

**Disaster Preparedness, Homeland Security, and Workplace Safety: Optimizing Public "Mindspace" and Resources**

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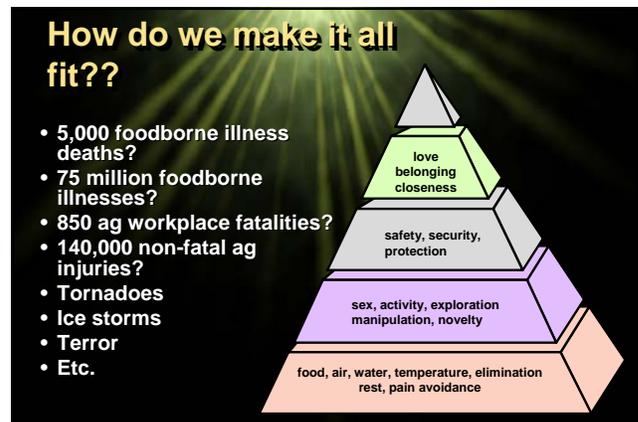
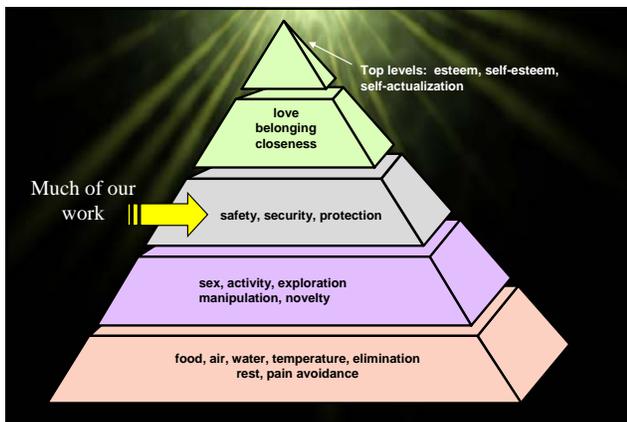


