

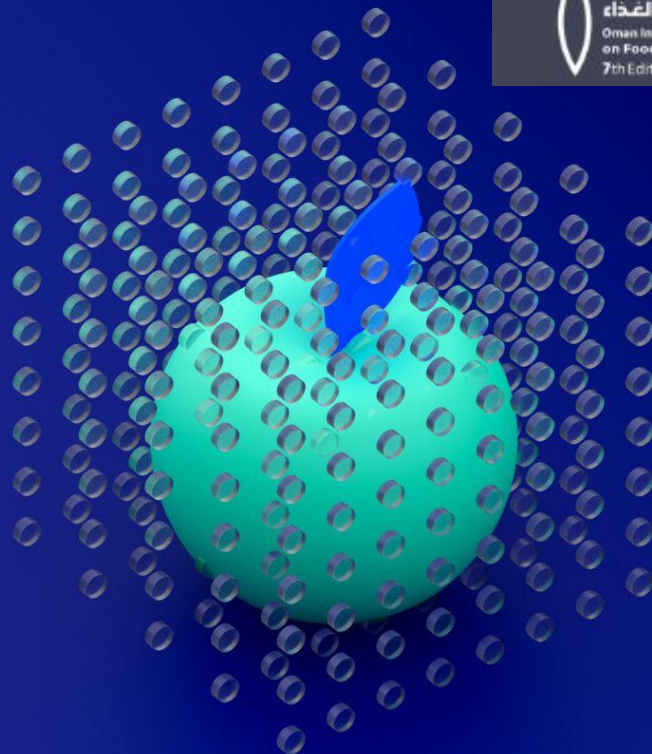


Data & AI

Driving Food Safety

Brendan Ring
Commercial Director

Dublin, Ireland
NYC, USA



Confidential

In partnership with



IUFOST

GF RSS
Global Food Regulatory Science Society

OMAN 7TH INTERNATIONAL CONFERENCE ON FOOD SAFETY AND QUALITY

Towards Resilient & Dynamic Food Systems

21-23 April 2025, Oman Convention & Exhibition Centre, Muscat, Sultanate of Oman

➔ Creme Global

Creme Global

A science first,
data and AI company



Happy Birthday



Creme Global

EST 2005

What We Do

Safeguarding reputations through trusted science and data analytics.

Improving global consumer safety by enabling collaboration between industry and regulators.

Independent, science-driven - ensuring credibility for all parties.





Who We Work With

Government

Industry

Membership Organizations



Many 10+ year partnerships

The Past



April 2025



Where we were

- Siloed data
- Hand written
- Reactive
- Hazard only analysis



The Present



April 2025

▶ Sample Case Studies

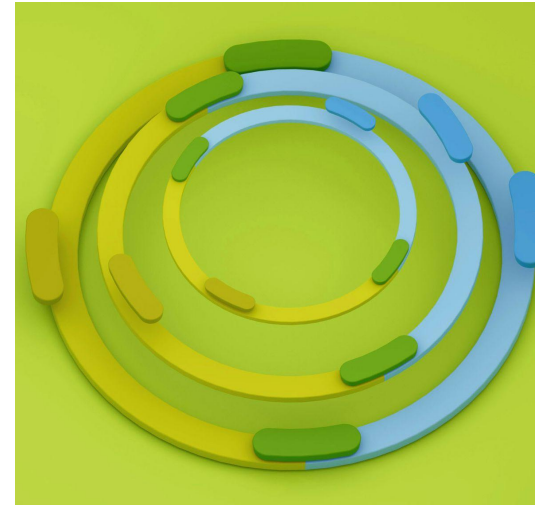
FDA - AI model providing insight on seafood and other high risk products.



DFF - AI model to predict sensory and safety on fermented meats.



fiin - Food industry intelligence network, sharing anonymised confidential data to detect industry wide trends.



US FDA - Food Safety Data Sharing Platform

AIM

Improve operational efficiency using data driven insights.

