



Canadian Food  
Inspection Agency

Agence canadienne  
d'inspection des aliments

# Central Atlantic States Association (CASA) May 1-4, 2017

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# Objective

- To provide an update on the Canadian Food Inspection Agency's (CFIA) transformation and modernization activities.

# A Changing Environment Calls for a New Approach

- Canada needs a system that is more:
  - preventive
  - robust
  - transparent
  - supported by modern technology, tools and training



- We are moving to a more preventive system whereby risk and resources are consistently managed across the Agency.
- We are enhancing how we conduct inspections and deliver programs and services.

# Our Progress

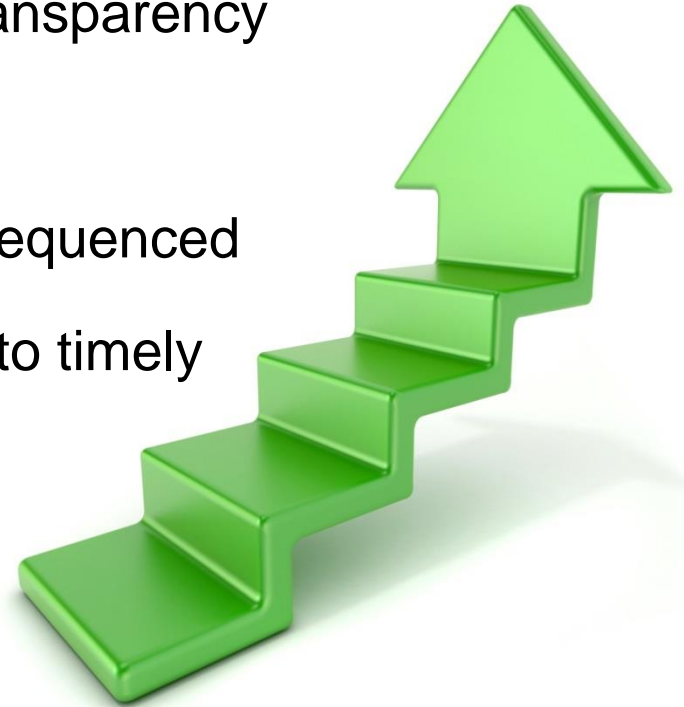
- Some modernization activities are already complete:
  - Online labelling tools for industry and consumers
  - Web repository for regulatory guidance documents
  - Inspection Verification Teams & Foreign Verification Teams
  - Complaints and Appeals Office
  - Central Administrative Service Centres



# Path forward

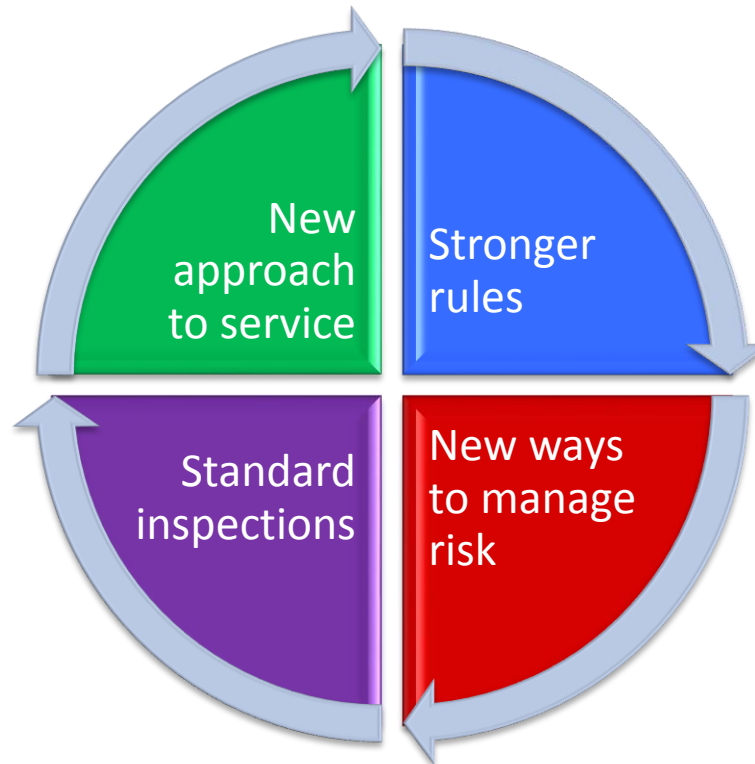
- As we transform and enhance the CFIA, we will continue to:
  - Consult with staff, external clients and stakeholders
  - Focus on open communication and transparency
  - Monitor and manage our performance
  - Ensure initiatives are integrated and sequenced
  - Focus on providing increased access to timely and cost-effective services