**Bottom Line.....**

**Don't Throw the Baby Out!!**

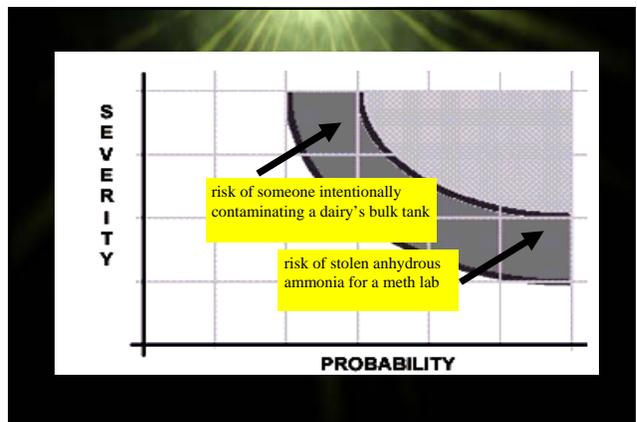
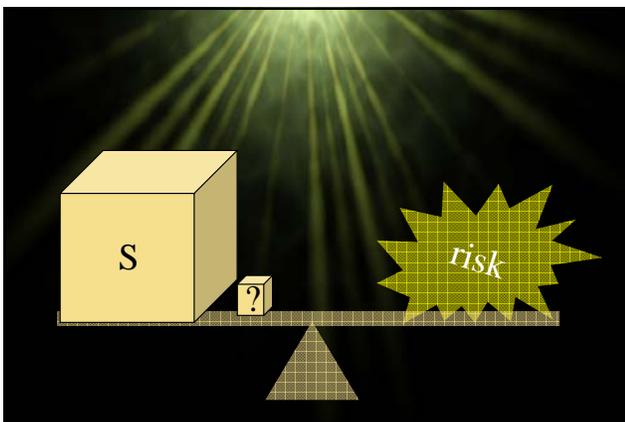
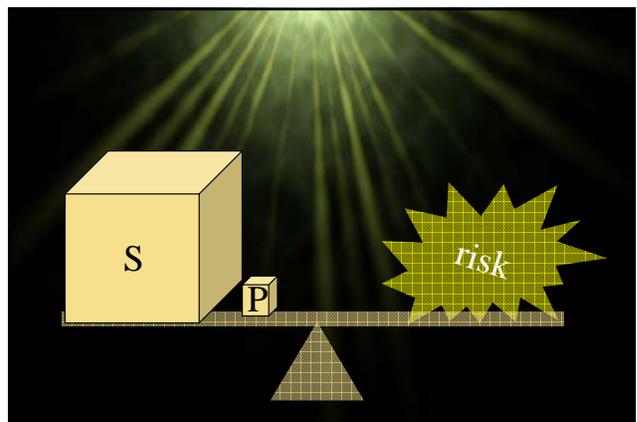
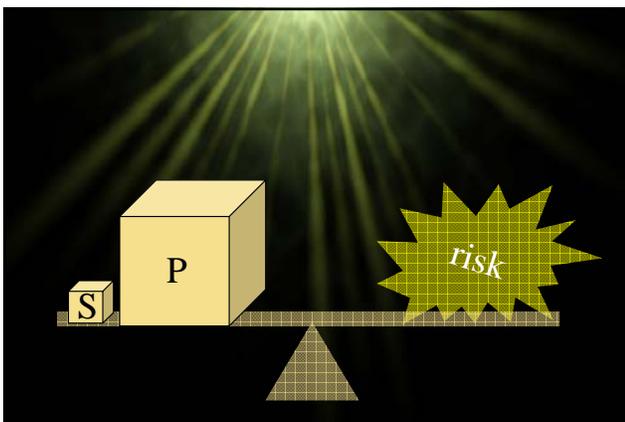
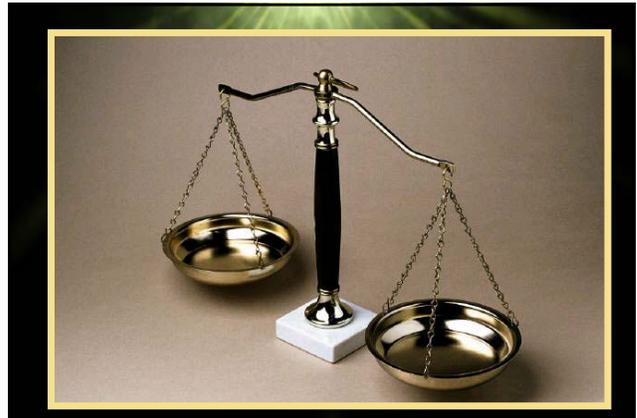


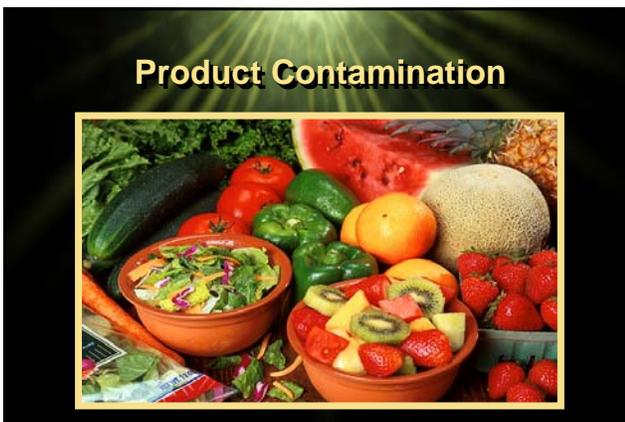
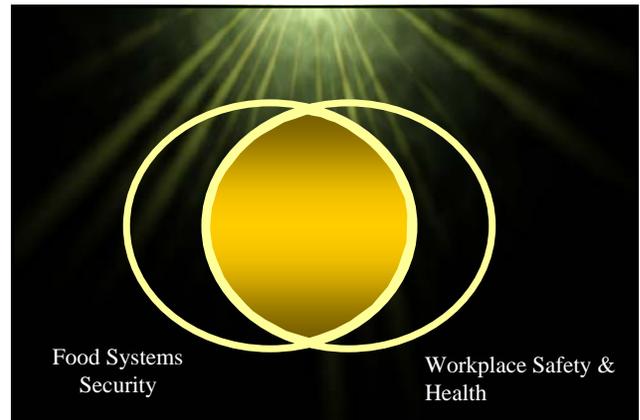
(\*with the bathwater)



