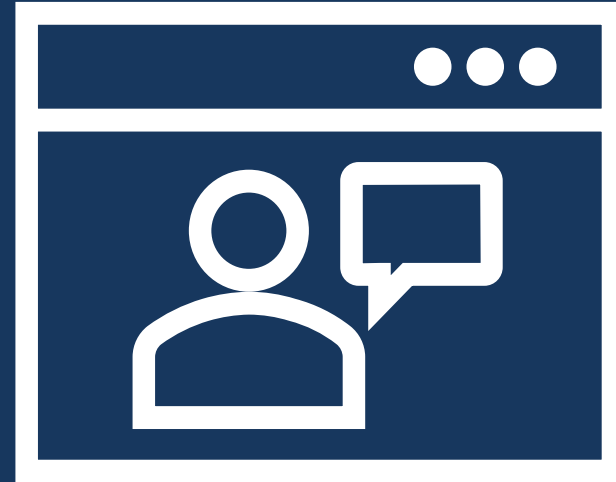




THANK YOU FOR JOINING US.

THIS WEBINAR WILL BEGIN SHORTLY.



Human Foods Program



SERIES TWO | WEBINAR 3

MEASURE THE POWER OF DECLARED VALUES

**How your metrics should reinforce
the values that you hold.**

December 17, 2025

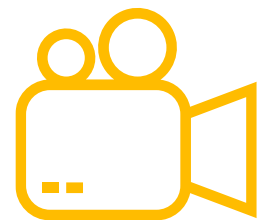


WELCOME BACK! WE'RE GLAD YOU'RE HERE!



Recap and materials from "Season One"
Including the whitepaper compilation

HOUSEKEEPING



This event is being recorded and will be posted on the STOP website and YouTube.



You can earn **1 NEHA-accredited continuing education credit** for this webinar, and 8 for the series. A form can be found on the STOP website.



Attendees will be muted.

Please use the Q&A function to ask questions.



Attendees can **“up vote” a question.**

We may not be able to get to all of them.

