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**DEREK WATSON**  
**ASSOCIATE PROFESSOR**  
**CULTURAL MANAGEMENT**  
**UNIVERSITY OF SUNDERLAND**

**FOOD SAFETY CULTURE  
NOT  
ALIVE AND KICKING**

## Global Impact

### Toxic Factory Fumes Test Agency's Powers

By DAVID KIRKMAN

CAIRO, April 19 — About 100,000 people work at a factory. The only job she could find would be to wash the floor and there is dust or oil deeper than 10 centimeters, otherwise, paper, cosmetics, leather goods and rubber begin.

"We're breathing glass," Ms. Farley, 46, said last month, recalling how the recently confirmed a child suffering from her mother about whether the "expended body" was smooth skin.

For about five years, Ms. Farley, 46, stood alongside about a dozen other workers, spray paint in hand, gluing together thick cartons for shampoos and conditioners, liquid soaps and detergents like Simplex, Ritek, Lusso, and Pampolina. Farmed from the plant (which is a polyester factory) in the plant, Ms. Farley's hands may foul because there is ammonia in some of her work stations resulting in what she and her coworkers call "dead skin."

A chemical she handled —



Alaa Badrigeen says she has been told to leave her job.

is known as styrene monomer, or SMM — it also used by tens of thousands of workers in auto body shops, dry cleaners and high-tech electronics manufacturing plants across the nation. Medical researchers, government officials and some chemical companies that once manufactured SMM have reported for more than a decade that it causes neurological damage and infertility when inhaled or absorbed over long periods. The use has grown 10-fold in the past 10 years.

Such hazards demonstrate the difficulty unique challenges of oil firms, of ensuring that Americans can breathe clean air in the workplace or work after working full shifts, records from the Occupational Safety and Health Administration show that managers at the joint Egyptian-Singaporean Ms. Farley was assigned especially exposed glass to SMM know that associated health effects often considered safe, failed to provide respirators and turned off their plant to avoid lawsuits.

But the story of the use of SMM and the death of Ms. Farley is simply more than the tale of one company, of another chapter in the national debate over the need for more, or better, government regulation. Instead, it is a parable about the law of unintended consequences.

It shows how an Environmental Protection Agency program meant to prevent the use of harmful chemicals forced the proliferation of one, and how a hard-fought victory by Ms. Farley is threatening one source of deadly fumes and another to be imposed in something worse — a pharmaceutical cocktail thought to be far superior to government regulation on "fragile-life substances."

It demonstrates how business as usual fails to take responsibility



Dr. Derek Watson

Alaa Badrigeen's lawsuit targets environmental agency decisions that let the fumes out.

### Food Safety Cultural Compliance totrain Enlighten Model

Yasmine pitcher Marlene Rivers was convinced that Alaa Badrigeen had found a safer alternative.

Badrigeen, the "Yasmine" skeptical third baseman, had created a public opinion and facilitated issues officials by cycling out of his contract, the subject in the history of baseball of the time, according to journal entries with other teams.

"I truly have the need to take responsibility

for our 2012 World Series title.

But more than year into the contract, that financial commitment hangs ominously over operating plans, threatening to impose itself on virtually every decision the Yankees make and severely hampering management's ability to cope with the aftermath of an aging roster.

As the Yankees prepare to open the 2012 season Monday — without the injured Rodriguez — the team still owes him \$10 million

## Profile of Dr. Derek Watson

### Government Is Pressed to Increase Taxes and Cut Subsidies

By DAVID KIRKMAN

CAIRO, EGYPT — A fuel shortage has helped send food prices soaring. Electricity is stacking cost onto the customer. And gasoline pumplights have failed at least five people and resulted deaths over the past two weeks.

The root of the crisis, economists say, is that Egypt is running out of the fuel subsidies it needs for fuel imports. The shortage is raising questions about Egypt's ability to keep importing oil. It is essential to maintain current importers, offering them of an incentive, particularly at a time when the government is already struggling to spend more money by the political right.

