



2008



Building 3-A Brand Value

**3-A Sanitary Standards, Inc.
Annual Report**

3-A Sanitary Standards, Inc. Board of Directors

Officers

Gregory Marconnet, Chair
Kraft Foods

Dan Meyer, Vice Chair
American Dairy Products Institute

David Tharp, Treasurer
International Association for Food Protection

Warren S. Clark, Jr., Secretary
3-A Symbol Administrative Council, Inc.

Directors

Lou Beaudette
Admix, Inc.

Lee Blakely
Saputo Cheese & Protein LLC

Larry Hanson
Johnsonville Sausage, LLC

Robert Hennes
Chief, FDA/CFSAN-Milk Safety Branch
Milk Safety Branch

David Jamison
USDA/AMS, Dairy Grading

Allen Saylor
International Dairy Foods Association

Stephen Schlegel
Food Processing Suppliers Association

Ronald Schmidt
Food Science & Human Nutrition
University of Florida

F. Tracy Schonrock
3-A Steering Committee

Paul Gold, Pfizer Inc.
P3-A Steering Committee

Counsel

Hugh Webster
Webster, Chamberlain & Bean

Committee Leadership

Communications Committee
Ron Schmidt, University of Florida

Education Committee
Larry Hanson, Johnsonville Sausage, LLC

Finance Committee
David Tharp, IAFF

Third Party Verification Coordinating Committee
Allen Saylor, IDFA

Interpretations Committee
Randy Elsberry, FDA Regional Dairy Specialist
Office of Regulatory Affairs, Pacific Region

3-A Steering Committee
F. Tracy Schonrock

P3-A Steering Committee
Paul Gold, Pfizer Inc.

3-A SSI Staff

Timothy R. Rugh, CAE, Executive Director
Nate Wall, Director, Standards and Certification
Philomena Short, Technical Assistant

Building 3-A Brand Value

From the Chair



3-A Sanitary Standards, Inc. created a strong foundation in its first five years by bringing a new level of integrity to the 3-A Symbol program and establishing recognition as the 'go to resource' on hygienic design. This year, 3-A SSI embarks on a new and important mission objective to expand our positive recognition and build the brand value of '3-A'.

3-A SSI completed the first phase of the Third Party Verification inspection requirement that began in 2003 for equipment licensed to use the 3-A Symbol. In 2008, the second phase of the program will begin with follow-up TPV inspections to help assure the highest level of confidence in the 3-A Symbol program on a continuing basis. The TPV inspections, completed at manufacturing locations across the U.S. and around the world, have contributed to a new level of confidence in the 3-A Symbol program.

Building on the desire for reliable third party inspection services, 3-A SSI introduced two valuable new extensions to its voluntary TPV inspection program - a voluntary inspection program for replacement parts and a program for processing systems covered by most of the 3-A Accepted Practices. The new voluntary inspection programs are intended to bring new confidence to all stakeholders concerned about the design and the support of equipment built to 3-A Sanitary Standards and processing systems.

In late 2007, 3-A SSI introduced a major expansion of its education resources with the new on-line Technical Resource Center. The new Center has logged many hundreds of user visits from around the world, spreading the knowledge of hygienic design and the important role of 3-A SSI. Our outreach to key stakeholder groups ramped up this year and our yearly education program in Milwaukee continued to grow. The program attracts many early-career professionals and a network of those with substantial experience. We continue to explore ways to expand our technical knowledge and deliver these resources in new ways that will benefit all of our interest groups in the future.

The 3-A SSI Board of Directors commissioned two companion surveys this year as part of a larger project to develop and implement an effective marketing strategy for growing the general recognition of 3-A SSI programs and services or the '3-A brand' now and in the future. This voice of the customer research sought to understand the perceived value of '3-A' first from those stakeholders more heavily involved in the commercial aspects of 3-A, manufacturers and end-users, and second, from those in the professional sanitarian and regulatory community. Based upon the conclusions and recommendations of this research, a plan of action has taken shape that will help reinforce and grow the standing of 3-A SSI as the 'go to' industry resource for the community of all stakeholders.

We believe the new 3-A SSI initiatives to enhance the '3-A brand' will bring new energy and approaches to our role of service to all. We extend our most sincere thanks to all volunteers and others who contributed their time and expertise to advancing the important mission objectives of 3-A SSI and the public health.