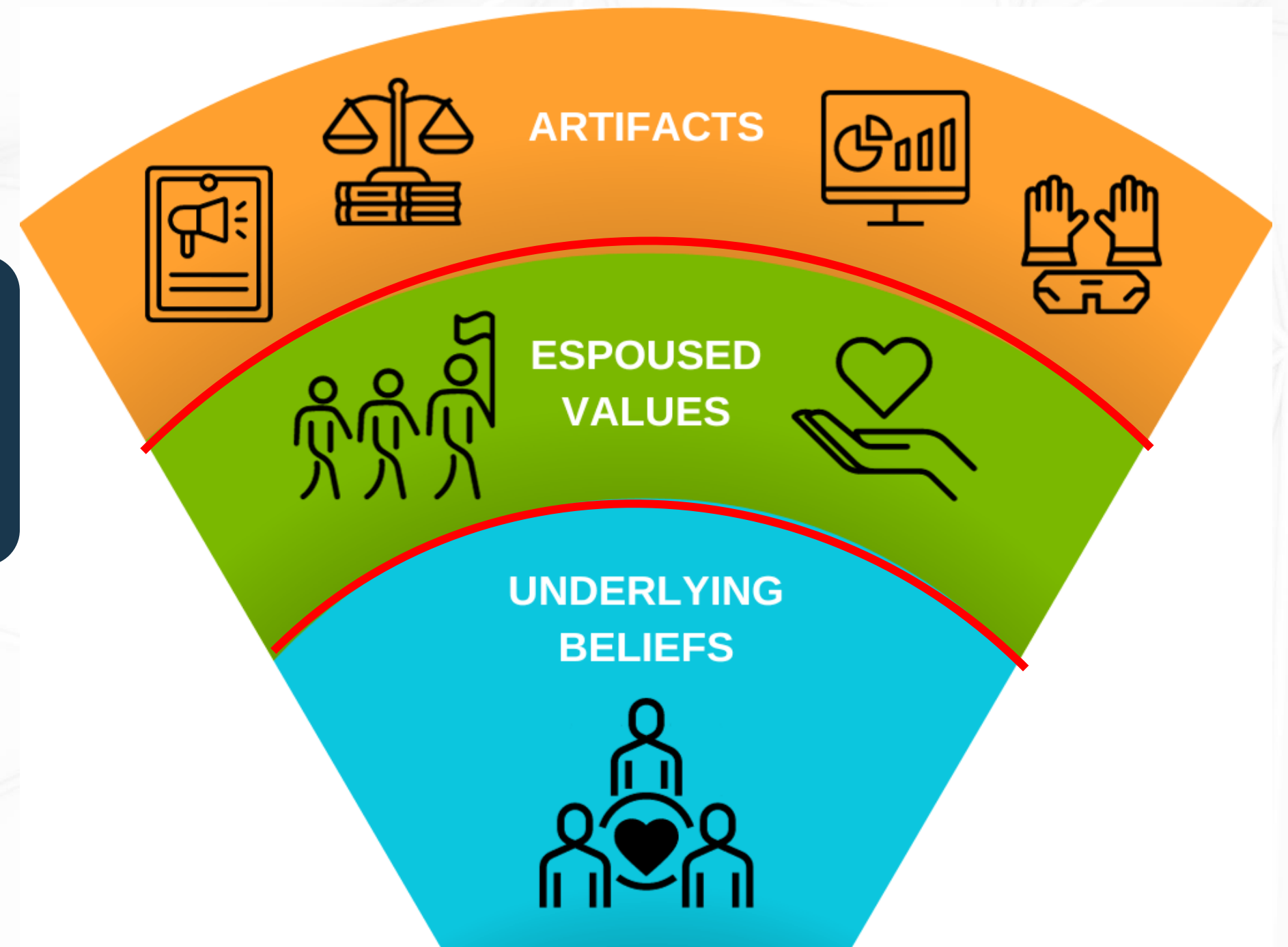


You'll be asked to complete a brief survey after the webinar.
Please take **2-3 minutes** to share your feedback!

AGENDA

- 1 Opening Remarks:** Lone Jespersen (Cultivate SA)
- 2 Speaker #1:** Jon Cowell (Maola Local Dairies)
- 3 Speaker #2:** Greg Pritchard (Nestlé)
- 4 Audience Q&A**
- 5 Closing Comments & Next Webinar**

