



Dear Readers, in this month's Taira Times we are going to look at a few new developments in the world of food safety. By developments, we mean terrifying food poisoning outbreaks occurring in Japan and Europe. Many of our readers may be surprised to see food illness outbreaks occurring in these highly developed areas.

Although there are various food hygiene management methods prevent food poisoning, the three basic elements, "**Keep clean**", "**Stop growth**" and "**Kill germs**", are at the core of food hygiene. However, even by knowing these basic elements, not all food poisoning can be prevented. We will look at Europe, where advanced sampling techniques identify a culprit, while in Japan we see how education and routine could have saved the lives of 20 innocent victims. If you love meat and pickled cabbage, make sure to keep reading. If that wasn't enough, we also have a very special segment from the United States.

## ■ The latest food poisoning outbreaks



Japan

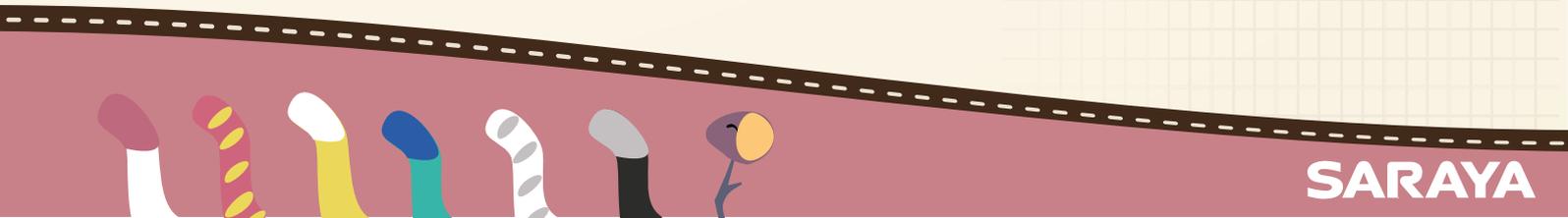
### **E. coli O157 in pickled cabbage suspected from insufficient sterilization of equipment.**

At least seven people in Hokkaido were confirmed to have died in a massive outbreak of E. coli O157 food poisoning as of August 20, 2012, with 100 others likely to be suffering from contaminated pickled cabbage. The Sapporo city public health center reported that Iwai Shokuhin (Nishi-ku, Sapporo), manufacturer of the pickled cabbage was the source of infection, and it was found that the company had not properly disinfecting cooking equipment properly. Pickled cabbage is a popular Japanese side dish, enjoyed traditionally with many Japanese meals by the young and old. These deaths sent a shockwave across Japan.



According to the report, Iwai Sokuhin was partially washing cooking equipment and utensils with detergent. Many of these tools require sanitizing with chlorine or alcohol before use due to the danger of contaminating pickles, which can breed bacteria in special cases. Some of the equipment was sanitized, but in this case some were not. The city public health center is investigating the situation closer.

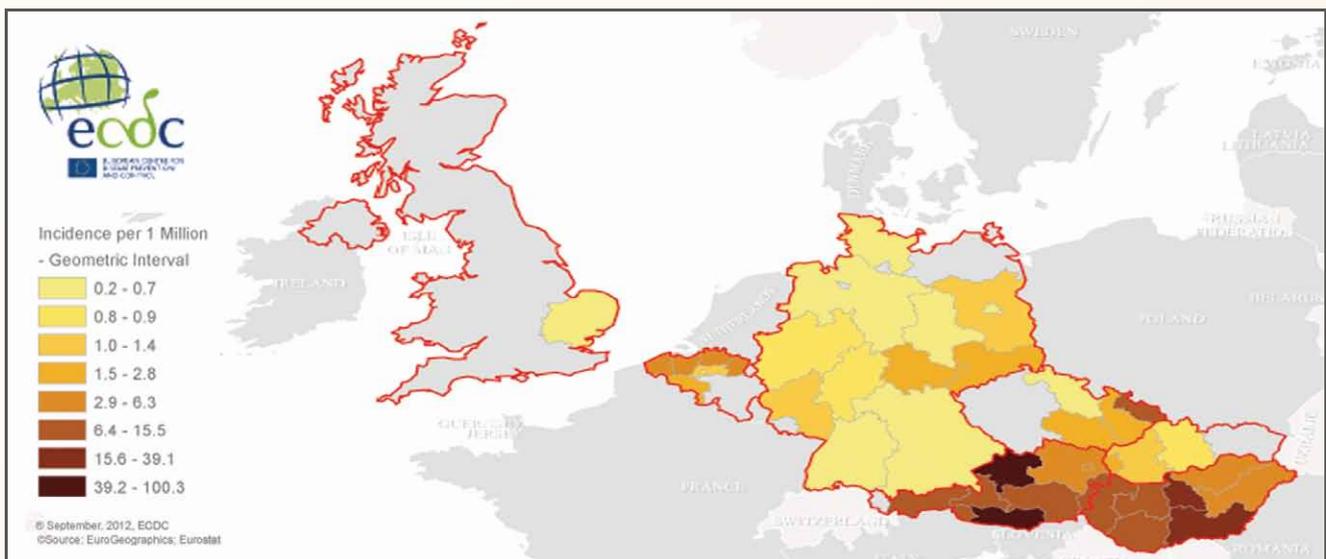
The Hokkaido prefectural government and the Sapporo municipal government have launched on-the-spot investigations of food manufacturing factories in Hokkaido under the Food Sanitation Law. The two governments are scheduled to release a report on the mass O-157 poisoning in early September after completing their investigations.





