



The Future of Food Safety

Andy Goldring



History





Present

Fresh Del Monte Produce Inc.

FDP - NYSE
Stock Quote \$ 24.91



Family of
Fresh Produce



My Kitchen



Healthy Lifestyles



Kid Zone



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Consumer Analyst Group of New York Conference
Tuesday, February 17, 2004 [\(\(\(Listen Now \)\)\)](#)

CNBC Interview with Mohammad Abu-Ghazaleh
February 10, 2004 [\(\(\(Watch Now \)\)\)](#)

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What's on the Horizon?

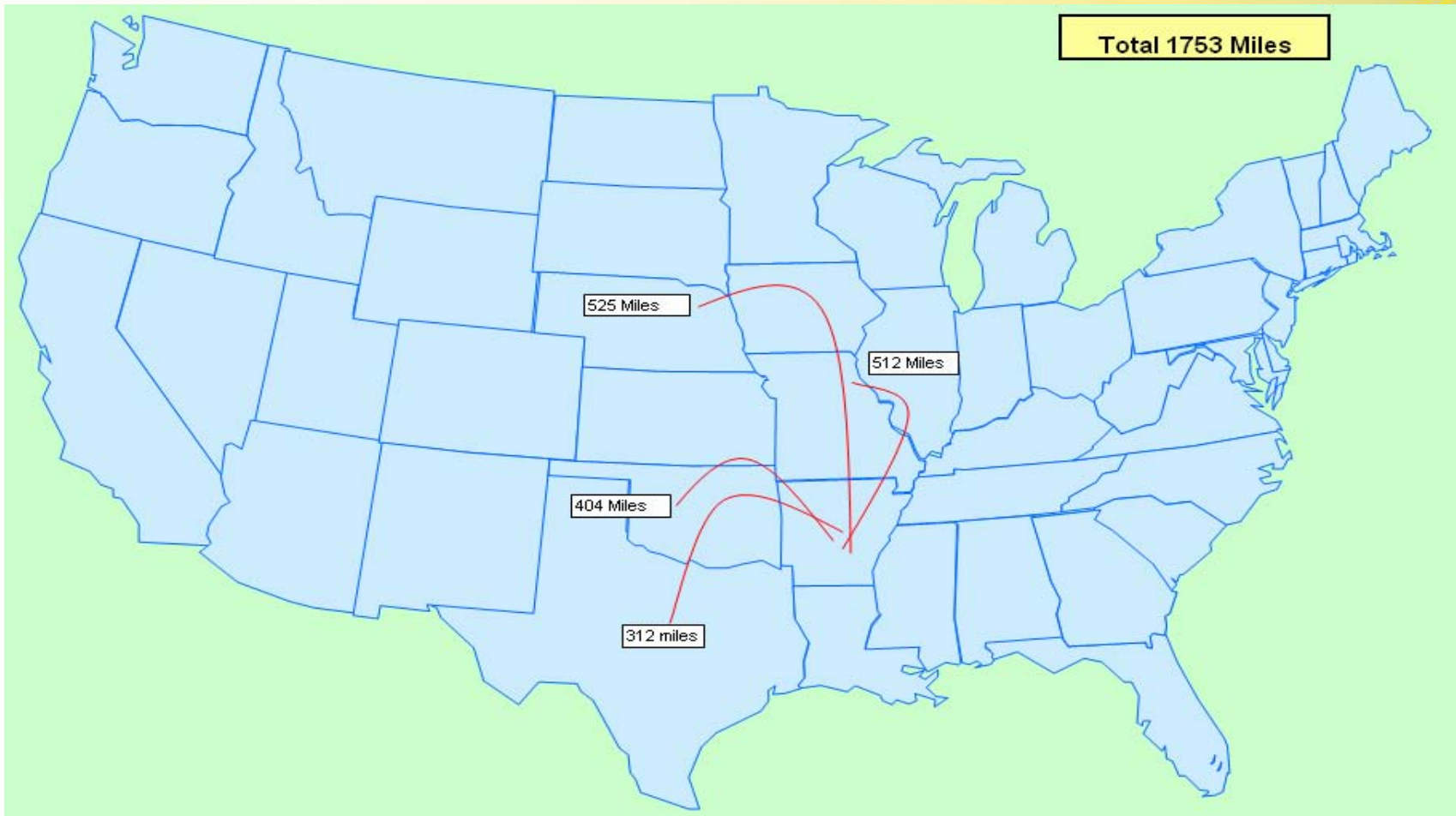


- Condo Crop replacing West & East coast agricultural acreage
- Increased Fuel Cost
- Increased consumption driven by World population growth of ½ billion every 10 years
- Retailer Consolidation (corporate image)
- Food Print