Greg Marconnet, Chair
Kraft Foods

Moving Ahead in Our Mission

It is the mission of 3-A Sanitary Standards, Inc. to enhance product safety for consumers of food, beverages, and pharmaceutical products through the development and use of 3-A Sanitary Standards and 3-A Accepted Practices.



About 3-A Sanitary Standards, Inc.

3-A SSI officially began operations in January 2003, following years of careful planning by the organizations representing key stakeholder groups involved with the development and use of 3-A Sanitary Standards – equipment fabricators, processors, and sanitarians. With the formation 3-A SSI, the three interest categories became vested in a new, independent nonprofit organization. The founding member organizations include:

- 3-A Sanitary Standards Symbol Administrative Council
- American Dairy Products Institute
- International Association for Food Protection
- Food Processing Suppliers Association
- International Dairy Foods Association

The leadership of 3-A SSI includes two representatives from each of the Founding Member Organizations, the Chair of the 3-A Steering Committee, the Chair of the P3-A Steering Committee, one representative of the Food and Drug Administration/Public Health Service (FDA/PHS) and a representative of the U.S. Department of Agriculture (USDA).

3-A SSI was organized to expand and improve a mission its forerunner served over many decades – to enhance product safety for consumers of food, beverages, and pharmaceutical products through the development and use of 3-A Sanitary Standards and 3-A Accepted Practices. The mission objectives of 3-A SSI include:

- Develop, maintain and publish uniform standards and practices for the sanitary (hygienic) design, fabrication, installation and operation of equipment and machinery.
- Use state-of-the-art, science-based expertise for the development of sanitary standards and accepted practices.
- Harmonize with global standards and guidelines as appropriate.
- Promote the use of 3-A Sanitary Standards, 3-A Accepted Practices, and the 3-A Symbol.
- Authorize use and maintain the integrity of the 3-A Symbol.
- Maintain a uniform system to regulate and enforce proper use of the 3-A Symbol to best enhance consumer product safety.
- Provide education concerning sanitary design principles, application of 3-A Sanitary Standards and 3-A Accepted Practices, and use of the 3-A Symbol.

Inspection Program Creates New Integrity for 3-A Symbol

The first phase of the new Third Party Verification (TPV) inspection program ended in 2007 with a record of over 520 inspections completed for equipment fabricated in the U.S. and 22 other countries around the world. The TPV program helped raise the 3-A Symbol program to a new level of integrity and recognition for everyone concerned with the safety of consumers of food, beverages and pharmaceutical products.



The new TPV inspection requirement was implemented in late 2003 as a requirement for obtaining authorization to use the 3-A Symbol. The TPV requirement applies to all equipment built to 3-A Sanitary Standards that is licensed to display the 3-A Symbol. A licensee must engage a credentialed inspection professional, a Certified Conformance Evaluator (CCE), to conduct an on-site evaluation of finished equipment and other product attributes to affirm the equipment conforms to provisions of the applicable 3-A Sanitary Standard. Any deficiencies discovered in an inspection must be corrected before the equipment can be authorized to display the 3-A Symbol. Equipment manufacturers that do not comply with the TPV inspection requirement will lose their right to display the 3-A Symbol on their products.

Designated groups of equipment were 'phased in' to the requirement each year through the end of 2007. This year marked the completion of independent inspections for the vast majority of all equipment built to a 3-A Sanitary Standard and holding authorization to use the 3-A Symbol. Since 2003, TPV inspections have been completed for equipment fabricated at sites in the U.S. and countries around the world, including Austria, Belgium, Brazil, Canada, China, Denmark, England, Finland, France, Germany, Israel, Italy, Japan, Korea, Mexico, Netherlands, New Zealand, Spain, Sweden, Switzerland, Taiwan, and Thailand.

To increase recognition of licensees who completed the new inspection requirement, 3-A SSI publicized a registry of current 3-A Symbol holders on the 3-A SSI web site. The public information assists regulatory sanitarians, processors, equipment fabricators, and other interested parties. The public list shows equipment that conforms to 3-A Sanitary Standards for dairy and food processing

equipment and meets provisions of the 3-A Symbol authorization program.