**Let's see our next steps...**

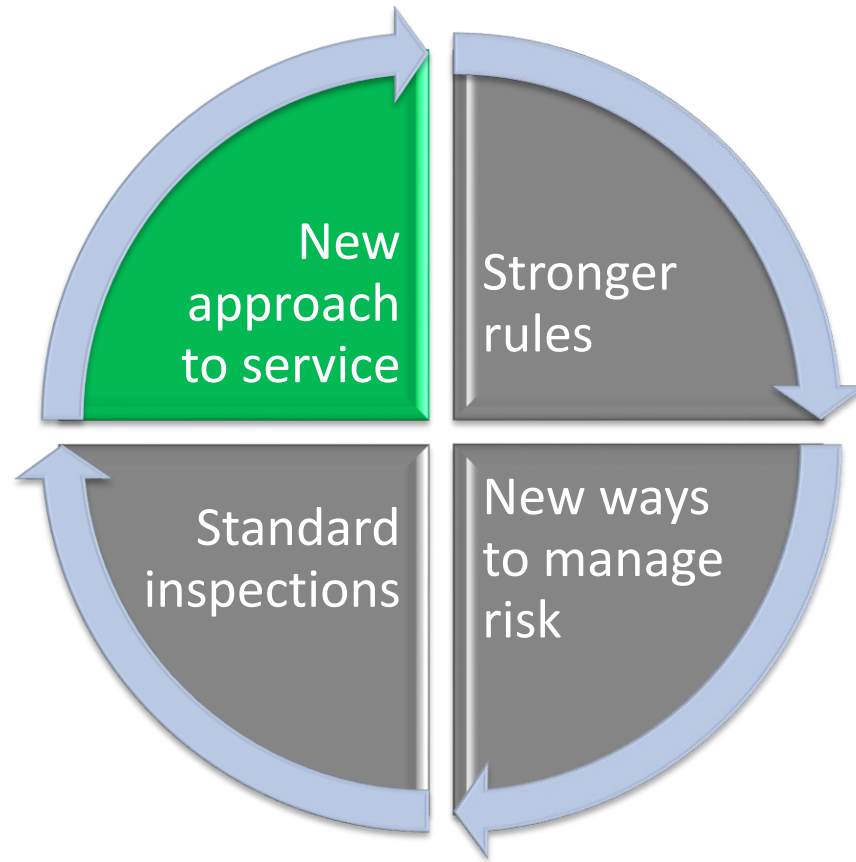


# A Modern CFIA...Continuously Improving

- **What it means:** Building on a strong foundation with new innovative approaches that will consistently manage risk and resources across the CFIA.



# New Approach to Service



# Changing our Service Model

New  
approach  
to service

Yesterday

- No digital services
- Expertise in silos
- Many communication channels
- Not structured to optimize service delivery for clients


Today



Tomorrow


- Modern access to services with “digital-first” approach
- Shared information
- Streamlined and transparent access to information
- Client-focussed service delivery






New  
approach  
to service

# Changing our Service Model

- Online tools and resources to help industry comply with requirements
  - Timely and plain language information provided in various formats
  - “My CFIA” with access to digital services
  - “Ask CFIA” providing clear and consistent information on CFIA's regulatory requirements.
- 




New  
approach  
to service

# My CFIA

- Launched in January 2017.
- My CFIA is a portal that provides clients access to secure business resources online. Clients include individuals, small business and large producers.
- My CFIA will feature the following components:
  - Enrolment
  - Permissions
  - Exports
- The Agency will introduce My CFIA in four releases, increasing the number of online services available throughout 2017. The first release included:
  - Industry to enrol for a My CFIA account
  - Application for Registration of an Dairy Establishment

# Release details

<b>Release 1 –</b> December 2016	<ul style="list-style-type: none"><li>• All industry can enrol using My CFIA</li><li>• Dairy processors can request their establishment registration permission</li></ul>
<b>Release 2 –</b> Spring 2017	<ul style="list-style-type: none"><li>• All permissions that the Centre of Administration currently issue will be available through My CFIA</li><li>• Specific export certificates will be automated</li></ul>
<b>Release 3 –</b> Summer 2017	<ul style="list-style-type: none"><li>• Additional export certificates will be automated through My CFIA</li></ul>
<b>Release 4 –</b> Fall 2017	<ul style="list-style-type: none"><li>• Additional export certificates will be made automated</li><li>• All requests for export certificates can be made through a generic application in My CFIA</li><li>• Government-to-Government electronic transmission, where negotiated</li></ul>



New  
approach  
to service

# My CFIA – Export Modernization


- **Release 2 (Spring 2017) of My CFIA will include the ability to request specific export certificates, specifically:**
  - Dairy Standard Certificate
  - Meat and Poultry Products Certificate to the US
  - Table Stock Potatoes CPIQ to the US
  - Fish and Seafood Certificate of Origin and Hygiene
  - Live Horses and Cattle to the US
- **With Release 2, exporters will be able to:**
  - apply for export certificates online;
  - monitor the status of their applications;
  - modify applications; and
  - request replacement certificates

New  
approach  
to service

# Import Modernization

Globalization, changes in the supply chain, technological advancements and scientific advancements are constantly changing our operating landscape and requires the CFIA to modernize its import control system in order to continue to safeguard Canada's food supply, animal health and plant resource base, as well as support economic trade and growth

