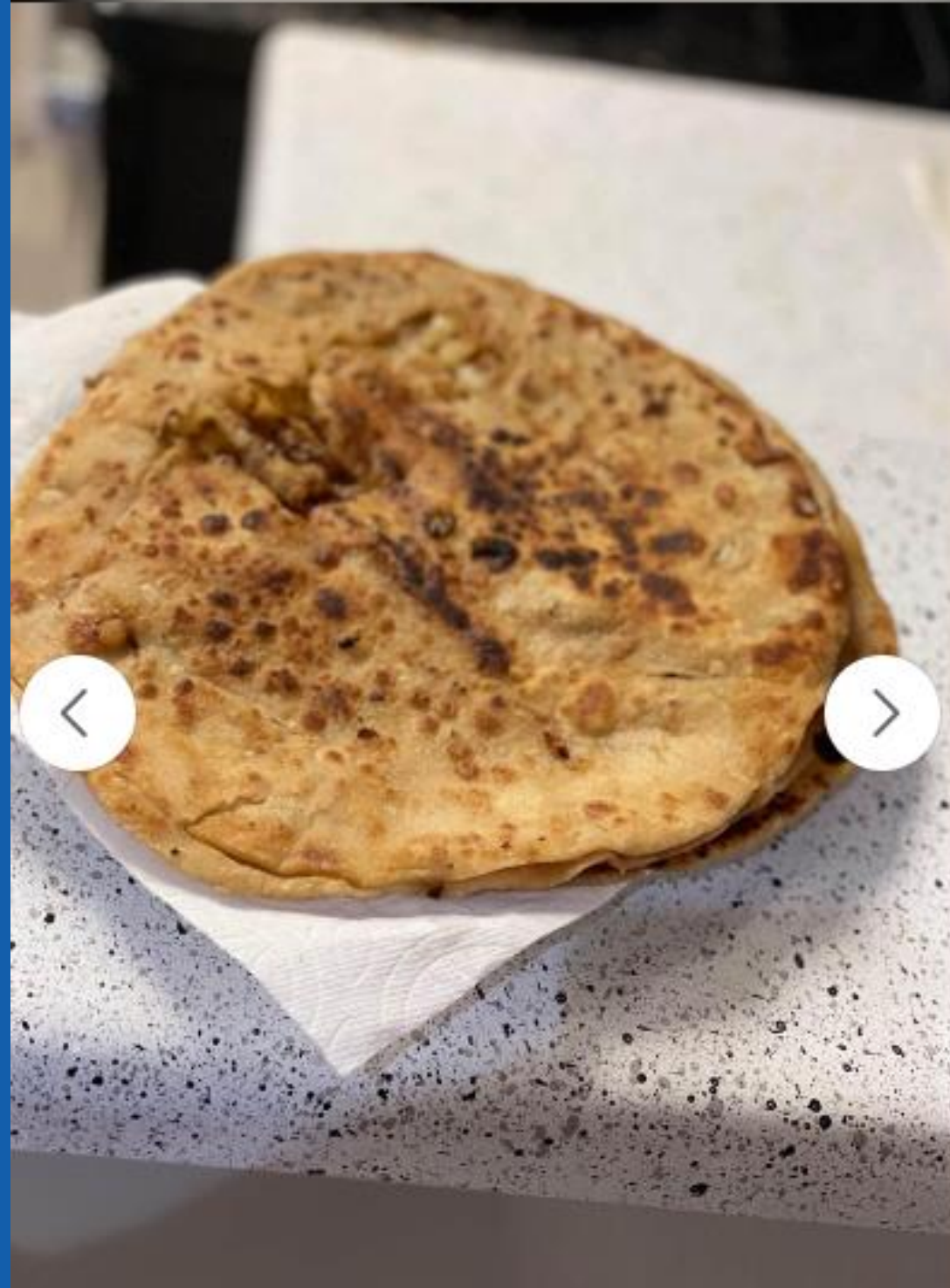
- Food delivery
- Online Market Places
- Large scale direct to consumer sales
- Food kits requiring temperature control



# Food Delivery



# Online Marketplaces





## Pakistani food biryani, goat curry and aloo paratha

\$13

 Ships for \$9.25

 Estimated arrival Sep 8 - Sep 12

 Message

 Save



### Details

Condition

New

Biryani, aloo paratha and mutton curry made to order.