Along with the list of current 3-A Symbol licensees, 3-A SSI maintains a separate list of discontinued 3-A Symbol holders. This information shows the reason for discontinuation, such as the equipment is no longer in production, the equipment was consolidated in another 3-A Symbol authorization resulting from a change in company ownership, or the failure of the holder to maintain the authorization in accordance with the terms and conditions for use of the 3-A Symbol.

Introduced in 1956, the 3-A Symbol is a registered mark used to identify equipment that meets 3-A Sanitary Standards for design and fabrication. Voluntary use of the 3-A Symbol on dairy and food equipment assures processors that equipment meets sanitary standards, provides accepted criteria to equipment manufacturers for sanitary design, and establishes guidelines for uniform evaluation and compliance by sanitarians. Use of the 3-A Symbol was based on a system of self-certification until the new TPV inspection requirement was instituted.

The Board of Directors approved a requirement for licensees to obtain a TPV re-inspection every five years. In late 2008, the second phase of the program will begin with follow-up TPV inspections to help assure the highest level of confidence in the 3-A Symbol program on a continuing basis. The Third Party Verification (TPV) inspection requirement for use of the 3-A Symbol has brought new stature and recognition to the 3-A Symbol program, one of the primary mission objectives of 3-A SSI.

3-A SSI Introduces New TPV Inspection Options

Demand for reliable third party inspection services led 3-A SSI to introduce two valuable new additions to its voluntary TPV inspection program this year, a voluntary inspection program for replacement parts and a program for processing systems covered by most of the 3-A Accepted Practices. The voluntary inspection programs are intended to bring new confidence to all stakeholders concerned about the design and the support of equipment built to 3-A Sanitary Standards and processing systems.

Intended for parts suppliers, the Replacement Part Qualification Certificate shows that listed parts have been reviewed by an independent equipment expert and conform to criteria of the 3-A Sanitary Standard. The 3-A Process Certificate is a program for processors to obtain confidence that a processing system has been evaluated and verified by an independent systems expert. The added assurance of this independent inspection helps processors distinguish their processing operations for the benefit of current customers, or for new retail and wholesale customers.





3-A SSI Strengthens Role in Industry Education

3-A SSI enhanced its role as a valued education resource this year with a successful special program on sanitary equipment design and operation, 'Designing for Cleaning'. With increasing public concern about food safety as well as plant security, every aspect of equipment design and operation must meet requirements for hygienic design and monitoring.

What are the key elements of hygienic design in equipment inspections? How does provable sanitary design advance regulatory inspections? Experts shared a wealth of experience and perspectives on these issues and other leading topics in hygienic design and the application of 3-A Sanitary Standards. This year's sessions attracted the highest number of participants ever for the 3-A SSI event, including equipment fabricators, regulatory sanitarians and processors.

The program featured expert presentations on key topics in hygienic equipment design, including:

- Food Safety and Traceability: Making Plant Systems and the FDA Work for You - Craig Nelson, Founder, Vigilistics
- USDA Equipment Inspections and 3-A Symbol Authorization - Rocklyn Bates, Facility & Equipment Review Specialist, Dairy Programs, USDA/AMS
- Fundamental Requirements for Hygienic Static Sealing - Andrew Timperley, Timperley Consulting, Steve Sims, FDA/CFSAN, Milk Safety Branch, and Dick Smith, Certified Conformance Evaluator
- The Value and Methods of Passivating of Stainless Steel - Robert W. Evans, R.W. Evans and Associates
- New EHEDG Requirements for Hygienic Welding of Stainless Steel Tubing in the Food Processing Industry - Andrew Timperley, Timperley Consulting
- Welding Practices for Higher Yields - Mike Lang, Field Superintendent, Mechanical Inc.

Education on the principles of sanitary design and subjects related to the application of 3-A Sanitary Standards and 3-A Accepted Practices represents a priority mission objective of 3-A SSI. The yearly program and other 3-A SSI resources have enhanced the specialized knowledge of all stakeholders on sanitary design principles and contributed to the effectiveness of the 3-A SSI consensus process.