I	II	III	IV
<p><b>Simplified and Streamlined Import processes</b></p> <ul style="list-style-type: none"> <li>• Single consistent import process across business lines</li> <li>• Reduced administrative burden</li> <li>• Reduction of wait times / improved service standard</li> </ul> <p>Outcomes Nationally consistent process Expedited import process</p>	<p><b>Modernized Client and Commodity Identification</b></p> <ul style="list-style-type: none"> <li>• Profile management (leveraging ESDP)</li> <li>• Improving communication (Standardized Commodity ID)</li> <li>• Foreign trade chain identification (Foreign establishment)</li> </ul> <p>Outcomes Accurate, up-to-date assessment of clients Strategic deployment of technological resources</p>	<p><b>Strategic Partnerships</b></p> <ul style="list-style-type: none"> <li>• Standardized commodity ID</li> <li>• Harmonized datasets and processes</li> <li>• International technology compatibility (G2G)</li> <li>• Collaboration with other government departments</li> </ul> <p>Outcomes Improved partnership Seamless import process from end to end</p>	<p><b>Improved Enforcement and Compliance</b></p> <ul style="list-style-type: none"> <li>• Single examination at the earliest point</li> <li>• Simplified compliance examination for low-risk goods</li> <li>• Import and eCommerce risk assessment (online web of risk assessment)</li> </ul> <p>Outcomes More secure supply chain Balance of facilitation and enforcement</p>
People	Systems		Tools



New  
approach  
to service


# AskCFIA

- On January 9, 2017, CFIA launched “AskCFIA”.
- AskCFIA is a centralised website where regulated parties will be able to access CFIA expertise to support their understanding and compliance with regulatory requirements.
- AskCFIA will provide industry with:
  - a single point of entry for technical questions,
  - access to online tools, online guidance, technical expertise
  - written responses to questions that provide consistent interpretation of our regulatory framework, in plain language and within reasonable service expectations.
- Initial programs that were included in the launch:
  - Maple products
  - Honey
  - Egg and Egg Products
  - Processed Products (Fruits and Vegetables)



# Electronic Service Delivery Platform (ESDP)

- The initial release of the ESDP was January 3, 2017.
- The ESDP provides a single electronic platform for the business of the CFIA. This includes both the ability to offer our services online to external stakeholders, and to house our inspection data in one place.
- The ESDP will support the modernization of our work.
- Longer term, the ESDP will give industry access to additional services, CFIA staff access to comprehensive, centralized information, and the Agency a better understanding of the risk environment.



New  
approach  
to service

# Updated User Fees and Service Standards

Yesterday

Inconsistent approaches

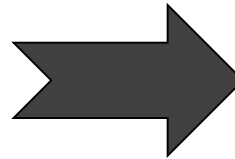
Based on commodity  
(plant, animal and food)

No formal service  
standards

Imbalance in cost-  
sharing for services

Based on 1997 dollars

Today



Tomorrow

Streamlined and consistent

Based on activity (licensing,  
inspections, etc.)

Formal service standards  
tracked and reported

More balanced cost-sharing

Indexed for inflation



# Cost Recovery

- CFIA is proposing to streamline and update its cost recovery program.
- Our objectives are to support regulated parties in the food, plant and animal sector with greater consistency in fees, increased efficiencies and improve predictability in service delivery while aligning fees to better reflect the current costs of delivering service.
- To advance the cost recovery initiative, the CFIA is undertaking a two-phased consultation:
  - **Phase one:** From January 26 to March 31, 2017, the CFIA is seeking input on:
    - a proposed list of services that allows fees to be charged consistently for similar CFIA services
    - proposed service standards for CFIA services
    - the appropriate level of cost sharing between regulated parties and taxpayers
    - impacts of potential fee increases on businesses
  - **Phase two:** The CFIA will provide stakeholders with a summary of feedback received during phase one consultations and specific fee proposals for each service.

New  
approach  
to service

# Keeping the Lines Of Communication Open

Welcome to your Digital Newsletter – The CFIA Chronicle

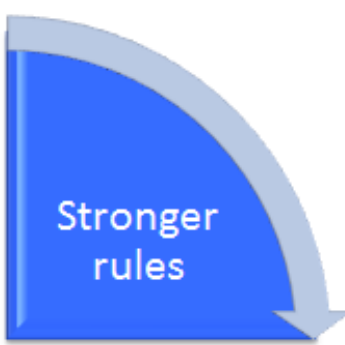
Your quarterly business update – Winter 2017



- The Chronicle: launched March 2017, provides quarterly updates to industry on the Agency's activities and highlights some of the changes we have underway.

# Stronger rules





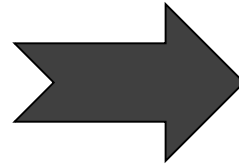
Stronger  
rules

# New Food Rules: Safe Food for Canadians Act and Safe Food for Canadians Regulations

## Yesterday


- Solid foundation
- Separate regulations for food commodities
- Prescriptive
- Complex

Today



## Tomorrow

- More robust
- One regulation for all food commodities
- Prevention and outcome based
- Streamlined