Pick/cash only

Chicken Biryani \$12

Mutton \$18

Aloo paratha \$4

Message for more info

### Seller information

[Seller details](#)

★★★★★ (28)

Buy Now

# ONLINE SHOPPING



Add to Cart

# Meal Kits



STAY TUNED...





# At the Fork in Delivered Foods

Britanny Saunier

Executive Director

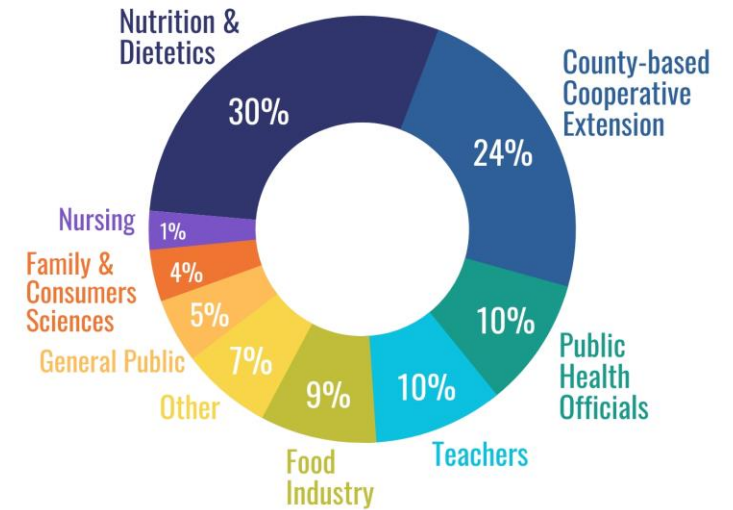
Food Safety Summit 2024



# About the Partnership for Food Safety Education

- Nonprofit
- 13,000 influencers = 8.5 million consumers
- Food industry
- Consumer groups
- Federal agencies

## Who We Serve



# Why is consumer food safety education important?

- Prevents and reduces the risk of foodborne illness
- Facilitates a culture of food safety
  - What you do and value at home, impacts what you do and value in the workplace
- EVERYONE is a consumer.

# Curiosities...

- Subscribe to a meal kit or subscription box?
- Used an app to have food delivered immediately from a restaurant/grocery?
- Scheduled pick up or delivery from a grocery store?
- Purchased food online to be shipped?



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# Curiosities...

- For convenience?
- For fun and uniqueness?
- For quality?
- For health goals?



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# //// Trends

- Household spending on food to grow 4.0% in 2024
- Convenience food items continue to see high demand
  - Household spending on pasta and 'other' food products will outperform
  - Forecasted to grow by an average of 5.3% and 5.2% a year respectively