## Salmonella outbreaks in Europe involving 167 confirmed cases and an additional 254 assumed cases.

While, the Taira Times usually reports outbreaks in Asia, no area is free of food poisoning. Recently, the European Food Safety Authority (EFSA) and the European Centre for Disease Prevention and Control published a rapid risk assessment on a multi-country outbreak of Salmonella currently taking place in Austria, Belgium, Czech Republic, Germany, Hungary, Slovak Republic and the United Kingdom. The most recent assessment points to turkey meat as the culprit.



Food and veterinary investigations identified a common resistance to nalidixic acid with decreased susceptibility to ciprofloxacin, among samples originating from the turkey production chain (turkeys and turkey meat). Samples with indistinguishable PFGE patterns were also detected in some cases from broiler flocks (breeding and fattening chicken flocks) and meat from other animal species (broiler meat, beef and pork.)

agement system, which is why our instructors work hard to provide easy to grasp manuals and educational events to our customers. This scientific assessment found unique strains of bacteria that have identifying resistance to certain chemical agents.

This information would in turn help to define the risk management actions to be taken in order to control the contamination with this strain in the animal production and food chain. These targeted measures are expected to help control the outbreak and prevent further human cases

In order to secure food safety, environmental management and employee education are important. Even with sanitation chemicals and equipment, a misunderstanding about their usage will put the entire food production line at risk.

Saraya and the Taira Times feel that education about food safety and hygiene are essential to an effective hygiene management system, which is why our instructors work hard to provide easy to grasp manuals and educational events to our customers.

*Note: Map shows the distribution of salmonella Stanley cases region of residence per 1 million population (Eurostat population datasets: 2011 for UK), shared according to incidences ranges based on the Geometric interval method. Incidences in Austria, Belgium, Czech Republic, Hungary, and Slovakia are represented at NUTS2 level, and in Germany and UK are represented at NUTS1 level. Cases with no available data on region of residence: Belgium(1). Slovakia(2)*





## The Best Solution for Food Sanitation **SMART SAN**<sup>smart sanitation</sup>

We brought Saraya's food hygiene knowledge and ability to Asia with the SMART SAN food sanitation system, and it has changed the way we do food safety in Asia. Based on 4 elements, SMART SAN was developed to make food sanitation easier and more efficient.

### 4 Elements of **SMART SAN**<sup>smart sanitation</sup>



#### 1. **SMART design**

- Label colors and illustrations indicate different products and correspond directly to Saraya custom manuals, which have large text with easy-to-identify illustrations.
- Custom made in various languages for each operation and facility.

#### 2. **SMART system**

- Color Coordinate System in conjunction with colorcoded instruction manuals and bottles.
- Unified manuals and labels to prevention of mishandling chemicals for safer use.

#### 3. **SMART economy**

- Reduction of hours of cleaning with optimized detergents and efficiency raising tools while saving money.

#### 4. **SMART communication**

- Food Safety Instructors provide active training, lectures and demonstrations about food hygiene, the usage of SMART SAN detergents, and new food safety information.

**SMART SAN**<sup>smart sanitation</sup> is a total system for food safety and hygiene.

It is already being used across Asia in China, Hong Kong, Thailand, Malaysia, Singapore, and Vietnam.

Please contact  
the regional sales companies!





## smart sanitation SMART SAN Exhibition Report



### RESTAURANT & BAR HONGKONG 2012

Restaurant & Bar Hong Kong is Asia Pacific's first and leading fine dining and bar show. 2012 was the 10th anniversary of the exhibition. Participants from around the world gathered in Hong Kong to present quality products and services for the hospitality market. Restaurant, hotel, café and bar owners attended the event, and were joined by the honorable presence of F&B directors from prominent establishments, executive chefs and sommeliers in one spot for an amazing three days.

Saraya Hong Kong Sales participated in this exhibition for the second year in a row. This year's line up included SMART SAN, hand hygiene equipment, toilet amenities, and aromatherapy oils and air fresheners. Saraya Hong Kong Sales would like to thank the many guests who visited the booth and showed great interest in their products.



### Footwear Treatments for Low moisture RTE Production Environments

Everybody who's ever been in a factory that handles food, knows about clean rooms and the large amount of effort spent keeping dirt and bacteria out. Boots are dirty. Floors are dirty. When these two come together, we have a potential risk, especially with wet kitchens and factories. The norm was always quickly shuffling through a non-alcohol sanitizer or a brush contraption before heading on the manufacturing area, but Best Sanitizers Inc. in the USA has developed a new system that enforces effective boot hygiene.

Best Sanitizers Inc.'s new system for boot sanitizing is based on timed, accurate applications of alcohol at every entrance to a factory for all employees. The alcohol based sanitizer allows for quick treatments at high levels of sanitation, and employees cannot exit the machine until sanitation is complete. The second step involves a quat based dry sanitizer to both dry the soles safely and add an extra round of sanitation. This can be removed if needed from a normal floor mat.

This new system developed with a highly regarded food company in the United States achieves great results. Overall, the new system achieves a 93% reduction of bacteria, and an impressive 97% of footwear has less than 100 CFU's down from 53%.



Control Arm

Splay Unit

Splay is directed at soles of footwear

Dry quat mat