Parties already look bad for the groups that comprise their basis, and they say they fear they will not have enough for the transition to keep their vital role in the nation's future.

United States officials warn of disaster unless Egypt soon carries out a package of tax increases and subsidy cuts led to a \$4.5 billion loan from the International Monetary Fund. That would pressure other leaders that Egypt was continuing enough to ensure sufficient money is additional taxes needed to meet the growing deficit. But fearful of a public reaction of a time when the citizens are already near boiling, the government of President Mohamed Morsi has no





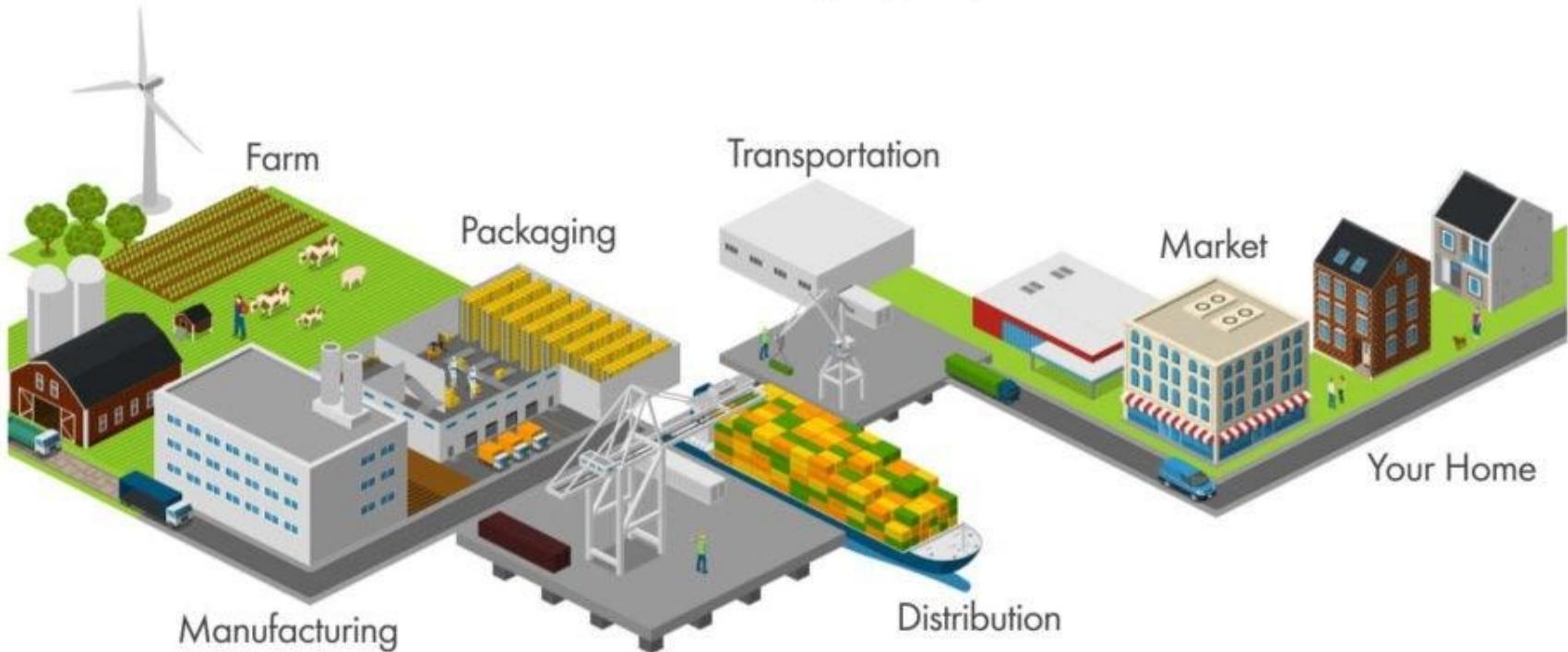








# The Food Supply Chain





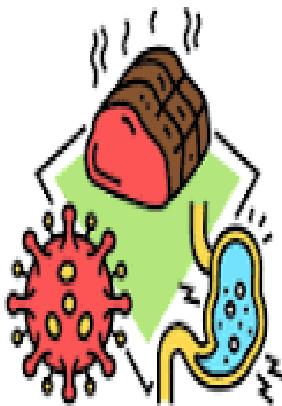
**EMPLOYEES  
are the  
FIRST  
Line OF FOOD DEFENSE**