SERIES TWO OVERVIEW



Source: Edgar Schein, levels of organizational culture



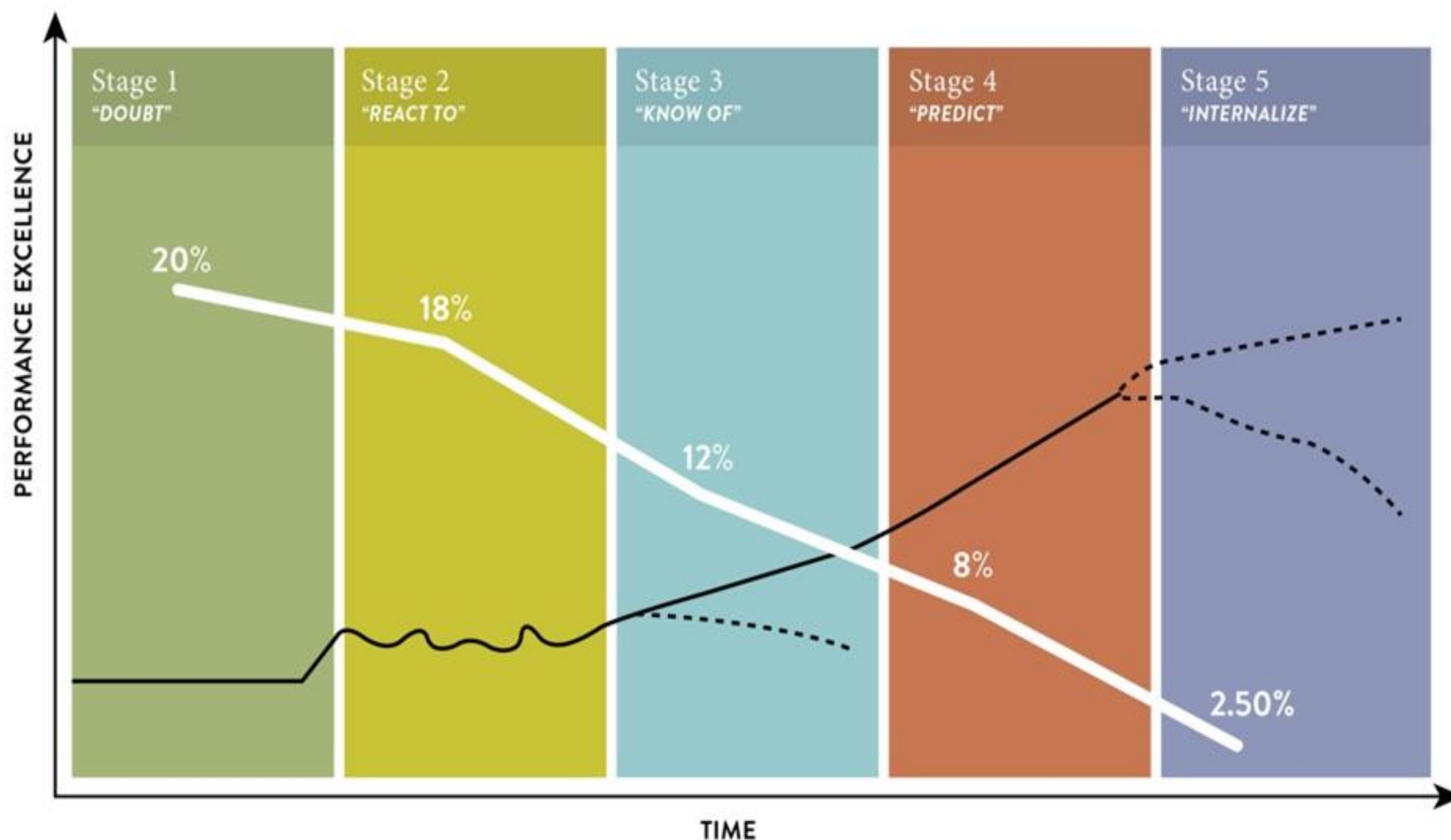
Measure the Power of Declared Values

FDA – Stop Foodborne Illness Webinar | Dec. 17, 2025

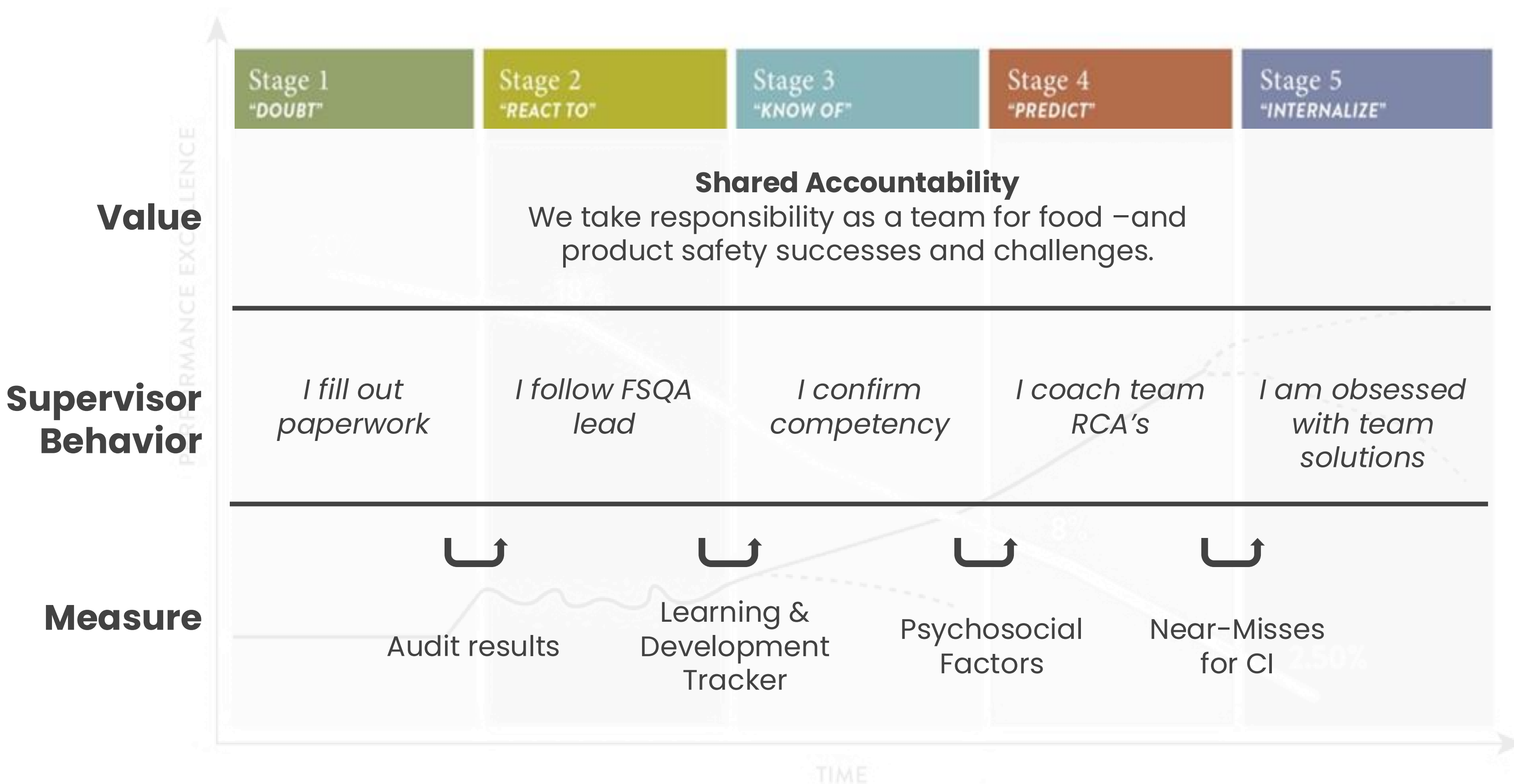
Dr. Lone Jespersen



Food Safety Culture: Maturity & Measures



Measure the Power of Declared Values





Cultivate SA

Eradicating foodborne tragedies.
One culture at a time.