Source: BMI Fitch Solutions, United States Food & Drink Report | Q2 2024

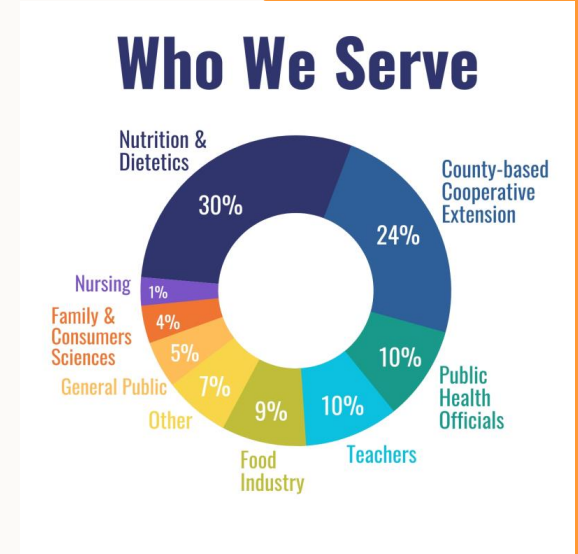
# //// Trends

- Convenience and healthification will be two key trends playing out across most of segments.
  - American consumers have disposable incomes to buy more expensive products, whether it be to access healthier alternatives or more convenient options, like ready-made meals.
- Time-poor consumers are looking for quick and easy meal solutions, and supermarkets are responding by expanding their offerings in areas such as grab-and-go meals, meal kits and prepared foods.
- National retailers expected to adopt same day delivery services via subscription based models

Source: BMI Fitch Solutions, United States Food & Drink Report | Q2 2024

# Reinforced by Influencers We Serve

2022: What are the current food handling trends you see in your community/audience served?



ANSWER CHOICES	RESPONSES
▼ Awareness of food content/healthier ingredients	48.07%
▼ Higher demand for home delivery	47.72%
▼ Higher demand for healthier, sustainable foods	46.32%
▼ More opportunity to cut food waste	44.04%
▼ Increase in sanitation and cleanliness	40.18%
▼ Awareness of safe cooking techniques	39.82%
▼ Awareness of proper handling of donated foods	31.93%
▼ More visible cleaning procedures	23.86%
▼ Other (please specify)	Responses 4.91%

# //// Reinforced by Influencers We Serve

2024:

What changes are you seeing in your community/audience served in relation to these trends (increasing, staying same, decreasing)?\*

- #2 ranking: Demand for home delivery is slightly-significantly increasing

\* Preliminary data



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# Food Safety Delivered

# What We Already Know



- 1 in 6 Americans gets sick from contaminated foods or beverages
- 48 million illnesses, 128,000 hospitalizations, and 3,000 deaths traced to foodborne pathogens
- USDA observational data suggests vulnerabilities:
  - Before meal prep, just 5% washed hands correctly with soap
  - During meal prep, people washed hands just 5% of the time that it was required
  - Nearly half reported not using a thermometer when cooking chicken at home
  - 97% (control) and 94% (treatment) did not properly clean or sanitize counters before or after meal prep

*Food Safety Consumer Research Project: Meal Preparation Experiment Related to Not-Ready-To-Eat Frozen Foods, USDA FSIS. 2019.  
Meal Food Safety Consumer Research Project: Preparation Experiment Related to Poultry Washing, USDA FSIS. 2019.*

# Understanding the Opportunity



- Lack of evidence surrounding food delivery and food safety risks
- Two opportunities:
  - Educate delivery users about potential areas of risk
  - Leverage food delivery as a new vehicle to communicate to consumers about food safety at home
- The delivery handoff is a clear moment in time where people are accepting their role as a link in the food safety chain (whether they realize it or not!)



# Campaign Goals



- New Technologies + New Consumer Touch Point = Opportunity to modernize food safety education
- Goals:
  - **Raise consumer awareness around home safe handling of delivered foods in all forms – grocery, prepared food and meal kits**
  - **Encourage healthy food-handling habits in millions of households using food delivery services**

# Partners Provided Input



Federal agency input: FDA, USDA, CDC

[fightbac.org/prep-yourself](https://fightbac.org/prep-yourself)

# Thank you, Prep Yourself Sponsors



ASSOCIATION OF FOOD  
& DRUG OFFICIALS  
SINCE 1896



Thank You **Uber Technologies** for underwriting the 2020 Food Delivery Taskforce.