Stronger  
rules

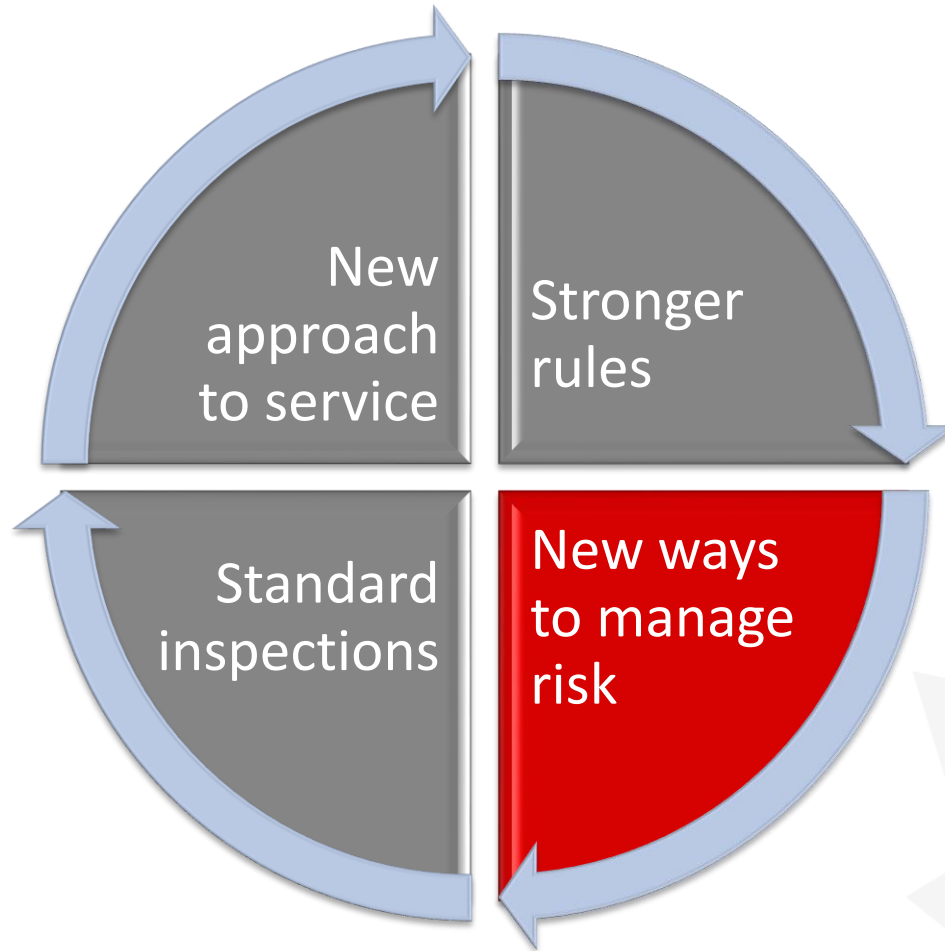
## **New food rules: Safe Food for Canadians Act and Safe Food for Canadians Regulations**

- Three key elements based on internationally recognized standards:
  - Licensing
  - Traceability
  - Preventive food safety controls

- Progress and next steps

A 90-day public consultation was announced in Canada Gazette Part I on January 21, 2017 ending April 21, 2017.

# New Ways to Manage Risk

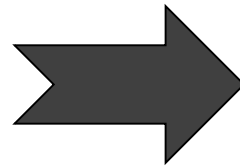


# More Effective Risk Management

## Yesterday

- Risk analysis based on periodic assessments
- Limited establishment-specific risk data
- CFIA oversight based on commodity risks

Today



## Tomorrow

- More systematic, objective, and evidence-based
- Systematic risk assessment of each regulated establishment
- CFIA oversight tailored to risk of each establishment

## Understanding the risk landscape and focussing Agency efforts

- Establishment-based Risk Assessment (ERA) model will systematically assess risks for each different food-processing establishment, so that inspection resources can be better aligned with risk

### Progress and next steps

- June 2016: CFIA began implementing the ERA model in the dairy sector which was expanded to include fish and seafood, fresh fruit, and vegetable products and in March 2017, expanded to Meat and Poultry.
- By June 2017: ERA expanded to all remaining registered sectors.



# Common Inspection Approach

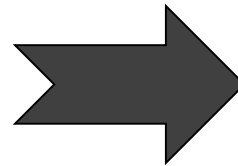


# Enhancing How We Conduct Inspections

## Yesterday

- Prescriptive
- Based on **WHAT** is inspected
- Hardcopy inspection records with various tracking tools
- Decentralized advice and guidance

Today



## Tomorrow

- Outcome based
- Based on **HOW** to inspect
- Single digital database for inspection records and tracking
- Nationally consistent advice and guidance

# Enhancing How We Conduct Inspections

The integrated Agency Inspection Model (iAIM):

- defines a standard inspection process for all regulated commodities: plant, animal and food — whether domestically produced, imported or exported
- increases consistency and maximizes opportunities under the digital service strategy