Thank You



Jon Cowell
CEO
Maola Local Dairies

Why am I on the panel?



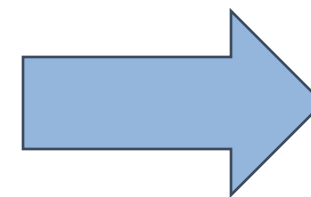
Deloitte.



Assured
PACKAGING

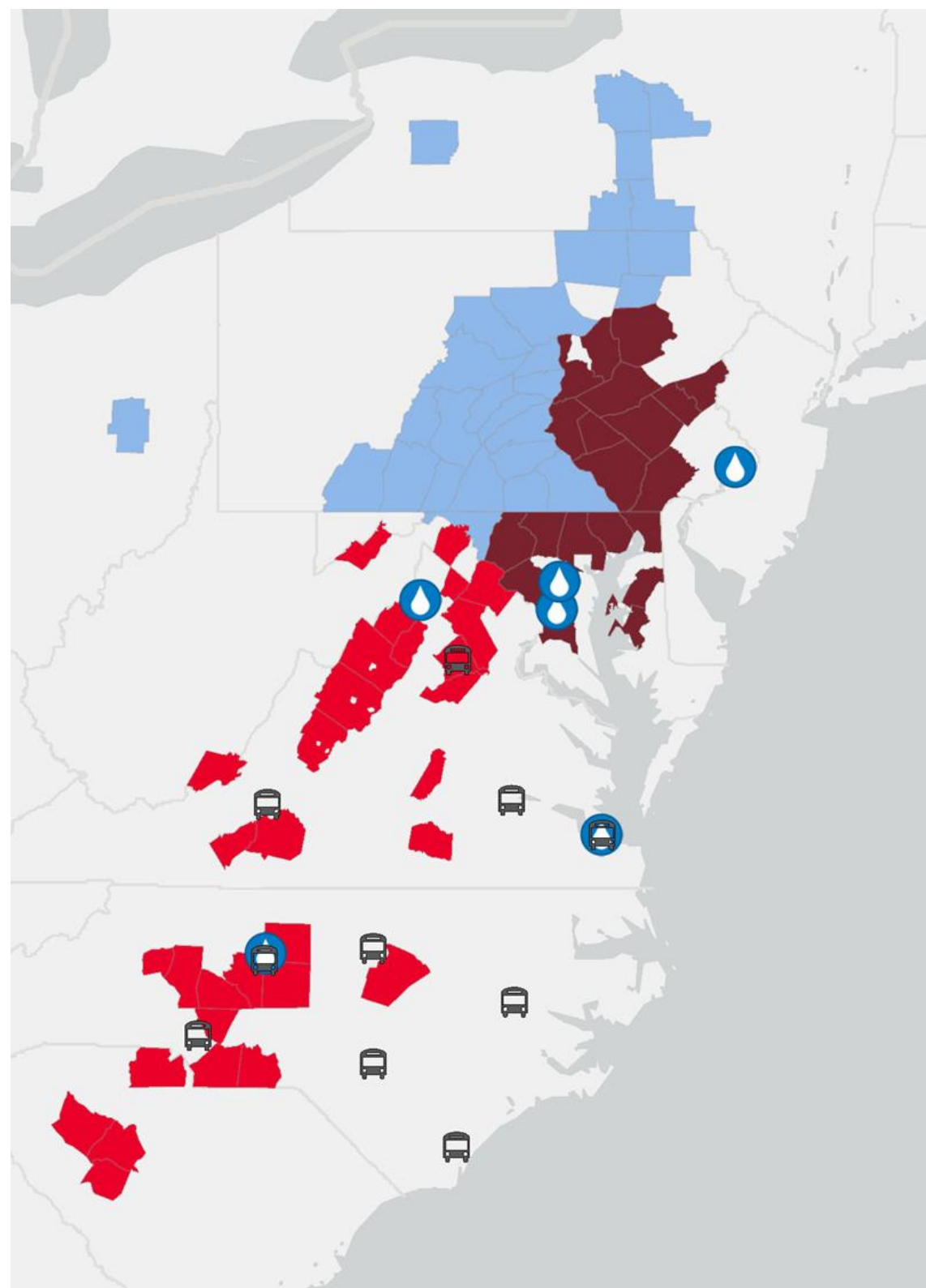


Maryland & Virginia
Milk Producers Cooperative Association

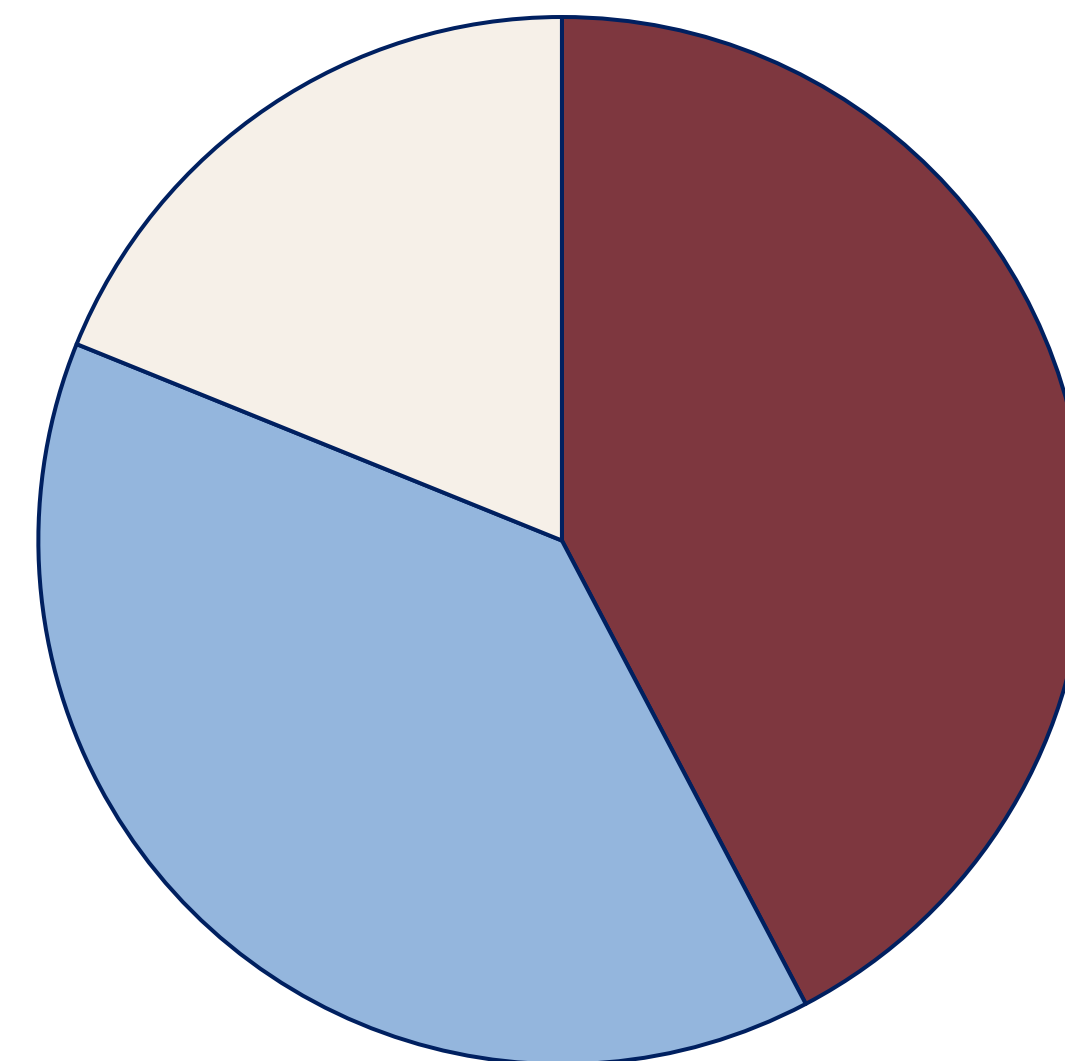


About Maola Local Dairies

- 750-member dairy co-op founded in 1920
- Average farm size is 125 COWS
- Members from NY to SC
- Sell about 1.2Bn pounds raw milk/yr to 3rd party manufacturers