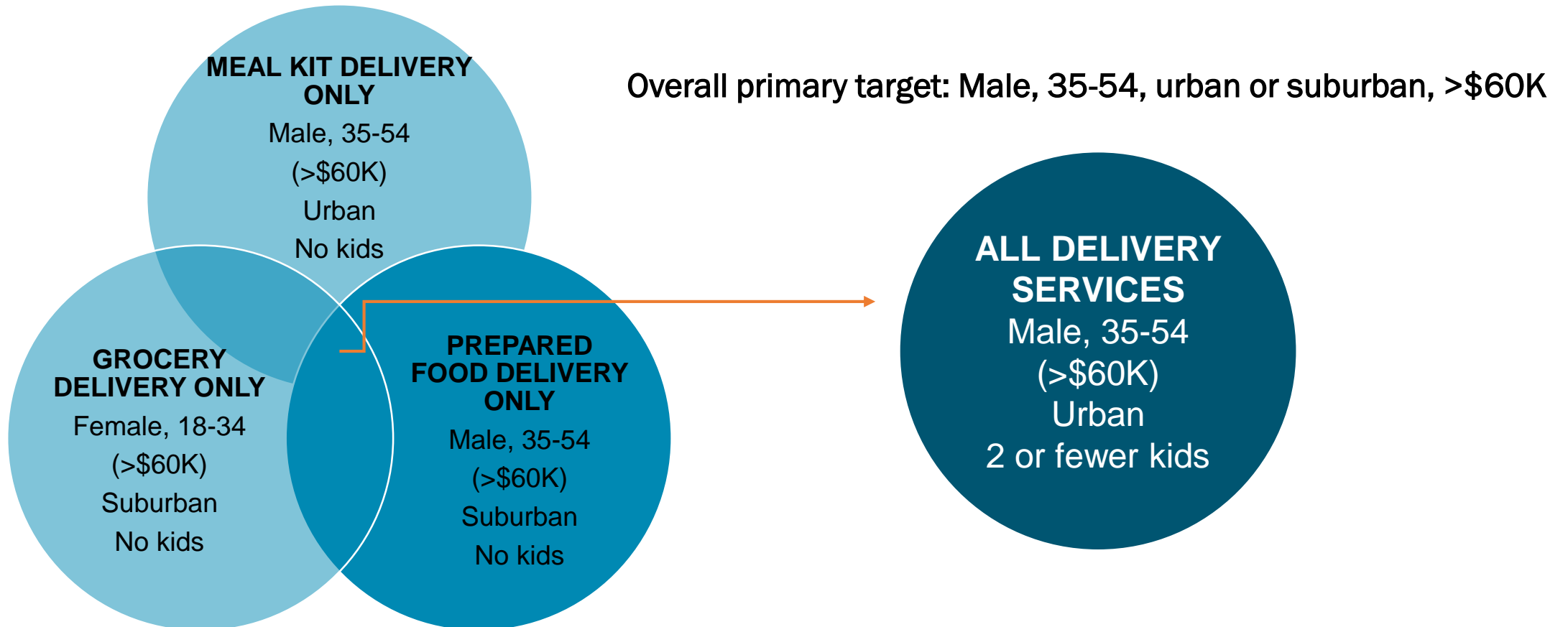
[fightbac.org/prep-yourself](https://fightbac.org/prep-yourself)

# Research Behind Prep Yourself



1. Consumer Survey: PFSE commissioned with Iowa State University
2. Review: observational data on consumer food safety behavior review & stakeholder interviews
3. Consumer Survey formative/message testing (May 2021)
4. Consumer Survey campaign testing (June 2021)
5. Consumer Survey creative testing (July 2021)

