



# PepsiCo and Food Defense

**Jason P. Bashura, MPH, RS**  
**PepsiCo, Food Safety and Regulatory Affairs**  
**Sr. Manager, Global Food Defense**

[Jason.Bashura@PepsiCo.com](mailto:Jason.Bashura@PepsiCo.com)

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## Who We Are

*PepsiCo is a global food and beverage powerhouse.  
Our broad range of more than 3,000 delicious products offers consumers  
convenient, nutritious and affordable options in nearly every country around the world.*



**Global  
Beverages**



**Global  
Snacks**



**Global  
Nutrition**

### Performance



More than  
**\$66 billion**  
revenue

### Brands



**22**  
billion-dollar  
brands

### Scale



**>200**  
countries  
& territories

### People



More than  
**250,000**  
employees



## Our Mission

**Our mission is to captivate consumers with the world's most loved and best-tasting convenient foods and beverages.**



# Performance with Purpose



 **Human Sustainability**

 **Environmental Sustainability**

 **Talent Sustainability**





# PepsiCo Mega Brands

## 22 Billion-Dollar Brands



## More Than 40 \$250 Million–\$1 Billion Brands



# Diversified Portfolio

## Good For You



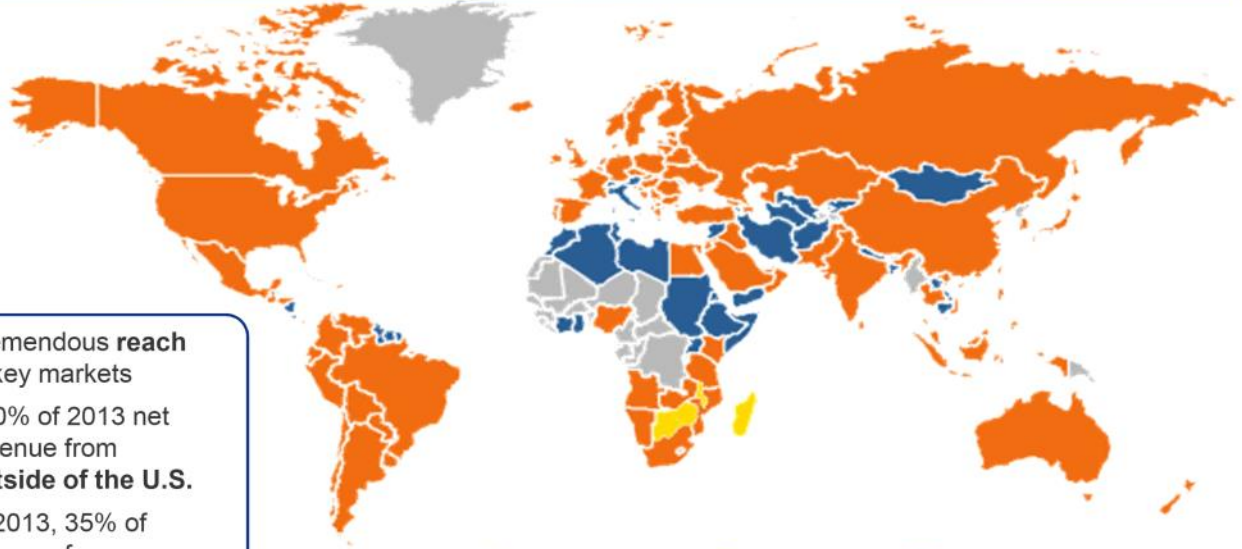
## Better For You



## Fun For You



## 2013 Global Footprint



- Tremendous reach in key markets
- ~50% of 2013 net revenue from outside of the U.S.
- In 2013, 35% of revenue from developing and emerging markets

■ Beverages only ■ Snacks only ■ Food and Beverages





**Jason Bashura is an employee of PepsiCo Inc.**

**The views expressed in this presentation are those of the author and do not necessarily reflect the position or policy of PepsiCo Inc.**





## Food safety versus Food defense vs. Food security

### **Food safety:**

Food safety addresses the accidental contamination of food products by biological, chemical, or physical hazards. This unintentional contamination of food products can be reasonably anticipated based on the type of processing.

### **Food Defense: (FSMA)**

“Food defense means the effort to protect food from intentional acts of adulteration where there is an intent to cause public health harm and economic disruption.”

**Food Security:** (World Health Organization) “when all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life”.

Food Defense: it's like building the plane in the sky –

<https://www.youtube.com/watch?list=PL5506B0AC158AB7D6&v=L2zqTYgcpfg>

# Food Defense Landscape

**Intentional Contamination**

**Terminology**

**Personnel / Skillsets**

**Challenges & Opportunities**

**Traceability**

**Culture of Food Defense**

**Food Fraud (FF)**

**Economically Motivated  
Adulteration (EMA)**

## Food Defense Landscape

### ■ Challenges:

- Information sharing / transparency and open communications
- Implementation of the Intentional Adulteration 'concepts' and assignment of WHO is responsible for that function?
- Various positions addressing food defense; the FD 'arena' arena is presently being defined by the various titles, roles, functions, capacities
  - Security, Quality Assurance, Regulatory, Nutritionists,

Quick show of hands....


## Food Defense Landscape

### ■ Opportunities:

- Information sharing / transparency and open communications
- Implementation of the Intentional Adulteration 'concepts' and assignment of WHO is responsible for that function?
- Various positions addressing food defense; the FD 'arena' arena is presently being defined by the various titles, roles, functions, capacities
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This is why it is important to remember that....





"Remember, today  
is the tomorrow  
you worried  
about  
yesterday."

Dale Carnegie

# Food Defense Landscape

**Some additional thoughts to consider:**

**Document, document, document...**

**Prior planning prevents poor performance...**

**The nature of the work being performed by the Global Food Traceability Center (GFTC). Key points from Food Defense perspective:**

**-Crisis response:**

FD incident might look like “just another” foodborne illness outbreak

- What might the differences be?**
- Need for expedited response**

**Thanks for your time and attention!**

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