- Progress and next steps

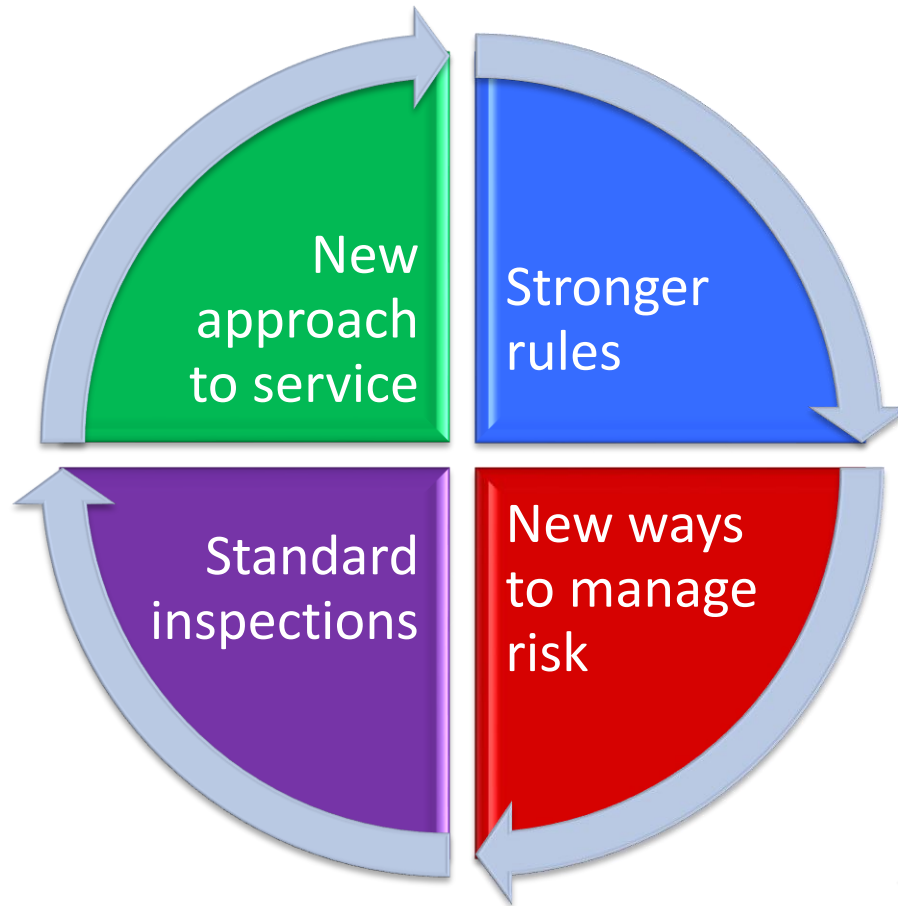
**Fall 2014:** Centres of Expertise established to provide consistent national advice and guidance to inspectors

**Fall 2015:** Initial phase-in of iAIM in select regions and specific commodities for fish, dairy, oil seeds and the current greenhouse export certifications program.

**Fall 2016:** iAIM expanded to include target specific commodities related to dairy, fresh fruit and vegetables and permits for specified risk material

**December 2020:** iAIM to be fully implemented

# Bringing it All Together....



# A Modern CFIA

## ...Continuously Improving

Going forward, the CFIA will continue to strengthen and enhance its strong foundation. It will:

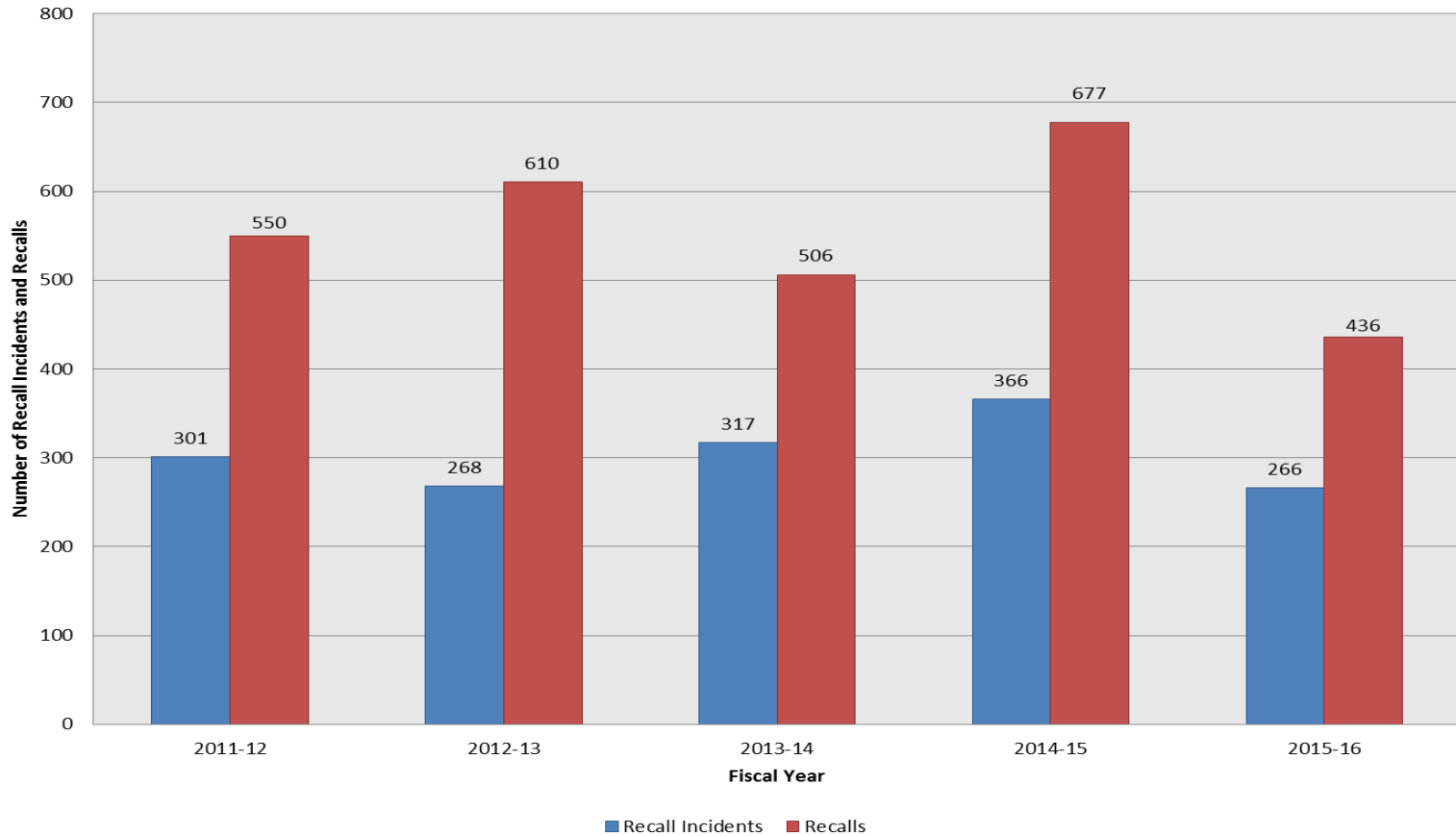
- develop programs and inspect based on science and risk
- align with international standards
- feature common activities and standard processes
- support industry compliance with regulations through enhanced tools and services
- provide increased access to timely, cost-effective services
- take advantage of modern technologies