Diminishing Agriculture

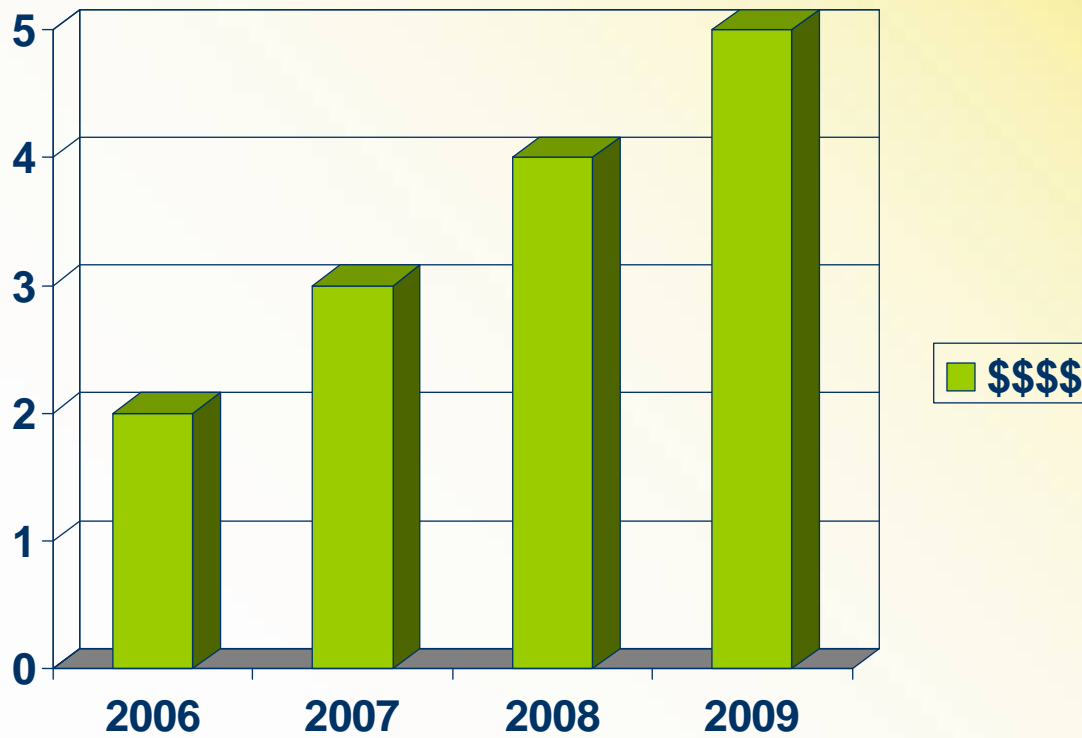


Arkansas Value / Untapped Acreage





Fuel Cost



United States Population Growth



- **2000 – 281,421,906**
- **2010 – 309,000,000**
- **2020 – 321,000,000**
- **2030 – 354,000,000**
- **2040 - 371,000,000**
- **2050 – 392,000,000**

Food Print



- New **Buzz** word in sustainability
- The average meal travels 1500 miles prior to reaching your plate.
- Resulting in food that is lacking freshness, contains fewer nutrients, higher cost from packaging and transportation cost.
- Arkansas Growers can reduce the overall “Food Print” in the U. S.