# Identified Food Delivery Users in 2021





# Key Takeaways

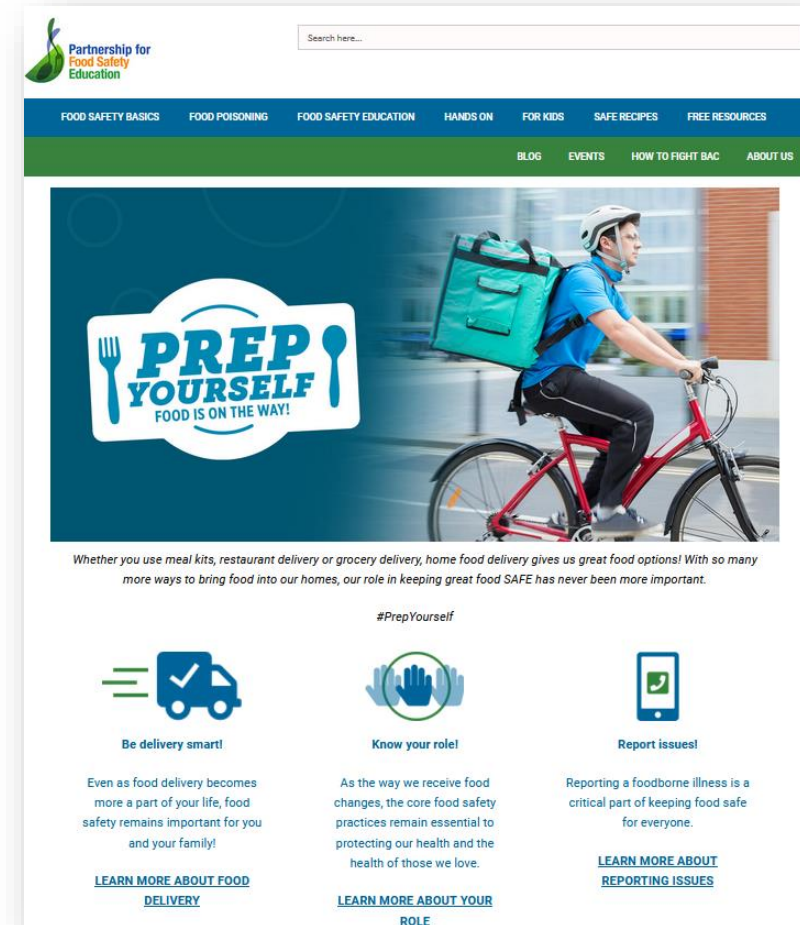


- Family and health care organizations/ research institutions are influential
- Statistics matter, especially when tied to something personal or local
- Relatable case studies and stories matter
- Unclear if financial benefits of proper food safety habits are motivators
- People want to be seen as protectors of their family and friends

# Prep Yourself Website



- [www.fightbac.org/prep-yourself](http://www.fightbac.org/prep-yourself)
- Consumer-facing microsite focuses on food delivery education, safe food handling at home, and reporting issues
- Downloadable campaign resources
- FREE to access



# Toolkit of Materials



## Digital Ads



## Social Media Content



# Toolkit of Materials (cont'd)



## Brand Guide & Logos



## Print Materials



# How You Can Use Prep Yourself



- Toolkit of materials will provide you with resources that can be used internally and externally
  - Share content in social media
  - Use resources in direct communications with consumers
  - Share information with other experts
  - Use information during media interviews
  - Use information to reinforce guidance for couriers/packers/pickers etc.

Free to Use.