# **Food Recall Statistics 2015-16**



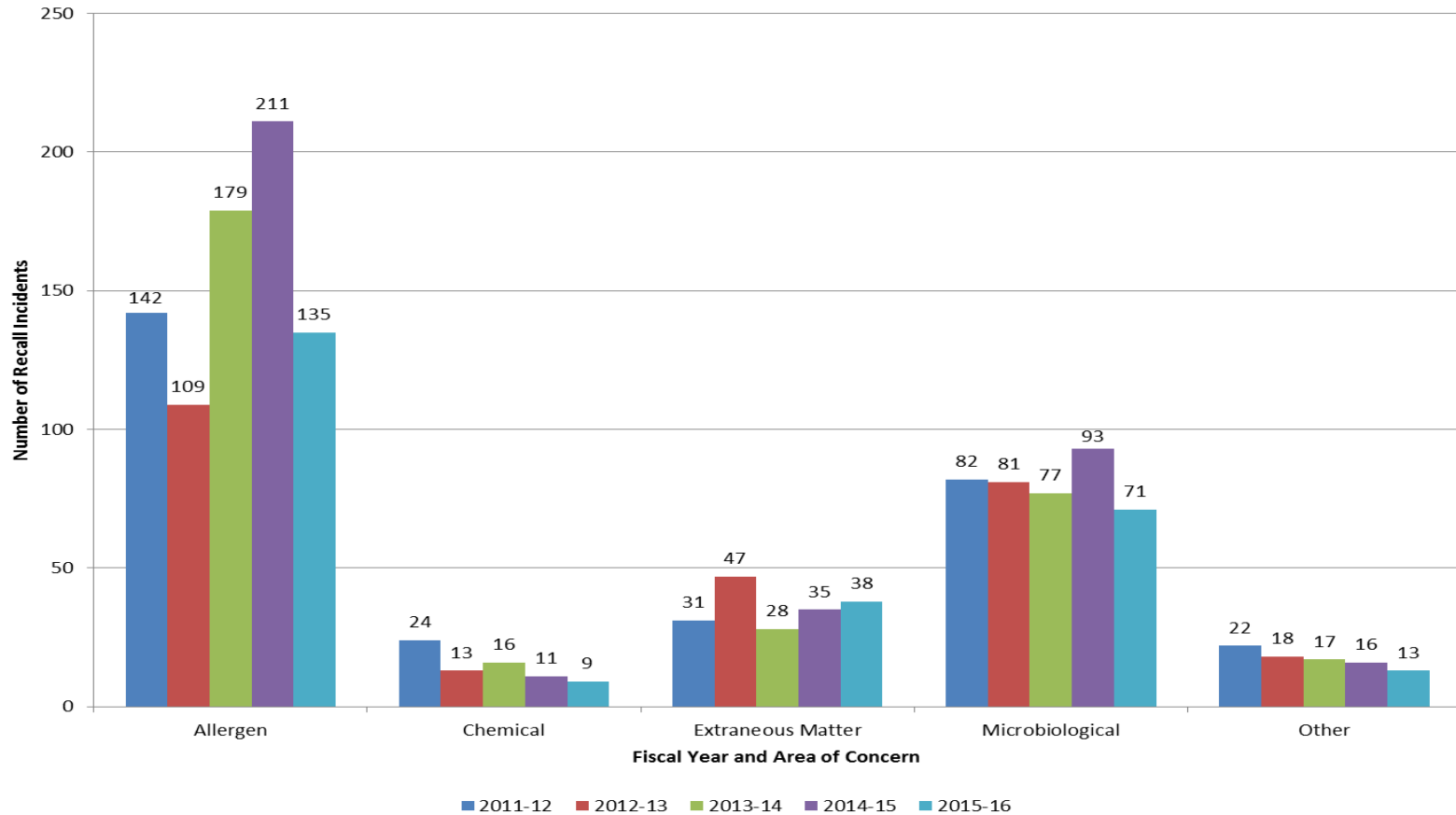
# Recall Statistics

Food Recall Incidents and Recalls per Fiscal Year April 1, 2011 to March 31, 2016



