



GENERAL MILLS

## Ready to Eat and Not Ready to Eat: Optimizing the Continuum

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# Our Brands





# Historical View of Ready to Eat

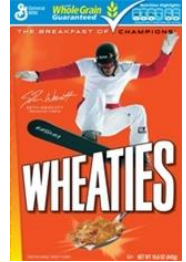


Delivering Ready to Eat products since the 1940s

# Food Safety Across the Product Life Cycle



## From Concept to Consumer



Product  
Design

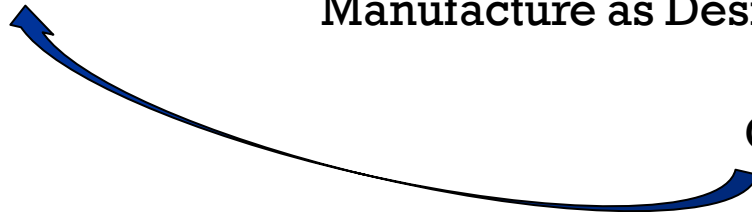
Supply Chain

Marketplace

Design Safety In

Manufacture as Designed

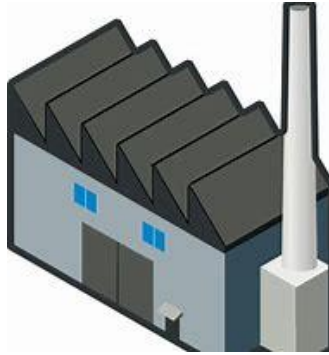
Consumer and Customer Feedback



# Guiding Principles



Hazard  
Identification  
& Elimination

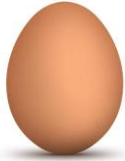


Manufacturer  
Should Not Be  
a Source of  
Contamination



No  
Foodborne  
Illness

# Not Ready to Eat and Ready to Eat: A Complicated Continuum



**Not Ready  
to Eat**

**Ready  
to Eat**

# Challenges to Achieving Ready to Eat



## Manufacturer

- Inherent Pathogen Presence
- Ingredients
  - Lack of Availability of Some Ingredients in a Ready to Eat Format
  - Inability to Achieve Desired Sensory and/or Functional Characteristics

## Consumer

- Use of Products in Ways Beyond the Original Design
- Not Following Preparation Instructions

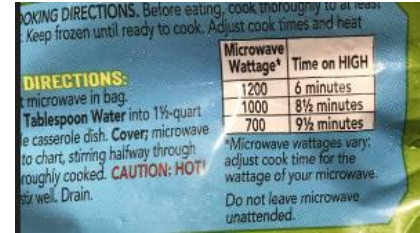


# Reducing Risk in Not Ready to Eat Products



Strong GMP and  
Environmental  
Programs

Consumer and  
Customer  
Education



Validated Cooking  
Instructions



New  
Technologies

# Questions for Consideration

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- What is the role of consumer preparation in achieving a Ready to Eat food?
- How do we incorporate consumer preparation in the overall risk assessment?
- What data and/or improvement in industry practices would be needed to move towards a risk based assessment when there is a low level presence of pathogens but no associated consumer illnesses or ability to grow in the product?



**Food must be trustworthy**