OUTCOME

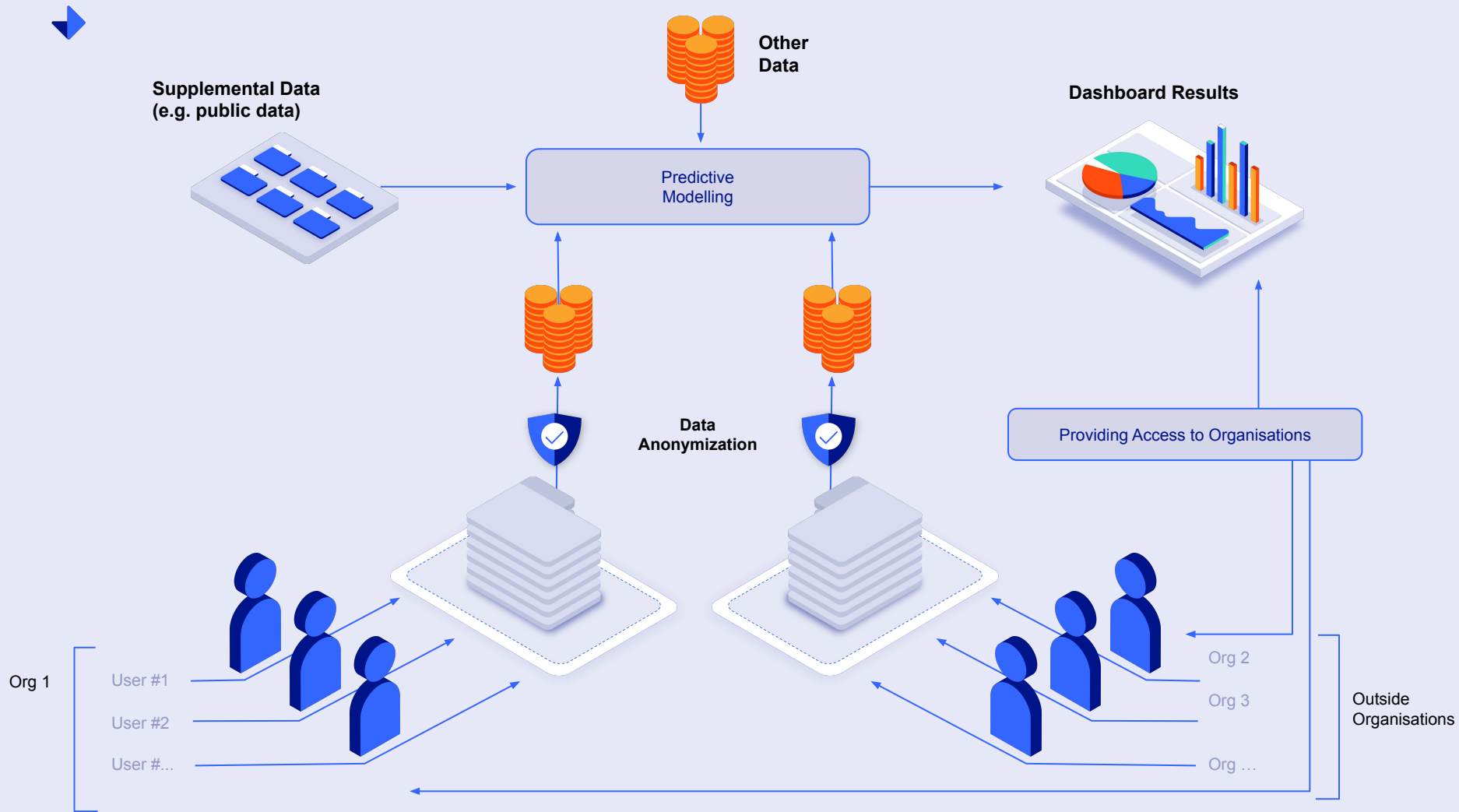
AI enabled predictive model
forecasting upcoming products of concern.



Facilitating trust and transparency across the supply chain.