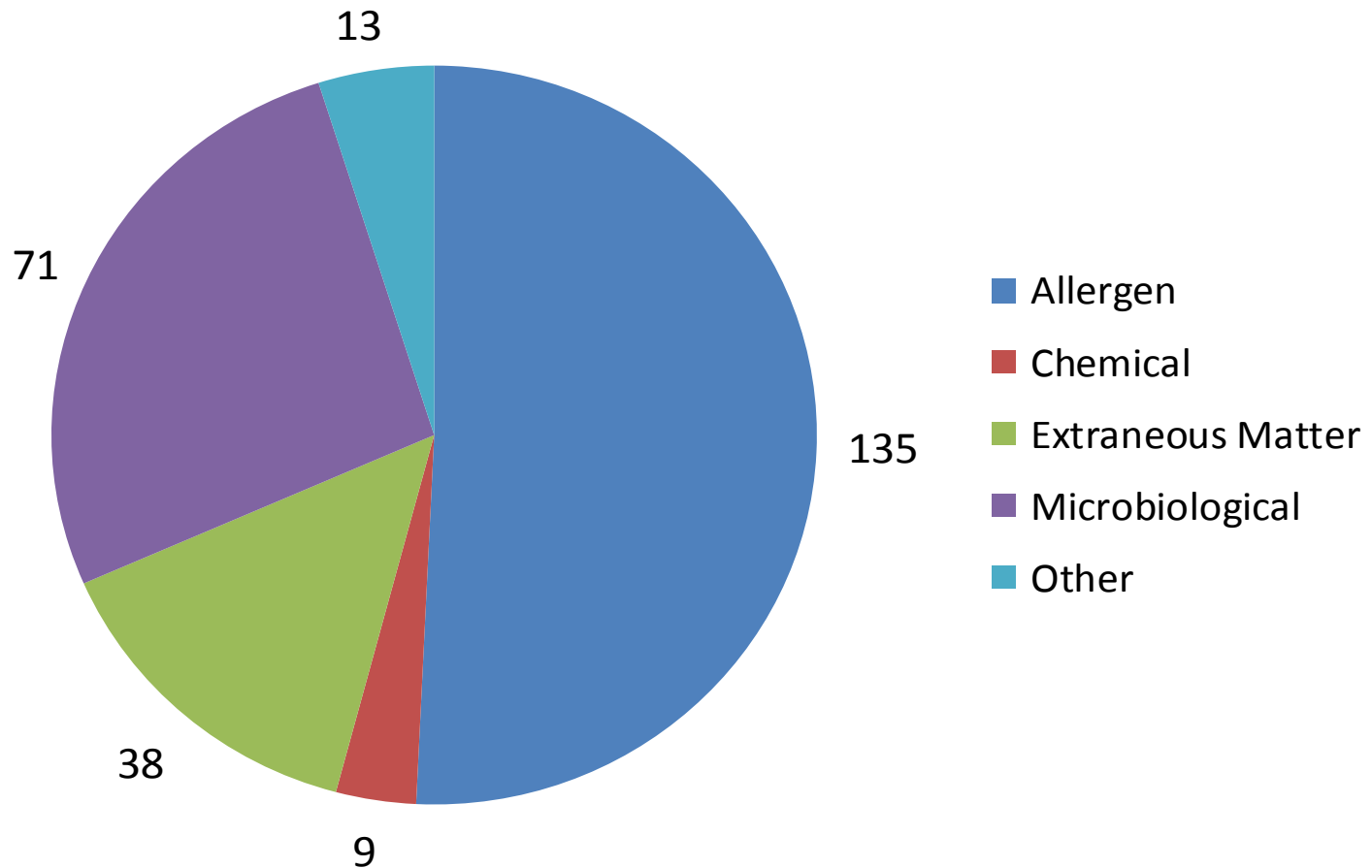
# Recall Statistics

Recall Incidents by Area of Concern per Fiscal Year from April 1, 2011 to March 31, 2016