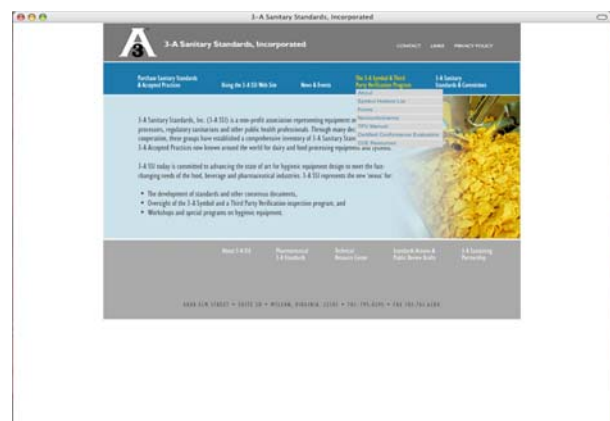
3-A SSI Expands Sanitary Design Resources

3-A SSI expanded the breadth and the quality of web-based education resources this year in its Technical Resource Center (TRC), the association's first comprehensive resource on sanitary/hygienic design and 3-A Sanitary Standards and 3-A Accepted Practices. The new TRC is designed to provide authoritative reference information on design and performance criteria specified in 3-A Sanitary Standards for equipment and 3-A Accepted Practices for processing systems.

3-A SSI established the new resource in 2007 to build a readily accessible knowledge base for all stakeholders interested in sanitary design topics and the value of the 3-A Symbol. The TRC logged hundreds of user visits from around the world.

The new TRC consists of four primary sections:

- **3-A Resource Papers** features authoritative papers on key subjects including the 3-A Symbol program and hygienic design as it relates to the 3-A Sanitary Standards and 3-A Accepted Practices. The papers cover topics such as Cleanability of Equipment and the Role of 3-A Sanitary Standards, A Primer for 3-A Sanitary Standards and 3-A Accepted Practices, Format and Style Manual for 3-A Sanitary Standards and 3-A Accepted Practices, Plastic Construction Materials for 3-A Equipment, 3-A Requirements for Rubber Materials, Use and Display of the 3-A Symbol and more.
- **Resource Links** is a ready reference of links to other useful technical resources on sanitary design, including academic institutions and copies of presentation materials from past 3-A SSI education programs.
- A **Question and Answer Forum** posts inquiries about the general aspects of 3-A SSI documents or design criteria with responses from 3-A SSI.
- A **Sponsored Links** section helps visitors locate the specialized products/services they need. The sponsored links are available to materials testing services, equipment design engineers, facility and systems design specialists, cleaning and sanitizing systems specialists, suppliers of equipment/materials built to 3-A Sanitary Standards and systems designed to meet 3-A Accepted Practices, and others.





Accreditation Program Advances Professionalism

3-A SSI maintained its commitment to building knowledge and expertise among its accredited Certified Conformance Evaluators (CCEs) throughout a very active year. CCEs are independent equipment inspection professionals accredited by 3-A SSI to verify the conformance of equipment to 3-A Sanitary Standards in the TPV inspection program.

The TPV Coordinating Committee, consisting of regulatory sanitarians, fabricator and processor representatives, provided technical assistance and policy guidance for the CCEs. The Committee hosted periodic meetings to exchange information on the application of 3-A Sanitary Standards and other hygienic design issues relating to the performance of TPV inspections. The Committee also published several bulletins to provide guidance on consistent and uniform CCE inspection services. The new bulletins are available on the 3-A SSI web site.



3-A SSI Consensus Development

3-A SSI relies on a community of dedicated subject matter experts from all interest groups to participate in the consensus process for developing and maintaining a large inventory of essential 3-A Sanitary Standards and 3-A Accepted Practices. At the direction of the 3-A Steering Committee, a network of 13 Working Groups (WGs) coordinates the drafting of revised or new documents within particular groups of related equipment. All 13 WGs

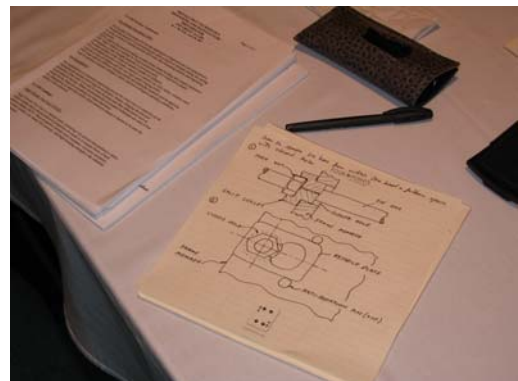
mobilized this year to revise current documents, create new standards, or in some cases, withdraw a document. Collectively, the WGs devoted hundreds of hours of discussion via phone conferences and meetings.