Sharing confidential, regulatory sensitive data.





U.S. FOOD & DRUG
ADMINISTRATION



EPA United States
Environmental Protection
Agency



Food Industry Intelligence Network (fiin)

AIM

Improve operational efficiency using data driven insights.

OUTCOME

Can now identify issues previously not possible with own data alone.



Facilitating trust and transparency across the supply chain.



Sharing confidential, regulatory sensitive data.

MARS



Mondelez
International

KERRY



Pesticide Exposure

AIM

Establishing a common language for high quality regulatory submissions.

OUTCOME

A highly accurate exposure tool, co-developed by Government and industry.



Aligned methods and terminology between industry and government.



Efficient communications and collaboration.

CARES 



syngenta

 **BASF**
We create chemistry



 **CORTEVA**[™]
agriscience

Fragrance Exposure

AIM

Combine real-world chemical concentration data with Tox data.

OUTCOME

Gold standard in risk assessment.



Sharing commercial, confidential, usage data.



Trusted independence.



L'ORÉAL®

LVMH



RIFM

RESEARCH INSTITUTE FOR
FRAGRANCE MATERIALS

KaO

iff

A V O N

Leafy Green Growers

AIM

A step change in food safety mitigation effectiveness.

OUTCOME

Best practice being discovered and implemented.



Competitors sharing data.



Sharing with Government to build trust.



CALIFORNIA
LGMA
COMMITTED TO SAFE LEAFY GREENS



WESTERN GROWERS



U.S. FOOD & DRUG
ADMINISTRATION

Summary of Benefits



Defining the benefits gets over the hurdles for collaboration.