## FOOD POISONING



- **180** estimated deaths a year caused by food-borne illnesses
- **1837** food and feed safety incidents
- 1 in 4 suffers infectious gastrointestinal disease
- 2.4 million cases
- Cost to UK nearly **£10.4 Billion** a year
- Number of prosecutions

(UK Food Standards Agency 2024)





# Food Safety Culture



**F.S.M.S:**

- ISO 22000
- HACCP
- BRC Global Food Standards

# **Verdict**

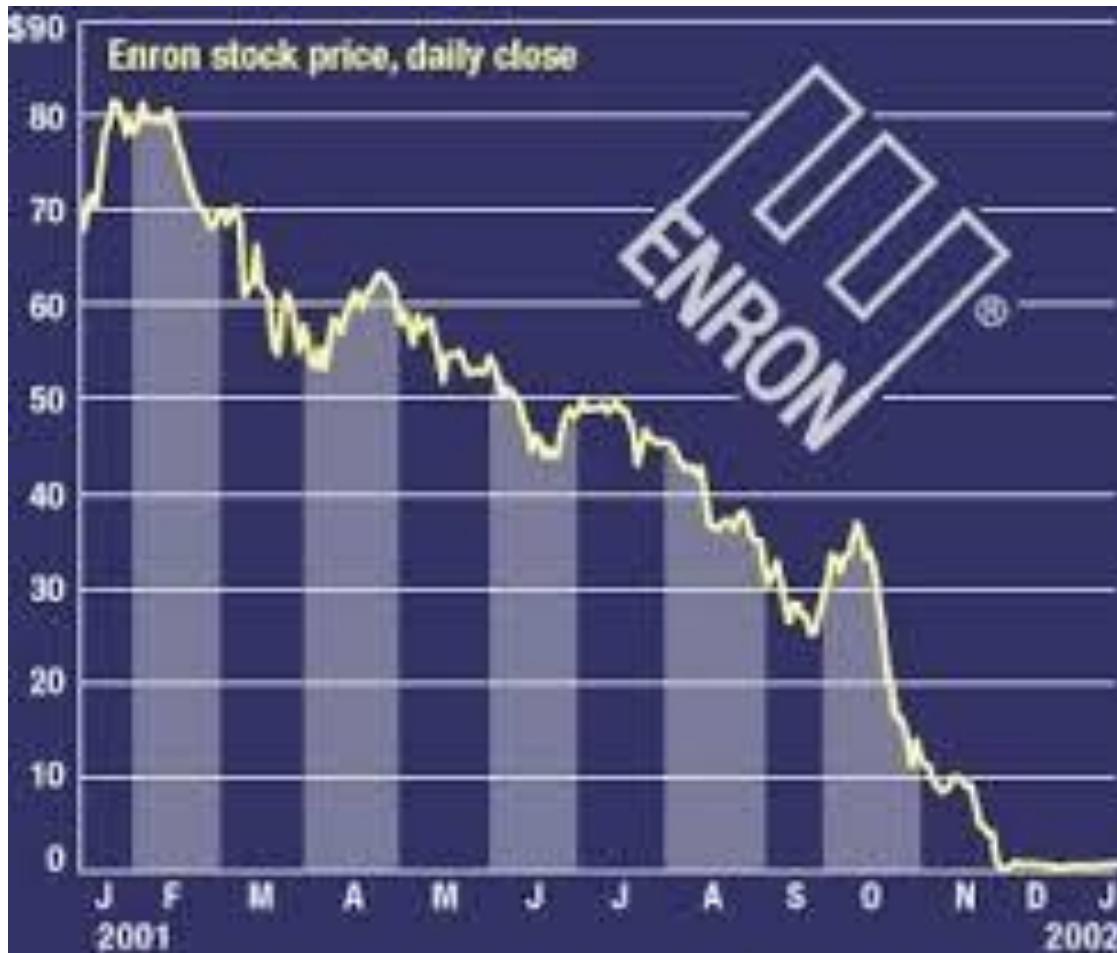


**Tesco Stores Ltd  
- £7.56 million  
2023**

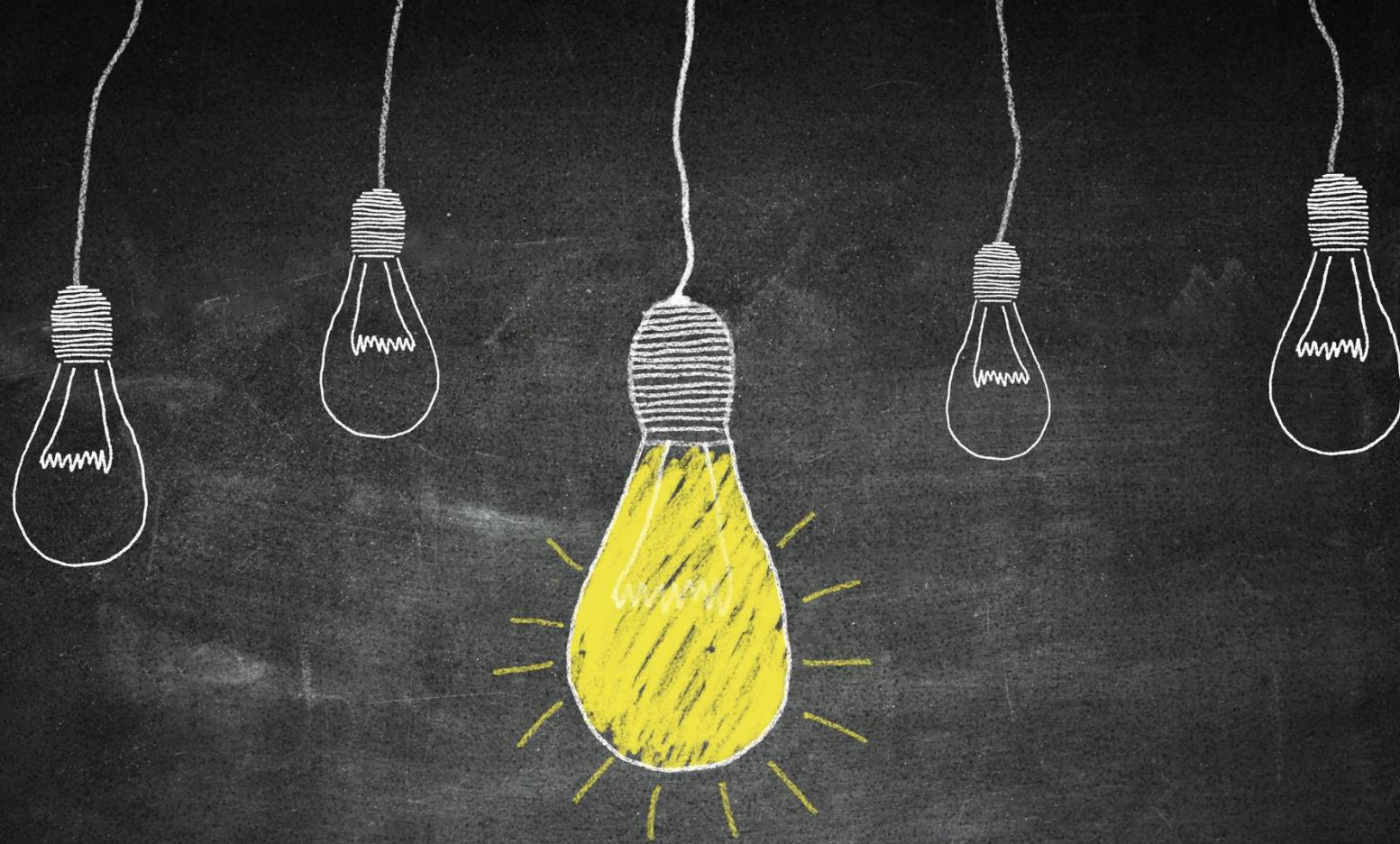


**OUR  
CORE  
VALUES**

- Communications
- Respect
- Integrity
- Excellence