Among the key accomplishments this year:

- The *Format & Style Manual*, Version 00-02 became effective Oct. 7, 2007.
- The following standard revisions were published: 65-01 (Sight/Light Windows), 41-03 (Mechanical Conveyors for Dry Products), 87-00 (Mechanical Strainers), 84-02 (Personnel Access Ports), 57-02 (Tank Outlet Valves), 20-25 (Plastic Materials), 53-04 (Compression Valves).
- “Helpful Tips for Work Group Chairs and Document Leaders” was developed. This “how to” guides covers document meetings and conference calls, document preparation and review, and addressing and resolving ballot comments. The ballot process is explained in detail.
- Quarterly WG conference calls were initiated to support the effectiveness and efficiency of leaders and participants in the consensus development process.
- Approximately 22 ballots were distributed.
- There currently are 56 active standards development and revision proposals.



3-A SSI maintains accreditation by the American National Standards Institute (ANSI) as a Standards Developer Organization. ANSI accreditation signifies the new procedures meet the Institute’s Essential Requirements for openness, balance, consensus and due process. Formal accreditation provides the opportunity for 3-A SSI to submit new standards developed in accordance with ANSI requirements as American National Standards.



Turning 3-A Value Research Into Action



During the past year, the 3-A Sanitary Standards, Inc. Board of Directors commissioned two companion surveys as part of a larger project to develop and implement an effective marketing strategy for growing the '3-A brand' now and in the future. This voice of the customer research assessed the perceived value of 3-A first from

those more heavily involved in the commercial aspects of 3-A, equipment manufacturers & end-users, and second, from those in the sanitarian & regulatory community. Based upon the findings of this research, a new action plan is taking shape to serve all stakeholders.

Specifically, the activities spelled out in the plan will:

- Improve knowledge about and benefits of 3-A in our communities of interest,
- Leverage the training and education value of 3-A in our communities of interest,
- Ensure the effective succession of 3-A participants for the future, and
- Alleviate the key barriers to expanded participation in 3-A.

This important research establishes the foundation data to help guide the development of 3-A SSI programs and services in its next phase of maturation and growth.

3-A SSI Reaches New Audiences

3-A SSI maintained contact with key target audiences in the U.S. this year, including current 3-A Symbol holders and many potential new 'customers'. 3-A SSI participated in the following events during the year:

- June – Presentation to Central Asia delegation of food specialists, hosted by U.S. Department of Commerce
- July – International Association for Food Protection, Orlando, Florida
- October - Process Expo, Las Vegas, Nevada
- October - Worldwide Food Expo, Chicago, Illinois
- October - Northeast Regional Milk Seminar, Glens Falls, New York
- November - Dairy Practices Council, Harrisburg, Pennsylvania
- November - Southeast Regional Milk Seminar, Mobile, Alabama



Participation in these and other industry events provides important exposure to many top industry, academic and government food safety professionals from across the U.S. and around the world. 3-A SSI gains from the opportunity to orient key audiences to the 3-A Symbol program and the value of 3-A Sanitary Standards and 3-A Accepted Practices. 3-A SSI also benefits from introducing the advantages of sanitary design standards and a third party oversight program to representatives in industries that may have future needs.

First New P3-A Standards Approved

The first new Pharmaceutical 3-A (P3-A) candidate American National Standards received approval this year and one major new P3-A Standard is nearing completion.



Two key reference documents, for materials and terminology, passed final balloting. Completion of another new standard for centrifugal pumps is anticipated by mid-year.

The new P3-A standards will bring assurance to pharmaceutical equipment buyers, equipment fabricators and regulatory authorities that equipment meets specific criteria for the intended use of the equipment. The new standards have been under development since 2004.

Task groups continue to work on four other new projects. Representatives of major pharmaceutical manufacturers, fabricators, engineering service providers, and others are cooperating in the work. The P3-A Steering Committee oversees all work on standards for equipment used in the production of active pharmaceutical ingredients and drug products.





3-A Sanitary Standards, Inc.
6888 Elm Street, Suite 2D
McLean, Virginia 22101 USA
PH: 703.790.0295
FX: 703.761.6284
www.3-a.org