# Thank you!

Britanny Saunier  
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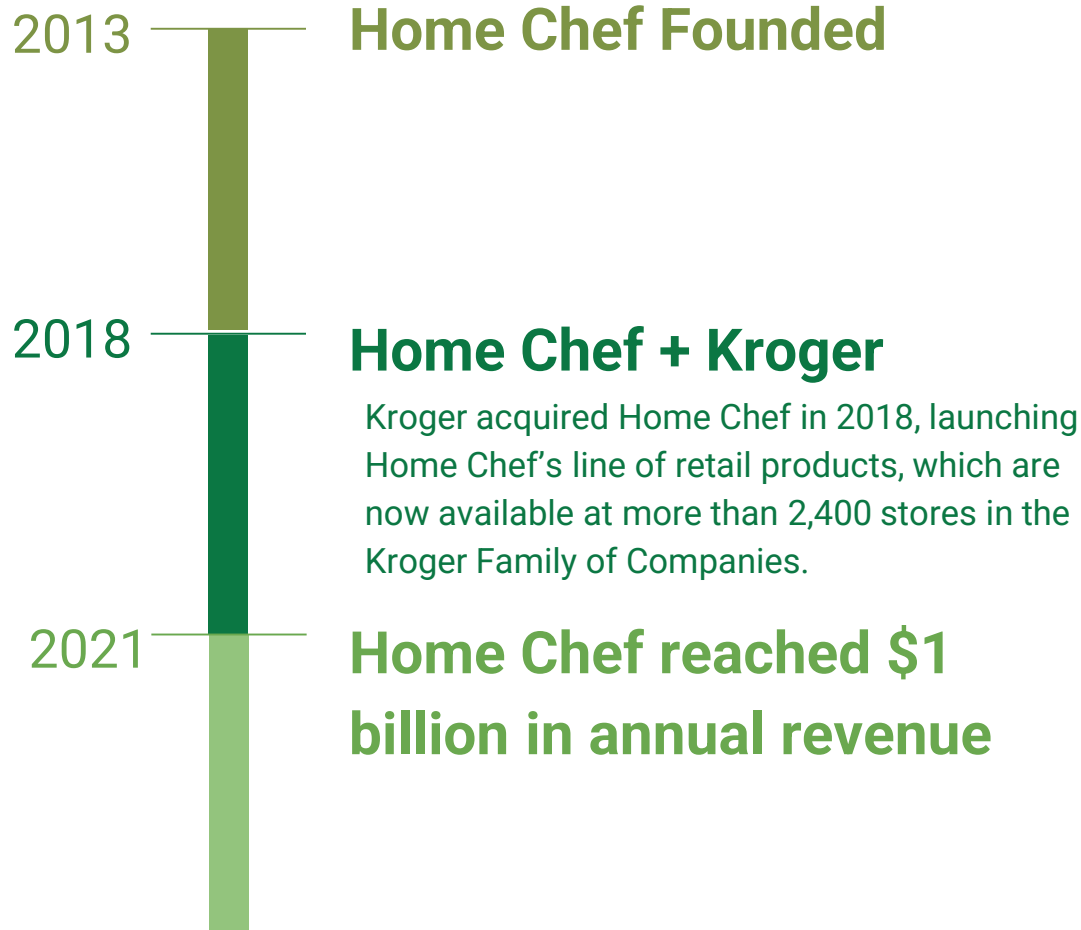


# HOME CHEF

Food Safety  
in  
Ecommerce

Dr. Stan Osuagwu  
May, 2024

# Organizational Evolution





# Happy Customers!



\*Newsweek, 2021



**tempo**

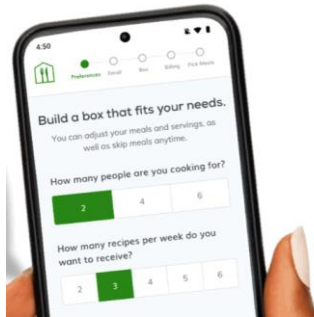
# How it works



Order Online



Select your Preferences



Customize your Order



Delivered to your Doorstep



Or...

Buy in 2100+  
Kroger Family  
Stores



# Home Chef's benefits



“Customize-it” feature



Convenience and flexibility



Time-saving alternative to cooking from scratch



Over-communicate to our customers



**tempo**

# We are not linear in our offerings



30+ weekly rotating recipes on the menu:

Wide range of meal options to cater to different dietary and meal time needs, including vegetarian options, carb- and calorie-conscious meals, Oven-Ready recipes, a dedicated Family Menu plan, and more!



