



New Zealand
**FOOD SAFETY SCIENCE
& RESEARCH CENTRE**

FOOD FOR THOUGHT



The Centre is proud to announce a thought provoking two-day workshop by Frank Yiannas, author of a foundation text on food safety culture (2009). As well as being an author, Adjunct Professor, food system futurist, and consumer advocate, Frank was Deputy Commissioner for Food at US FDA and Past President of the International Association for Food Protection.

Workshop Description

This two-day workshop explores proven, evidence-based ways to change or strengthen the food safety culture of an organisation and influence employee behaviours. By the end of the workshop, attendees will be able to:

- Identify the core attributes of an effective food safety culture.
- Recognise the difference between traditional food safety management versus a behaviour-based food safety approach.
- Help make food safety part of the organisation's value or belief system, so that compliance is done the right way, every day, even when no one is looking.
- Improve the effectiveness of training, education, and communication efforts, and create smarter food safety goals and metrics for the organisation and their teams.
- Better use both positive and negative consequences to influence employee or workforce behaviour.

Register your interest now by simply emailing Michal Dunn, Centre administrator, M.J.Dunn@massey.ac.nz with Frank Yiannas in the subject line. Places are limited, and priority will be given to Centre members.



FRANK YIANNAS

GLOBAL FOOD SAFETY LEADER

2-DAY WORKSHOP

SAVE THE DATE:

WHERE:

KAKAPO MEETING ROOM AT ESR
(INSTITUTE OF ENVIRONMENTAL
SCIENCE AND RESEARCH)
120 MOUNT ALBERT ROAD,
SANDRINGHAM, AUCKLAND 1025

DATE:

THURSDAY 1ST & FRIDAY
2ND MAY, 2025

TOTAL PRICE:

\$800 EXCL GST PER PERSON