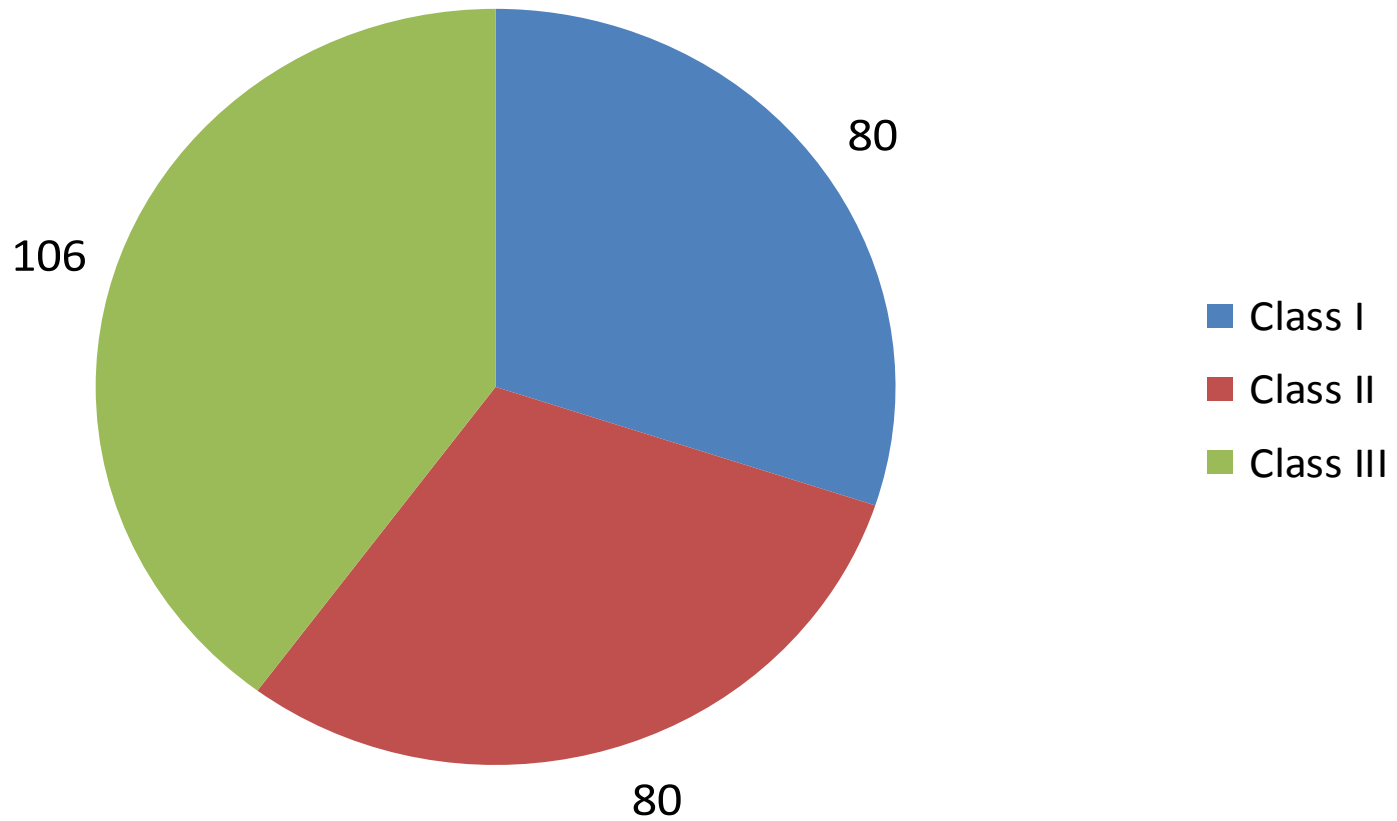




# Recall Incidents by Area of Concern from April 1, 2015 to March 31, 2016



# Recall Incidents by Class from April 1, 2015 to March 31, 2016



# Neilson Chocolate Milk - *Listeria monocytogenes* (Lm)

- From January to May 2016, CFIA along with provincial and federal partners, investigated an outbreak of listeriosis illnesses in Ontario. No source was identified.
- In late May 2016 Public Health Ontario (PHO) identified Neilson chocolate milk manufactured by Saputo in Ontario, as a possible link to the illnesses and CFIA initiated a food safety investigation
- June 3, 2016 Lm was isolated from a closed sample, which led to a recall of product and an expanded recall on June 5
- CFIA and OMAFRA conducted focused inspection activities to confirm the link to illnesses, identify the root cause and to ensure the source of contamination was addressed.
- The food safety investigation was concluded on July 28, 2016. A total of 34 illnesses were identified as part of the outbreak.



# E. coli O121

- In May 2016 General Mills recalled flour as a result of an E. coli O121 outbreak investigation in the US.
- This recall resulted in 5 subsequent Canadian recalls of various food products distributed across Canada. There were no known reported illnesses in Canada associated with this outbreak.
- CFIA is currently working on an E. coli O121 outbreak of 25 cases with matching genetic finger printing in four provinces. There have been 6 people hospitalized and no deaths.
- Robin Hood brand Flour was identified as a potential source. CFIA isolated E. coli O121 from product sampled at retail. The lot of Robin Hood brand Flour was subsequently recalled.
- CFIA continues to work collaboratively with federal and provincial partners



# Food Fraud

- In July, 2016, a working group was established between requesting agencies, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and CFIA Ontario Operations staff.
- The objective of the partnership is to decrease the prevalence of food fraud in Ontario, to help protect the sustainability of the agri-food industry and maintain consumer trust.
- Three specific goals were set:
  - 1) Build awareness and understanding about food fraud throughout the agri-food value chain.
  - 2) Identify priority areas and how to target food fraud (e.g., species substitution; local vs. imports).
  - 3) Identify, develop and/or promote tools to combat food fraud.

**Questions?**



Canada