

Invitation from Phoenix ASQ Section June 12, 2025 Virtual Meeting

DATE:

Thursday,
June 12, 2025

This is a virtual/online meeting via Zoom. Log-in information will be provided on the registration confirmation email.

Time: 5:00 pm – 7:00 pm PDT

(check website to confirm time)

There is no charge for ASQ members or non-members

Advance registration is required for planning purposes and to receive RU credit following the meeting.

More information about the Phoenix ASQ section is available [here](#).

For more information about our ASQ section and other upcoming events: www.asq614.org/ or our [myASQ community site](#).

Food Safety Culture as a Strategic Asset: Driving Excellence Beyond Audits



Jennifer DuCree, CFSQA, LSSGB
Senior Manager, Crisis and Risk Management – RQA, Inc.

In today's fast-evolving food and beverage industry, the demands of regulatory compliance and consumer expectations for transparency and quality have elevated food safety culture from a "nice-to-have" to a strategic imperative.

Cultivating a robust food safety culture not only ensures adherence to standards such as GFSI but also drives operational excellence and fosters competitive differentiation. By embedding food safety values into the core of an organization, companies can move beyond reactive compliance to a proactive approach that enhances decision-making, reduces risks and builds trust with stakeholders. A strong food safety culture is built on key elements including leadership commitment, employee engagement, cross-functional collaboration, and continuous improvement.

Real-world examples illustrate the tangible benefits of integrating food safety culture into business strategy, from minimizing recalls to improving brand loyalty. Attendees will gain actionable insights and real-world strategies to proactively strengthen food safety culture, ensuring compliance and operational excellence.

***About the speaker:** With over 20 years of experience, Jennifer DuCree's background spans several food sectors including bakery and snack foods, fruit and vegetable processing and repacking, nuts and confections, food ingredient manufacturing, recipe meals and meal kits, cereal grain processing, nutraceuticals, and spirits. Before joining RQA, Jennifer led QuickQuestion LLC, a consultancy focused on food safety and quality compliance within the food and beverage industry. Jennifer has also held FSQA leadership roles at companies including Diageo, Anthony Marano Company, Glanbia Performance Nutrition, and Ingredion where her efforts led to measurable outcomes including SQF/BRCGS/FSSC certification(s), significant process improvements, and multimillion-dollar savings.*

Jennifer holds an MS in Management and Organizational Behavior from Benedictine University and a BS in Biology from the University of Minnesota. She is a Certified Food Safety and Quality Auditor (CFSQA), Lean Six Sigma Green Belt, SQF Practitioner, PCQI Human Food certificate, FSVP Certificate, FSSC/FSMS Lead Auditor with advanced training in Crisis Management & Food Defense, and CAPA/Root Cause Analysis.