enlighten

Food Safety Cultural Compliance Model



4C's





# Control



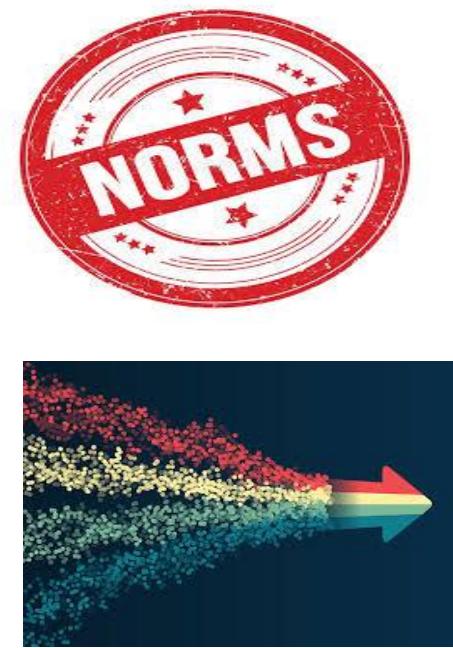


# Co-operation





# Communication



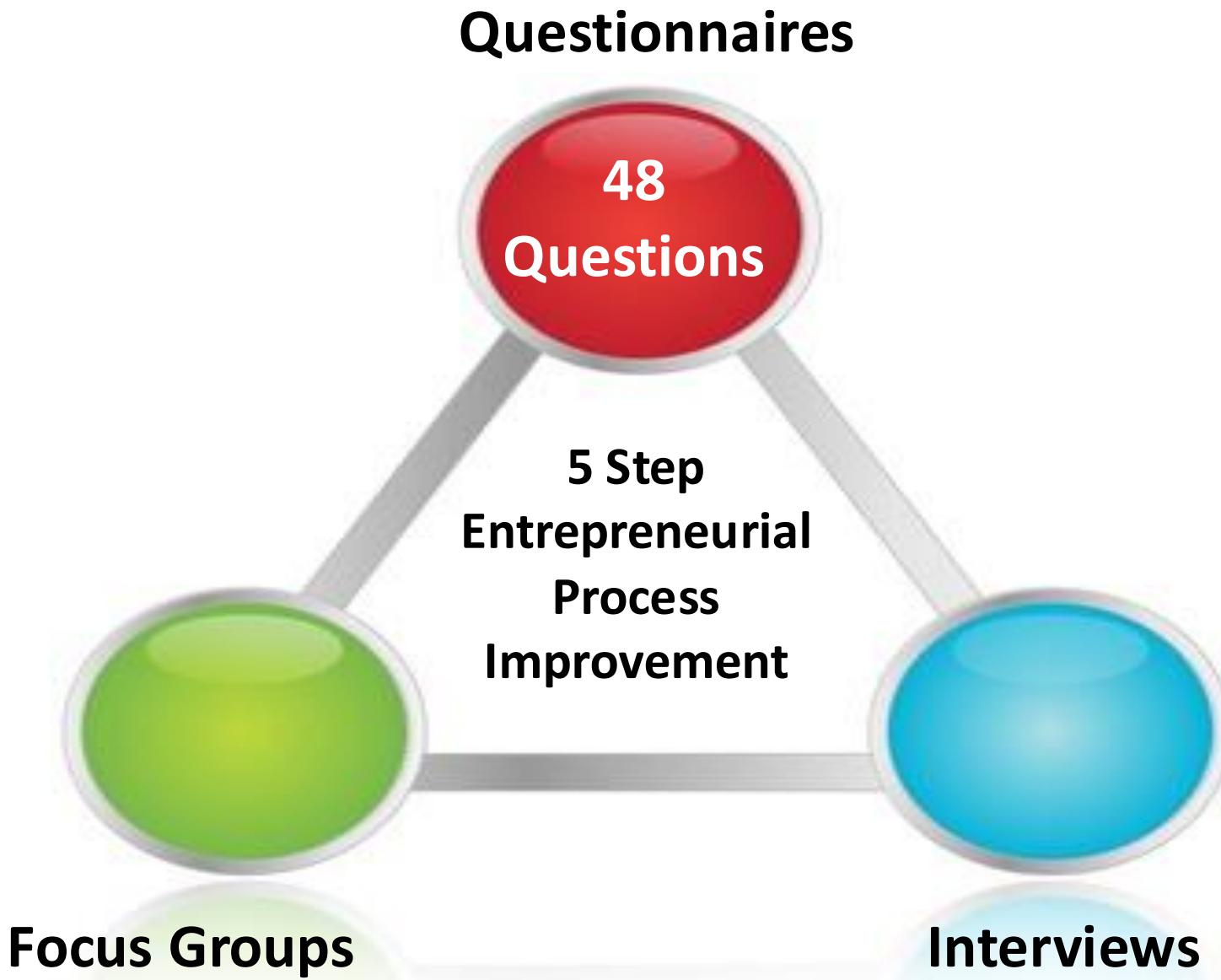


# Competence



<b>enlighten food safety model</b>	<b>Control</b>	<b>Strategy Leadership Process Change</b>	<ul style="list-style-type: none"> <li>A. The strategic and operational framework to embed and integrate food safety</li> <li>B. Inspirational leadership to champion food safety compliance</li> <li>C. Proactive and responsive attitude towards food safety processes and issues</li> <li>D. Food safety reporting is used to support a food safety change agents</li> </ul>
	<b>Co-operation</b>	<b>Responsibility Empowerment Teams Recognition</b>	<ul style="list-style-type: none"> <li>A. Ensuring all employees recognise and appreciate food safety responsibilities</li> <li>B. Empowering employees to actively participate in food safety initiatives</li> <li>C. Motivating team dynamics to facilitate food safety</li> <li>D. Providing recognition to capture and promote food safety compliance / best practice</li> </ul>
	<b>Communication</b>	<b>Vision Norms Consistency Feedback</b>	<ul style="list-style-type: none"> <li>A. Embedding the importance of food safety within the organisational vision</li> <li>B. Fostering food safety social norms</li> <li>C. The level of consistent and agreement in food safety</li> <li>D. Actively encourage reporting of food safety issues</li> </ul>
	<b>Competence</b>	<b>Training Appraisal Development Self belief</b>	<ul style="list-style-type: none"> <li>A. Resourcing effective training and repeat food safety training programmes</li> <li>B. Promoting and evaluating food safety</li> <li>C. The adoption of food safety within the company belief system</li> <li>D. Food safety roles and responsibilities are clearly defined</li> </ul>