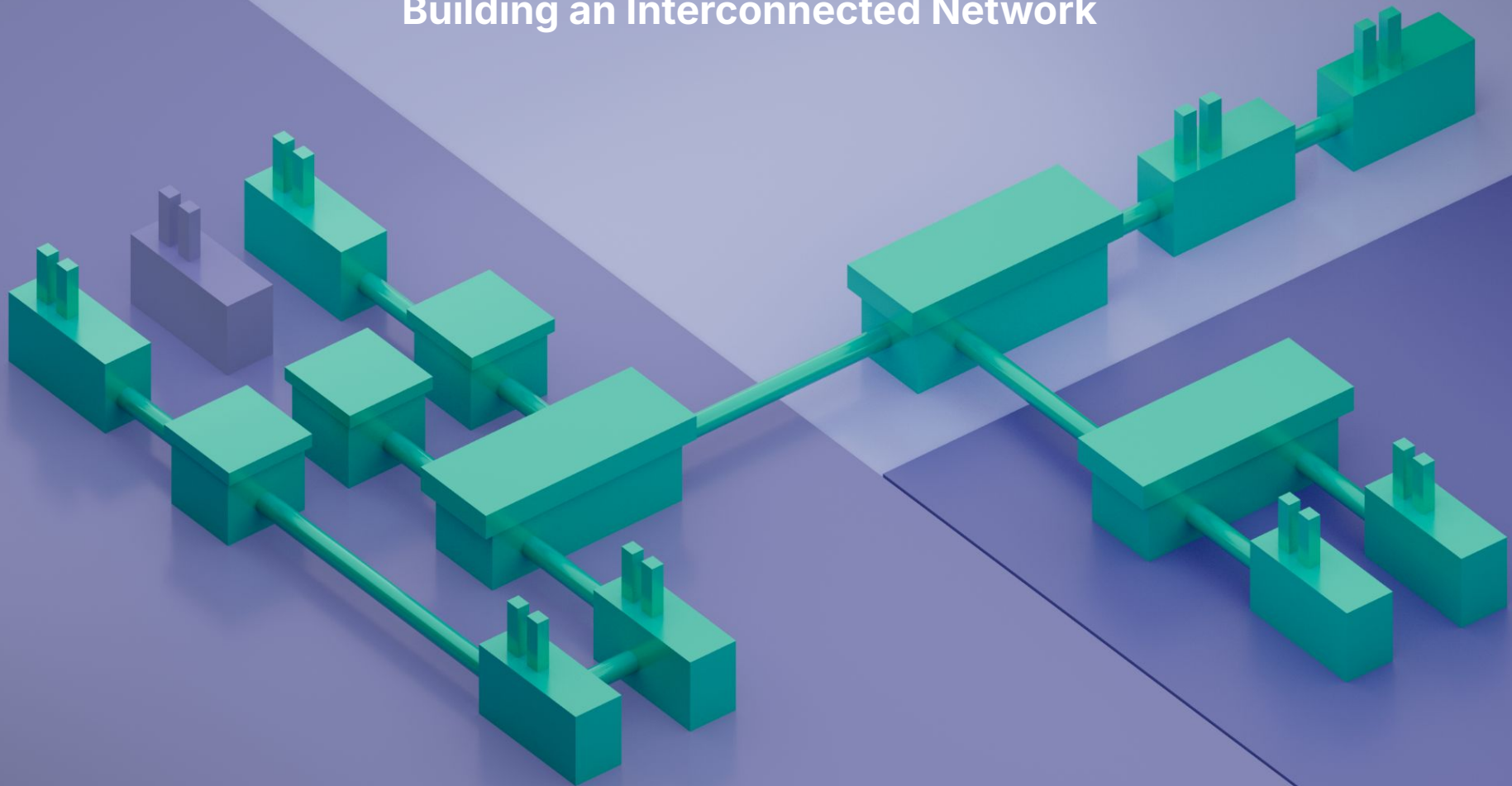


Amazing insights can be achieved.

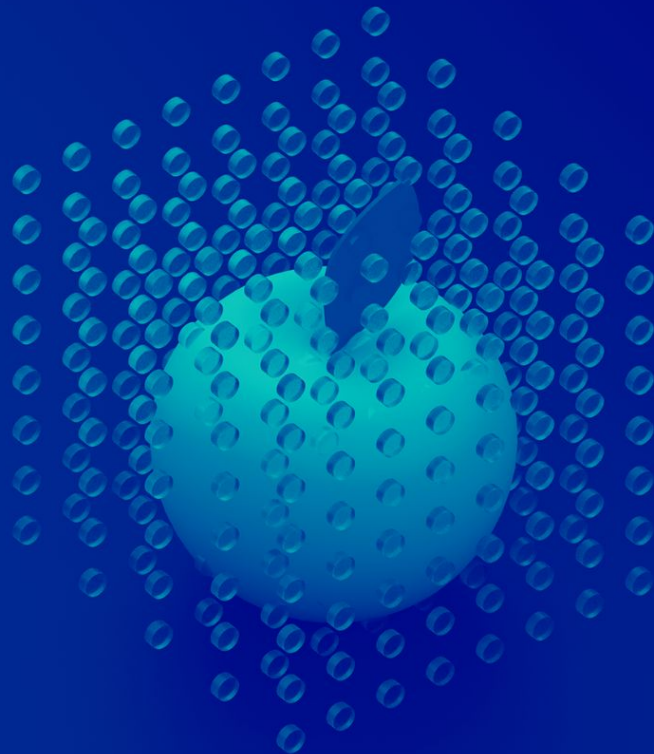


Alignment is the key to efficiency.

Building an Interconnected Network



Predicting Sensory



PeCEPTION

Log in to your
Creme Platform account

Log in using your email and password.

