

Statement of

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before the

Senate Committee on Health, Education, Labor and Pensions

**Subcommittee on Food Safety: Current Challenges and New  
Ideas to Safeguard Consumers**

Panel III

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Company: DayMark® Safety Systems***

Mr. Chairman and distinguished members of the committee, I want to thank you for holding this hearing and giving us the opportunity to express our views regarding Food Safety: *Current Challenges and New Ideas to Safeguard Consumers*.

I am Jeff Palmer, President of DayMark® Safety Systems, a company well known for its expertise in providing solutions for safe and efficient food rotation. In fact, DayMark is the #1 provider of products and solutions for safety in the food service, or restaurant, industry today.

As you can see in the appendix to our statement, we are one of four innovative companies belonging to the CMC Group, established 27 years ago in Bowling Green, Ohio. Our mission is to provide efficient, economical and innovative ways to label foods in compliance with Federal Food Codes as well as to provide additional food safety products, services and solutions for the food service industry.

Primarily, DayMark Safety Systems specializes in products that assist food service establishments. Our products are used to provide efficient, economical and innovative ways to label foods in compliance with food safety standards.

We clearly advocate that proper labeling:

- Protects consumers from food borne illness outbreaks
- Proactively supports “first in, first out” (FIFO) food rotation
- Supports operators that use the standard HACCP program. The HACCP system (Hazard Analysis Critical Control Points) is a process which uses a combination of proper food handling procedures, monitoring techniques, and record keeping to help ensure food safety. By instituting a HACCP system, food service managers can identify areas where contamination or growth of microorganisms can occur. Control procedures can then be implemented to contain the problem and prevent future occurrences. The use of a HACCP system is vital. The Centers for Disease Control and Prevention (CDC) estimate that there are between 76 million cases of food-borne illnesses each year in the United States. These instances result in an estimated 325,000 hospitalizations and 5,000 deaths. This number is staggering, especially when many of these illnesses could be prevented with the proper food rotation procedures.
- Reduces spoilage and food costs when products are dated correctly and staff becomes accountable for managing food storage and preparation

- Reduces labor time and costs to properly label food products in commercial kitchens, which increases compliance
- Ensures product freshness and flavor
- Enables food service operators to become compliant with FDA regulations

Furthermore, food operators using the FIFO method of food rotation and food operators following a HACCP program must use labels to comply with these methods.

The challenge for government is how to implement plans to prevent food borne illnesses, including e-coli. According to the world health organization, it is estimated that up to 30% of all people in industrialized countries may be affected by food-borne illness. As I stated before, approximately 5,000 people a year die from food-borne illness in the United States alone. In addition, it is believed that some 1.7 million children worldwide aged 0-15 years die every year as a result of diarrhea caused by water or food-borne microorganisms. Most all of this sickness and death could be prevented with proper procedures.

Furthermore, food rotation is critical when storing food products because improperly stored items can result in food spoilage, which in turn, requires additional purchases that can deplete a company's resources. Because of this, the value of labeling in storing food products is critical. By properly labeling food, food service managers will save on food costs, reduce or eliminate cross contamination and food borne illnesses and streamline employee communication across work shifts. Our bi-lingual and tri-lingual labels, for example, also remove language barriers.

At DayMark labeling technology is rapidly evolving. We have many new ideas that work to safeguard consumers. We have been an innovator in the labeling field since 1997 with the introduction of the Dissolve-A-Way® and DissolveMark™ labels. These labels, used for dry and cold storage, are ideal for food rotation because each label contains space to include the name of the product, use-by date and expiration date. But, unlike permanent adhesive labels, Dissolve-Mark™ labels dissolve in warm water in under 30 seconds and leave no sticky residue, which can harbor harmful bacteria on storage containers.

Other innovations include Dissolve-A-Way Tape, ChillCheck & HotHold Labels, Removeable Labels, Repositionable Labels, Freezable Labels, Day-of-the-Week Portion Bags, Disposable Grip2Go Pastry Bags, Protective gloves and OSHA compliant First Aid Kits.

One of our food safety tools most applicable to today's discussion is the DayMark Timestrip--food freshness indicator. Food service operators who are interested in an effective method for identifying the shelf life of their perishable inventory can use DayMark's Timestrip. The Timestrip helps kitchen staff identify and use food products before they are no longer safe to serve. It also improves monitoring to help meet HACCP regulatory standards.

In addition to innovation, DayMark brings awareness to the food service industry. Our employees are experts in food and personal safety and have been trained and certified to help food service professionals develop the best safety system to fit their operational

needs. At DayMark, we continually assist food service owners, managers and employees with complete safety solutions.

Three simple rules have been DayMark's cornerstone since inception:

1. Take care of every customer by the golden rule: treat him or her the way we would want to be treated.
2. Handle every customer with the highest level of efficiency and effectiveness.
3. Lead the development of cutting edge technology and products that make the operator more cost effective and compliant with current federal food codes.

In summation, clearly the millions of food borne illnesses and thousands of hospitalizations in food borne disease-related deaths tell us proper safety procedures, processes, training, education and tools are needed.

And finally, the use of products including food rotation labeling systems and Timestrip provided by DayMark Safety Systems fully support our government and FDA's efforts to safeguard consumers.