



## **Nipper Alert Two Way Global Contaminated Food and Feed Alert Network**

Contaminated Food and Feed Alert Network (CFFAN) or Nipper Alert

- ❖ The opt-in, subscription-based network is intended to protect the public while taking a big step toward preventing sicknesses and deaths caused by contaminated food or ingredients.
- ❖ When contaminated food or feed accidentally enters the market, the network is designed to quickly alert and warn:
  - The public
  - Specific individuals who are able to take immediate action on the alert information to stop contaminated food or feed could while still in the supply chain
  - People in the related manufacturing and distribution supply chain companies
  - Health Care, Schools, Vet's, Shelters, Restaurants, Retailers etc.
- **Developed :**
  - ❖ With Government monitoring organizations such as FDA & CDC.
  - ❖ Using Common Alerting Protocol (CAP)\* used for Amber Alerts and Severe Thunderstorm Alerts, the intent is to produce and implement a Similar to the Amber Alert and Severe Thunderstorm Alert
- ❖ User-defined delivery parameters including active push technology including text podcasts, audio podcasts, video podcasts, robotic calls to mobile, office and home phones, digital signage networks, RSS etc.
- ❖ Leverage
  - Advanced small-group web conferencing communications technology to coordinate emergency responses
  - User Generated Content to help define “clusters or patterns”
  - An “All Clear” sent

# Nipper Alert: Global Two Way Contaminated Feed and Food Alert System

iDOGGIEBAG™ Foundation



## Sources of Information **Come From:**

- International, Federal, State and Local Food Agency's such as FDA, CDC etc.
- News Media On Air & On Line
- Our Subscribers\*\*

## **Back Office:**

- Clearing and Sorting House for all the Come From's and Goes To...
- Automated as much as possible Using CAPC and Off the Shelf Software with minimal need for total customization with the ability to get to various platforms as below:

- **TWO/WAY: Mash Up's**

\*\*Our Subscribers: Will have the ability to report to us to see if there is a contamination that matches Our Database and if not for us to be able to log it and pass it on to the authorities and track to see if there is a "cluster" do a Mash-Up and report detailed info back to the Gov't Agency for possible action

- **Note: Phase two** will be customization at point of purchase using Bar Codes unless easy to incorporate in phase one.

## Nipper Alert **Goes To:** The Food Chain

- Our Subscribers
- Farmers
- Distributors
- Producers
- Retailers, Restaurants, Food Services, Caterers
- Health Care: Hospitals, Dr's Nurses, Patients
- Pet Care: Vet's, Shelters
- Schools:Public, Private: K-College
- Consumers
- News Media

## Information Alerts can be targeted and received:

- On Line as Pop up or Email
  - On Your Cell
  - On Air as a "Ticker"
  - On Billboard
- Can be Parsed on a
- Personal
  - Local
  - State
  - National
  - International

8/5/09

Nipper Alert **All Clear** will be sent out once the source of contamination has been identified and a set period of time has passed