- 6 processing plants process about 2Bn pounds of milk/year, producing fluid milk, cream, ice cream, ice cream mix, industrial butter, cream & powder
- Maola brands and private label



3.2Bn Pounds Sold



■ Consumer Products ■ 3rd Party Sales ■ Ingredients



As we have grown, so too has the manufacturing complexity

MDVA
Founded.
Focus on
selling milk to
manufacturers
1920



Build Fluid milk
plant
1960s



Buy ice cream
plant 2000s

Close ice
cream plant
2010s



Buy UP fluid
milk plant 2024

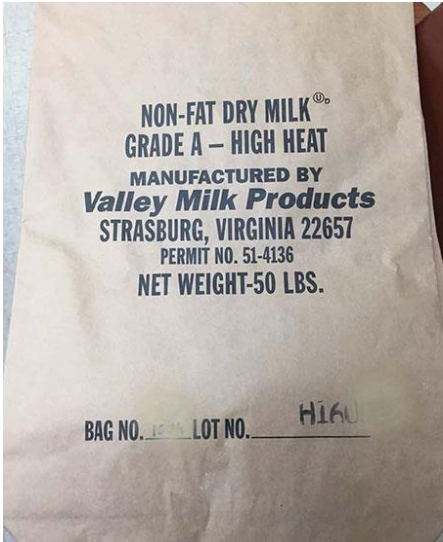
Build
Ingredients
plant (Cream,
butter, powder)
1950s