Email

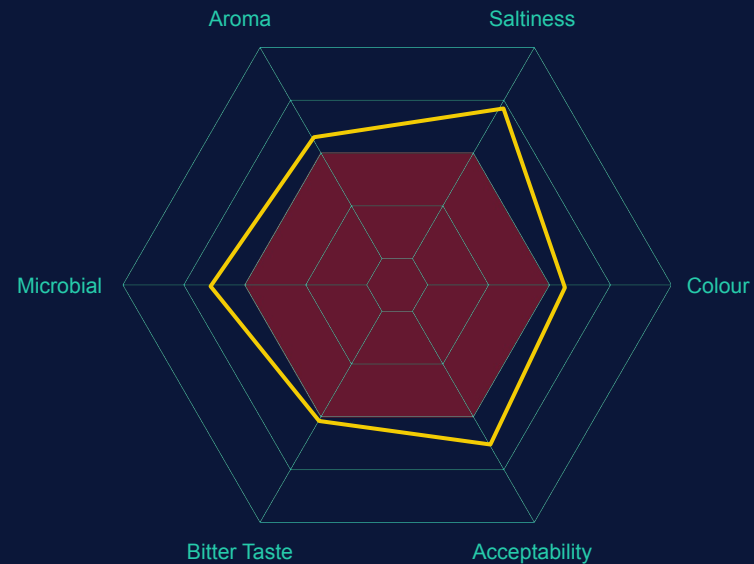
LOG IN

☐ Remember me

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Expert Models, Data Foundry and Data Portal
are designed and developed by Creme Global





