



Setting SMART goals to build a strong food safety culture

How to make food safety a core component of your business.



Implement a behavior-based food safety management program.

- Focus on both processes and people.
- Behaviors and systems should work together.



Let employees feel like they're a part of the process, too.

- Leadership should embody a food safety culture, but let your employees have a say.
- They are more likely to feel accountable in achieving goals.



Look at the data, and be open to feedback.

- Find trusted partners who can help you look at your own systems.
- Utilizing third-party or digital tools can help eliminate a potential bias in your data.



Celebrate each victory – both big and small.

- Your employees are your greatest assets.
- Boosting morale goes a long way in building a strong food safety culture.



SMART

Specific • Measurable • Achievable • Realistic • Timely

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