Buy Fluid milk
plant 2000s



Buy
Ingredients
plant 2010s

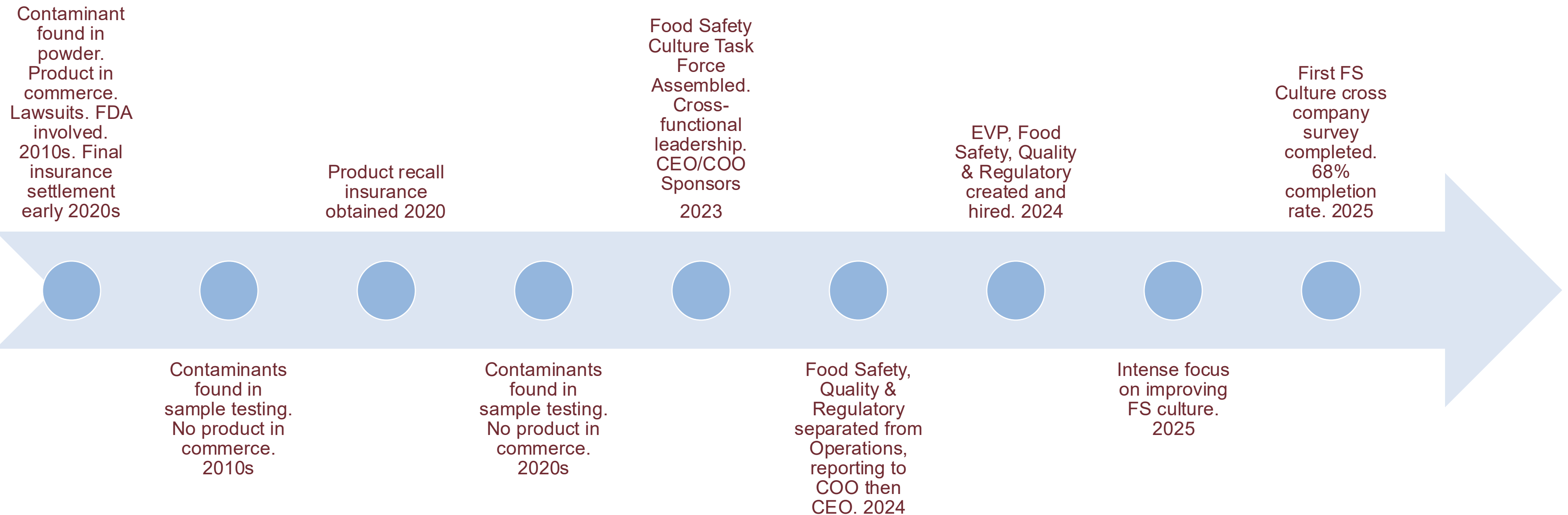


Buy fluid milk /
ice cream plant
2021





And as manufacturing complexity has grown, so too has the need for changes in our food safety culture.



Food safety messaging. Regular and consistent





IT STARTS WITH YOU

Clean Hands = Clean Milk

Wash often. Lather well. Dry completely. Sanitize hands.





