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Restaurant Chain Official Discusses Pioneering Food Safety Efforts

Jack in the Box restaurants' Darren Blass offers insight on how his company survived 1993 crisis

Kansas City, Mo (Sept. 4, 2008) Jack in the Box is recognized as having one of the most comprehensive food safety programs in the industry after bouncing back from the 1993 incident that threatened the company's future.

"There was no magic solution," said Darren Blass, Director of Quality Assurance and Product Safety at Jack in the Box. "There was a lot of hard work by a lot of good people."

Blass will talk about the company's pioneering efforts in food safety during the Center for Food Integrity (CFI) 2008 Food System Summit Oct. 8-9 in Indianapolis.

"We had to demonstrate every day at our restaurants that our programs were in place – that we were delivering safe product," said Blass. "We had to build confidence that Jack in the Box was doing what they said they were going to do."

Among other things, Jack in the Box in 1994 instituted the fast-food industry's first comprehensive food-safety program – the Hazard Analysis & Critical Control Points system.

"I think the public rightfully expects the products they're eating to be safe," Blass said. "Incidents in this industry are rare, but when they do occur, consumers are concerned. They expect the industry to quickly resolve the issue and to take steps to prevent a reoccurrence."

During a breakout session at the Summit on Food Safety, Blass will be joined on a panel by Dr. David Acheson of the U.S. Food and Drug Administration and Lorna Christie of the Produce Marketing Association. Other sessions will be devoted to Energy/Sustainability, Immigration and Food Animal Well-Being.

More information on the CFI 2008 Food System Summit, including how to register, is available at www.foodintegrity.org.

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The Center for Food Integrity is a not-for-profit corporation established to build consumer trust and confidence in the contemporary U.S. food system. Our members, who represent every segment of the food system, are committed to providing accurate information and addressing important issues among all food system stakeholders. The Center does not lobby or advocate individual food companies or brands. For more information, visit www.foodintegrity.org.