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OPPORTUNITIES and THREATS RELATING TO FOOD SAFETY OUTREACH

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OPPORTUNITIES:

- **FOOD INDUSTRY --- FOOD SAFETY TRAINING:**
 - MORE EFFICIENT, COMPETITIVE, PROFITABLE
 - RAISES PERFORMANCE STANDARDS
 - REDUCES WASTAGE
 - ASSISTS IN THE PRODUCTION OF SAFE FOOD
 - COMPLIES WITH FOOD LAW REQUIREMENTS
 - PROMOTES A GOOD COMPANY IMAGE
 - INCREASES STAFF MORALE
 - IMPROVES STAFF RETENTION



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OPPORTUNITIES (Continued:

- **PUBLIC HEALTH:**
 - **REDUCED DEATHS AND HOSPITALIZATIONS**
 - **INCREASED ECONOMIC BENEFITS TO SOCIETY**
 - **MORE EFFICIENT AND EFFECTIVE WORKFORCE**



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EFFECTIVE OUTREACH PROGRAMS

- **WEBSITE**
- **HELP TELEPHONE LINE**
- **PUBLICATIONS**
- **TRAINING COURSES**
- **MEDIA INTERACTION**
- **INTERNATIONAL CONNECTIONS**