National Dairy Month
Week 3 - Food Safety



NATIONAL DAIRY MONTH

Food Safety Week

Team,



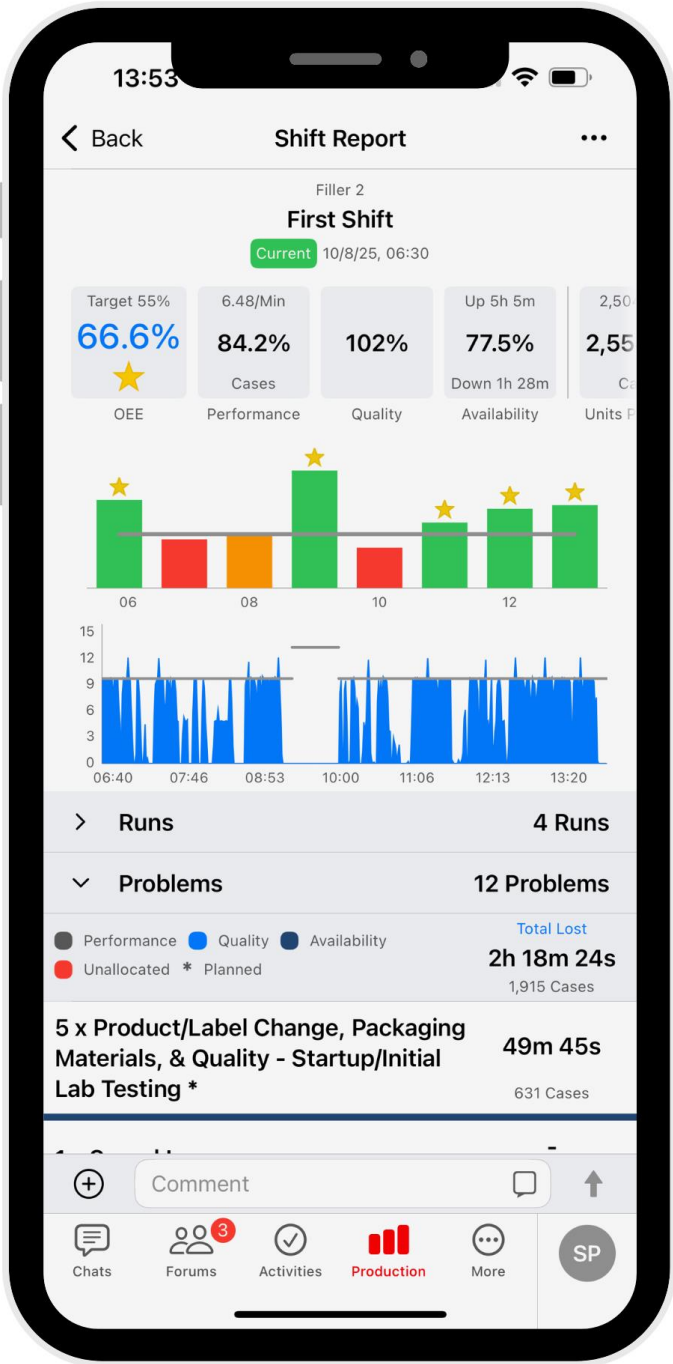
Food Safety Culture Survey



Team Maola,

Next week, we will be launching our **Food Safety Culture Survey**. This survey is an important step in strengthening our ongoing commitment to food safety and quality excellence.

Your participation will provide valuable insights into how we work together to uphold the highest standards. The survey is designed to be:





Food safety culture thoughts

- **Acceptance** is the first step necessary to acknowledge that an issue exists. Be honest with your team and your organization.
- **Culture of any sort doesn't change on its own.** Need an owner and executive leadership.
- **Communication is key.** Consistent and regular messaging ensures that everyone (Shareholders, Board, Employees, Customers, Suppliers, etc.) understands the importance to your organization.



Greg Pritchard
VP Quality & Regulatory
Nestlé USA

AllforQuality

Our foundation for trust

Agenda:

- **Introduction**
- **Measures**
- **Engagement**
- **3 Takeaways**



A portfolio with category-leading brands that consumers love, present
in **97%** of U.S. households.



Nestlé Good food, Good life

Behaviors to Live By

Set clear expectations of employees and recognize when they take action!



FOLLOW THE RULES

I do the right things, always, even when no one is watching.
I do the things right the first time.



BE MINDFUL

I think before I act, I am aware of the impact of my activities and I ask if I do not know. I am focused on what I do, because I care.



SPEAK UP

I think as a consumer and I report deviations that could negatively impact the consumer experience. I react and escalate problems.



GET INVOLVED

I act on deviations, I prevent defects and waste, I share my knowledge.