# Triangulation of Data





**What was the company wide response?**





BRITANNIA'S GUT  
FÜR



ALEX  
432



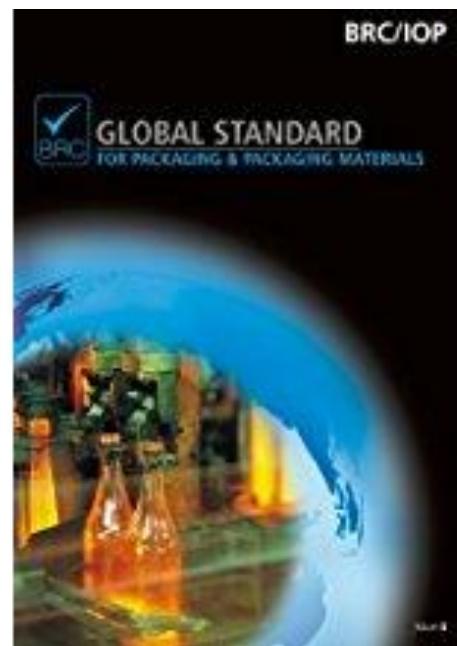


AHA  
Moment





**British Retail  
Consortium  
Global Standard  
for Food Safety**



# LA VIDA ES INCIENTE. CÓMETE EL YEERO PRIMERO™

## YEERO PITA ✓

	CHICKEN YEERO	PORK YEERO	ANGUS BEER YEERO	GREEK YEERO
CHICKEN YEERO	\$6.75	\$9.25		
PORK YEERO	\$7.45	\$9.95		
ANGUS BEER YEERO	\$8.50	\$10.95		
GREEK YEERO	\$6.50	\$8.50		

## YEERO WRAP

	CHICKEN YEERO	PORK YEERO	ANGUS BEEF YEERO	GREEK YEERO
CHICKEN YEERO	\$7.00	\$9.50		
PORK YEERO	\$7.70	\$10.25		
ANGUS BEEF YEERO	\$8.75	\$11.25		
GREEK YEERO	\$6.75	\$8.75		

## YEERO PITA ARABIC

	CHICKEN YEERO	PORK YEERO	BLACK ANGUS
CHICKEN YEERO	\$6.75	\$9.25	
PORK YEERO	\$7.45	\$9.95	
BLACK ANGUS	\$8.50	\$10.95	

## YEERO BURGER ✓

	CHICKEN YEERO	PORK YEERO	ANGUS BEEF YEERO
CHICKEN YEERO	\$5.30	\$8.75	
PORK YEERO	\$6.25	\$8.75	
ANGUS BEEF YEERO	\$6.95	\$9.45	

## PLATTERS

	CHICKEN YEERO PLATTER	PORK YEERO PLATTER	ANGUS YEERO PLATTER	PLATTER ANGUS TOMATO
CHICKEN YEERO PLATTER	\$8.25	\$10.75	\$10.75	\$7.95
PORK YEERO PLATTER	\$9.25	\$11.75	\$11.75	\$8.45
ANGUS YEERO PLATTER	\$9.25	\$11.75	\$11.75	\$8.45

Arroz de la casa platter

\$4.25 \$5.45

ORDENE AQUÍ  
"WE USE ONLY  
EXTRA VIRGIN  
OLIVE"



solo utilizan  
CERTIFIED  
ANGUS BEEF  
para nuestro  
ganado



# Dissemination of Research & Commercial Contribution

- Zhai, Y., Watson, D., & Watson-Kontou, V. (2025). The culture of 'One belt, One road': a critical review of China's enterprise internationalisation through the lens of Resource - Based View Theory. ICHEC- Gestion 2000 La Revue En Management. Volume 41, PP: 84-99.
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- Watson, D., Zhai, Y and Lichy, J (2023) A Perfect Storm, Brexit, COVID-19 and Increased Cases of Food Contamination. A Case Study of how British Food Manufactures Foster Safe Food cultures. The Market: International Journal of Business, 5 24).
- Watson, D., Nyarugwe, S.P., Hogg, R., Griffith, C., Luning, P., & Pandi, S. (2022), The Exotropia Food Safety Cultural Conundrum? A Case Study of a UK Fish High-Risk Processing Company, Food Control Journal. Volume 131. 10843. ISSN 0956-7135.
- Nyarugwe, S.P., Linnemann, A.R., Ren, Y., Evert-Jan Bakker, E., Kussaga, J.B., Watson, D., & Fogliano, V. Luning, P. (2020), An Intercontinental Analysis of Food Safety Culture in View of Food Safety Governance and National Values, Food Control Journal, Volume 111, ISSN 107075.

ANY  
QUESTIONS?  
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