### A couple reminders....

- Risk assessment 101
  - Risk has two components
1. Probability
  2. Severity





### Fresh Fruit & Vegetable Consumption Late 70's to Late 90's

FRESH FRUIT & VEGETABLE CONSUMPTION LATE '70's TO LATE '90's			
Three Year Average	Fresh Vegetables	Fresh Fruit	Total Fresh Fruit & Vegetables
<i>Pounds per capita</i>			
1977-79	158.8	101.0	259.8
1996-98	210.5	132.0	342.5
% Change	32.5%	30.7%	31.8%

Source: USDA, 2000

### Lettuce Processing

(lettuce photos and content courtesy of Dr. Ted Labuzza, U of MN)

Harvested and packaged as individual heads of lettuce or sent off to processing for bagged salads



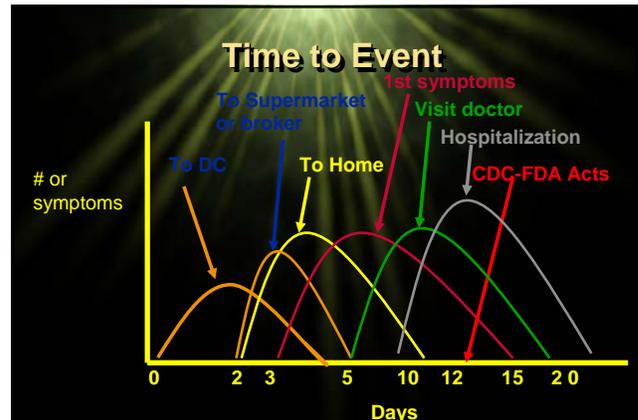
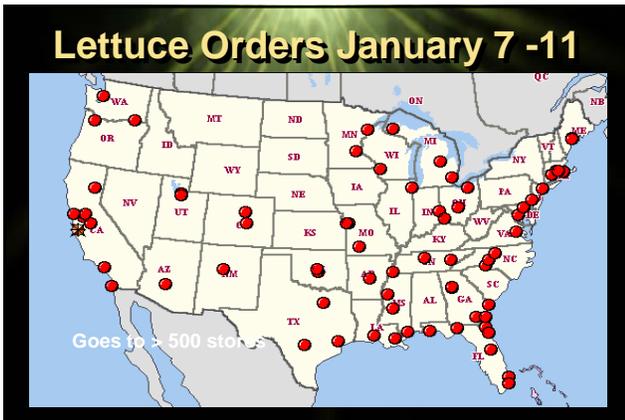


### Lettuce Processing

Packed product is moved from field to a cooling/shipping facility







### Intentional Introduction of Animal or Plant Disease Agent

- Could be crippling to entire economy.
- UK foot and mouth disease outbreak -- \$12.5 billion.
- CA Department of Agriculture estimates the impact would be at least that great in the U.S.

### Use of an Ag Input Product or Technology

- Recall T. McVeigh and ammonium nitrate
- Organophosphates originally developed for war-time use
- Many of our technologies are used to disperse products/chemicals evenly

### Intentional Environmental Breach

- From waste storage
- Chemical storage
- Food processor

### Threats - The "Who" Question

- al Qaeda?
- Local activists
- Others with an agenda
- Unhappy workers
- Vandals/thieves
- The food industry needs to be realistic in their assessment

Bhagwan Shree Rajneesh

### **Take Home Points to Consider**

- We have a limited “opportunity” and access to public mindspace in the areas in which we work.
- Partnerships are important.
- Many of the areas of concern have significant overlaps.