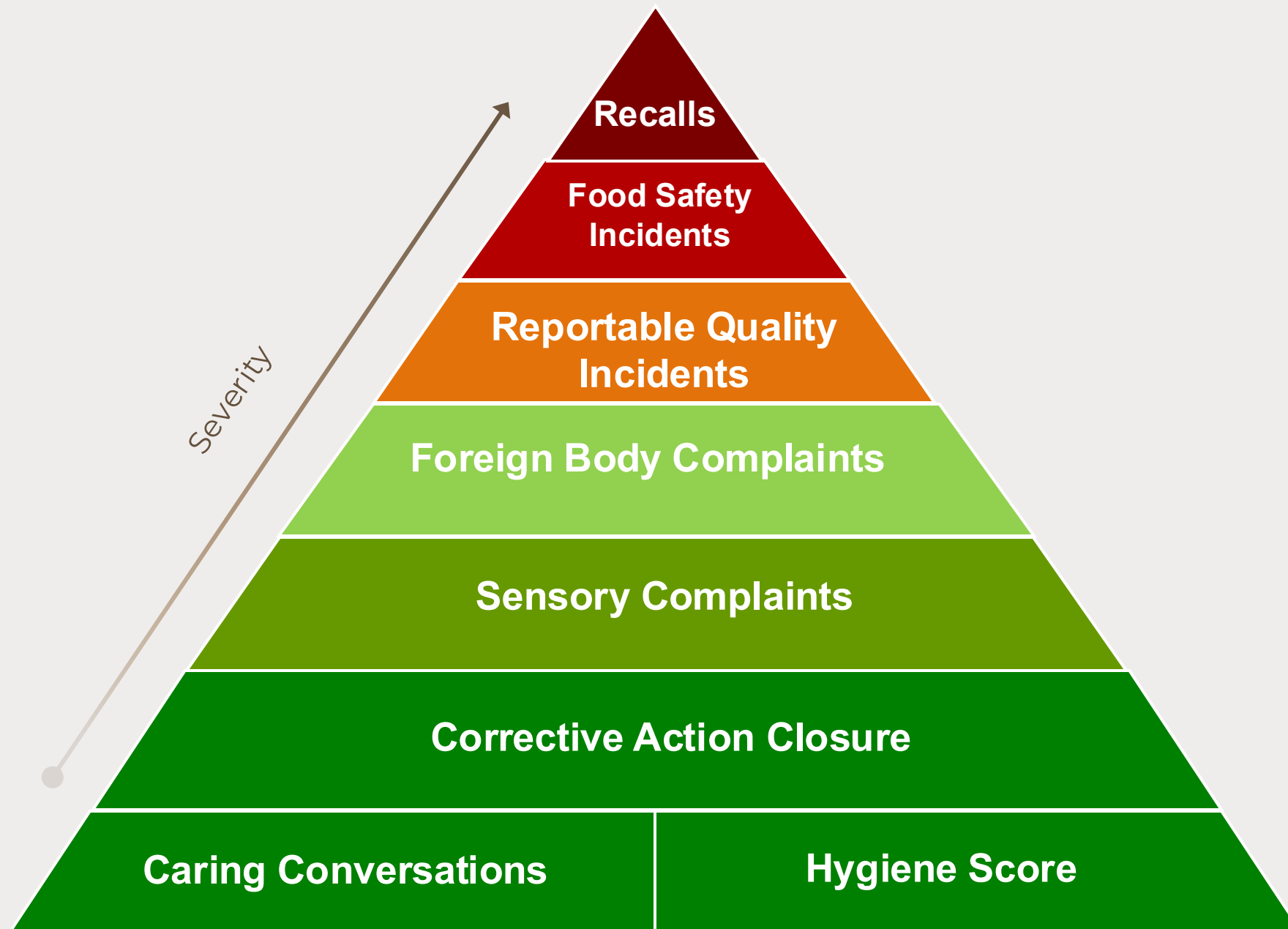
Everyday
**I CAN MAKE
A DIFFERENCE!**



Nestlé Good food, Good life

Measures

Set achievable targets for employees to strive towards and reward achievement !



- Mix of Leading & Lagging
- Be purposeful with Measures:
 - ‘Assess, Diagnose, Correct’ – Gartner
- Incentivize the Right Things
 - ...& not the wrong things
- Dynamic....change the metrics to target improvement opportunities...



AllforQuality



Foster a culture where **food safety and quality come first**—always



Encourage **active participation** in risk reduction and performance improvement



Build **trust and accountability**, empower every employee to speak up and take action



Thank you



AllforQuality

Our foundation for trust



Nestlé Good food, Good life

Audience Q&A



NEXT WEBINAR

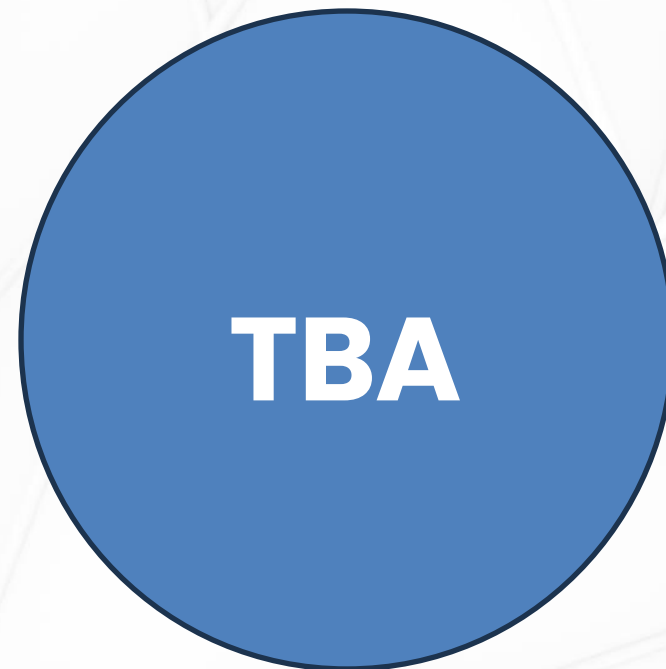
February 18, 2026 @ 11am Central

LIVE YOUR VALUES DAY BY DAY

Avoid complacency through proactive, ongoing reinforcement of company values.



Sean Leighton
Cargill



Learn more & register!