Arkansas Threat



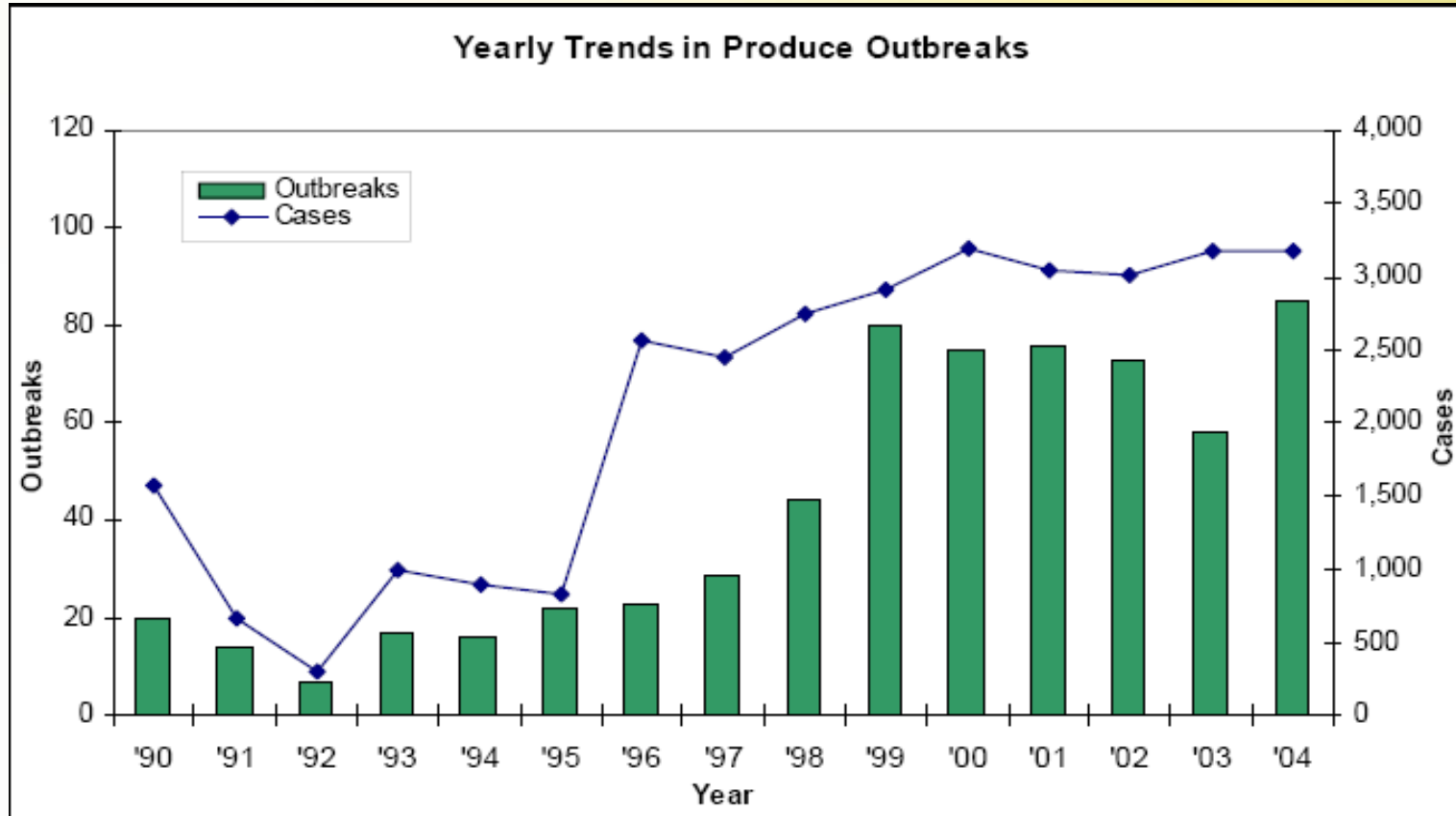
- **Breaking NEWS** – Food Safety Concerns from produce grown in Arkansas causing illness throughout the nation.

Food Safety Focus



All Produce Outbreaks			
Year	Outbreaks	Cases	Cases Per Outbreak
1990	20	1,563	78.2
1991	14	666	47.6
1992	7	293	41.9
1993	17	988	58.1
1994	16	900	56.3
1995	22	830	37.7
1996	23	2,557	111.2
1997	29	2,450	84.5
1998	44	2,749	62.5
1999	80	2,906	36.3
2000	75	3,185	42.5
2001	76	3,045	40.1
2002	73	3,007	41.2
2003	58	3,176	54.8
2004	85	3,181	37.4
Total	639	31496	49.3

Food Safety Chart



From Field to Fork