E-commerce meal offerings



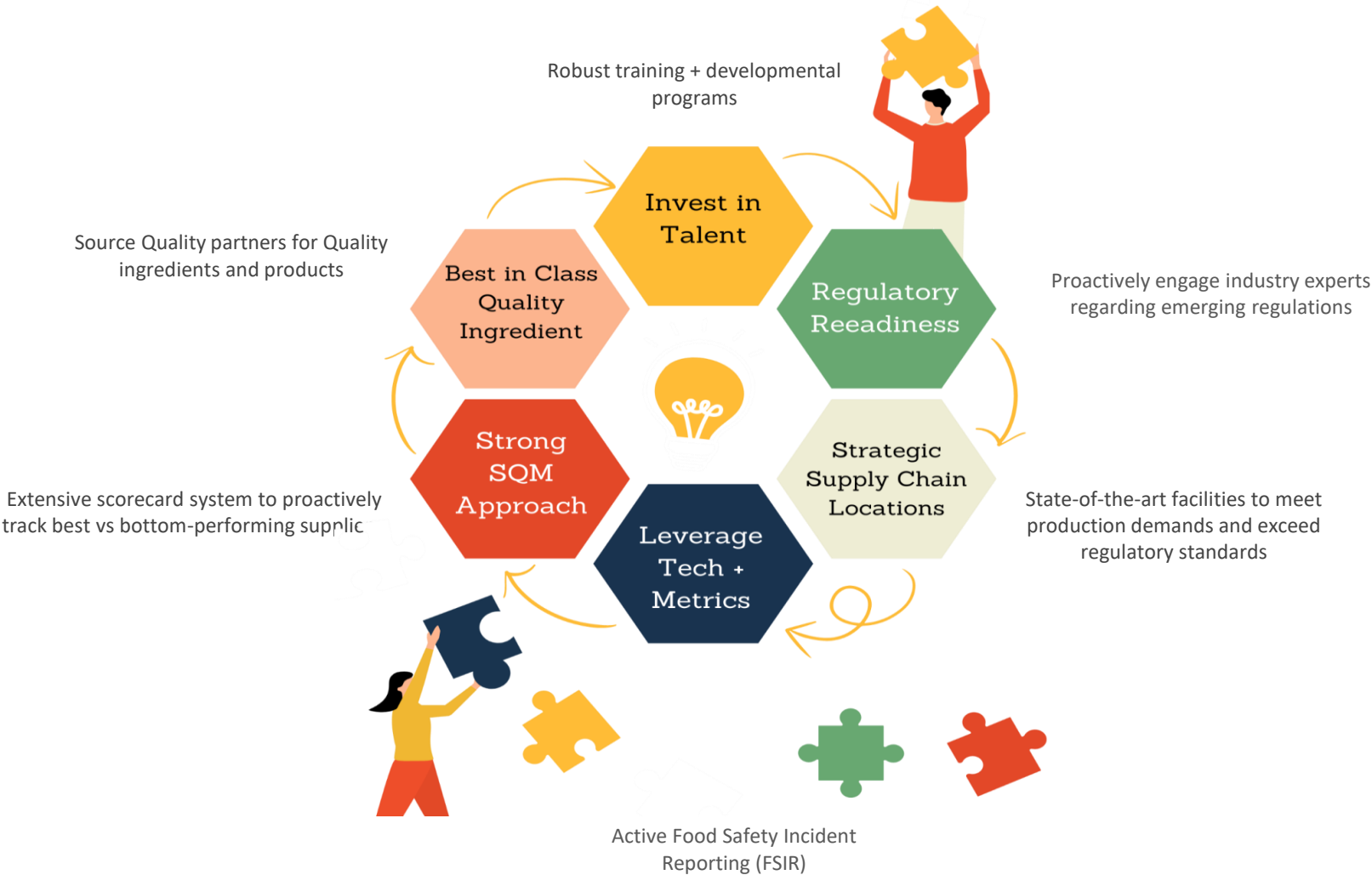
Retail meal offerings



New Line of Ready To Heat Meals



# Customer Centric Model



# We invest in our Priorities



## We invest in talent

Food safety culture  
Retain & attract talent  
Improve knowledge and expertise



## Incorporate technology

Leverage tech & data to ensure customer satisfaction  
Automated workflows  
100% paperless



## Proactive regarding new regulations

Partnering with industry experts  
Participate in regulatory and industry expositions.  
GFSI



## Extensive Supplier management

Proactive Supplier scorecarding  
Supplier continuous improvement engagement to align expectations





HOME CHEF

# *Family* MENU

**\* Questions\***



Thank you!