Optimise

☒ Longest shelf life

☐ Lowest cost of Ingredients

☐ Maximum Nutritional Content

☐ Lowest Sugar

☐ Lowest Salt

Ingredients

Meat 1

Meat 2

Meat 3

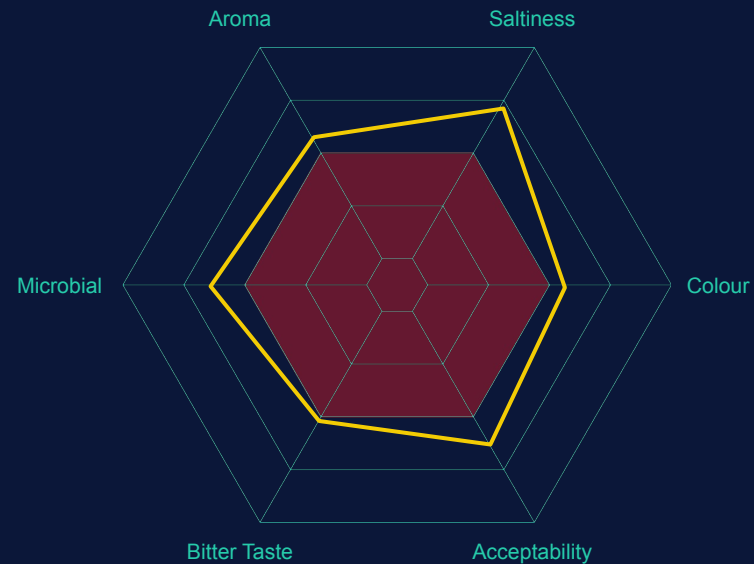
Add. 1

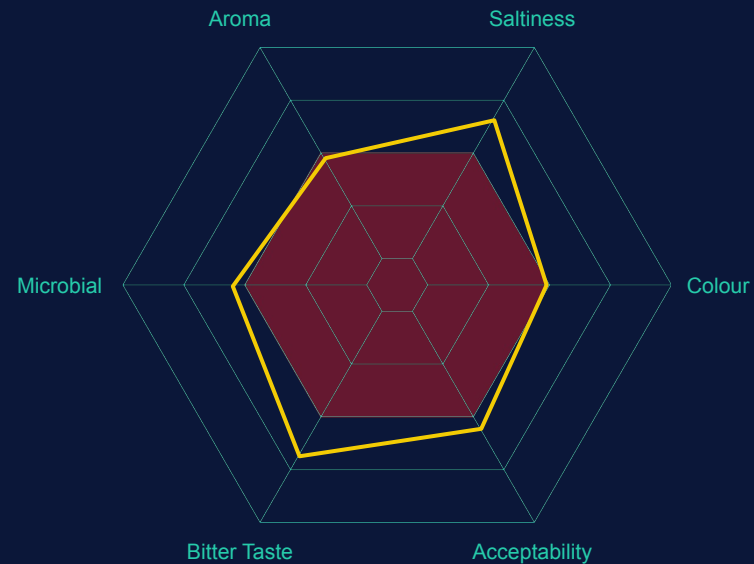
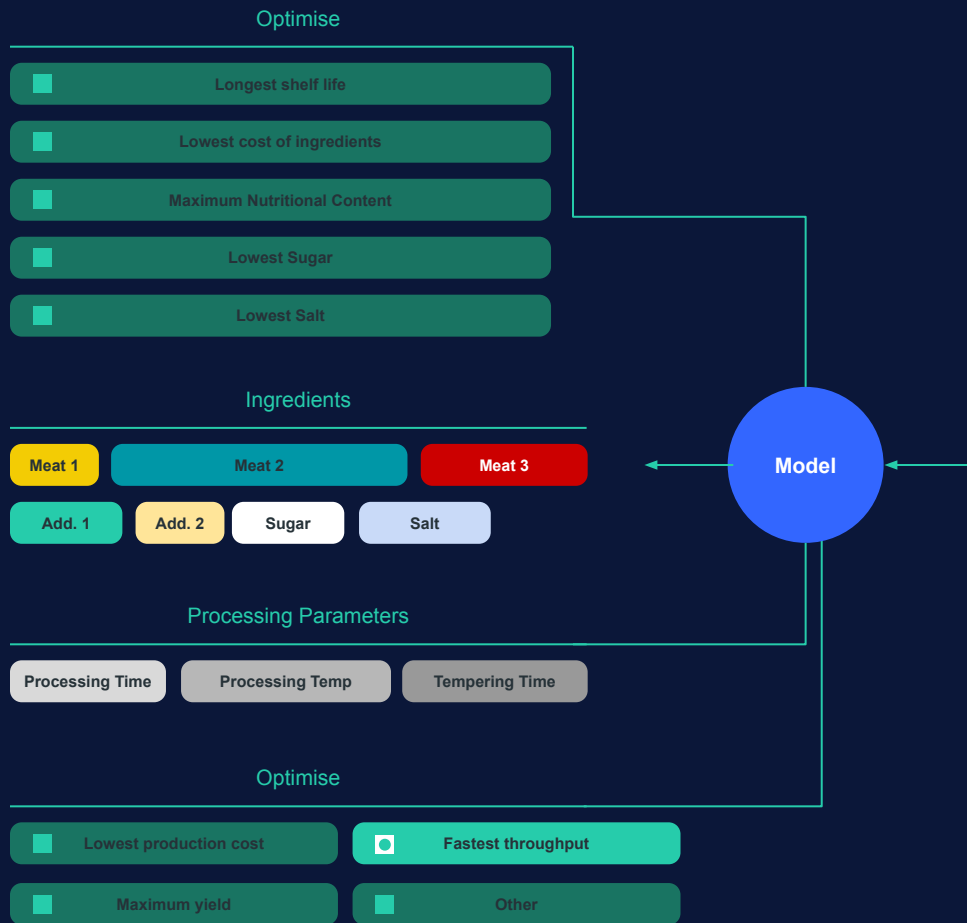
Add. 2

Sugar

Salt

Model





The Future

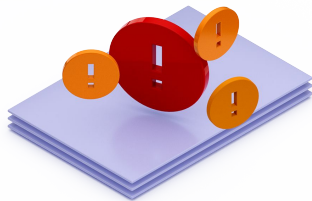


April 2025

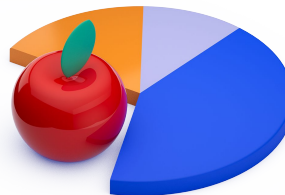
Why It's Time for a Smarter System



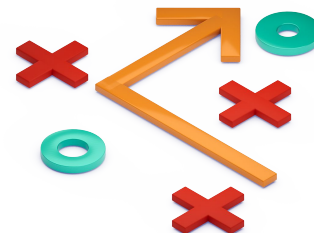
Growing complexity in supply chains and inspection demands.



Resource constraints for regulators and industry.



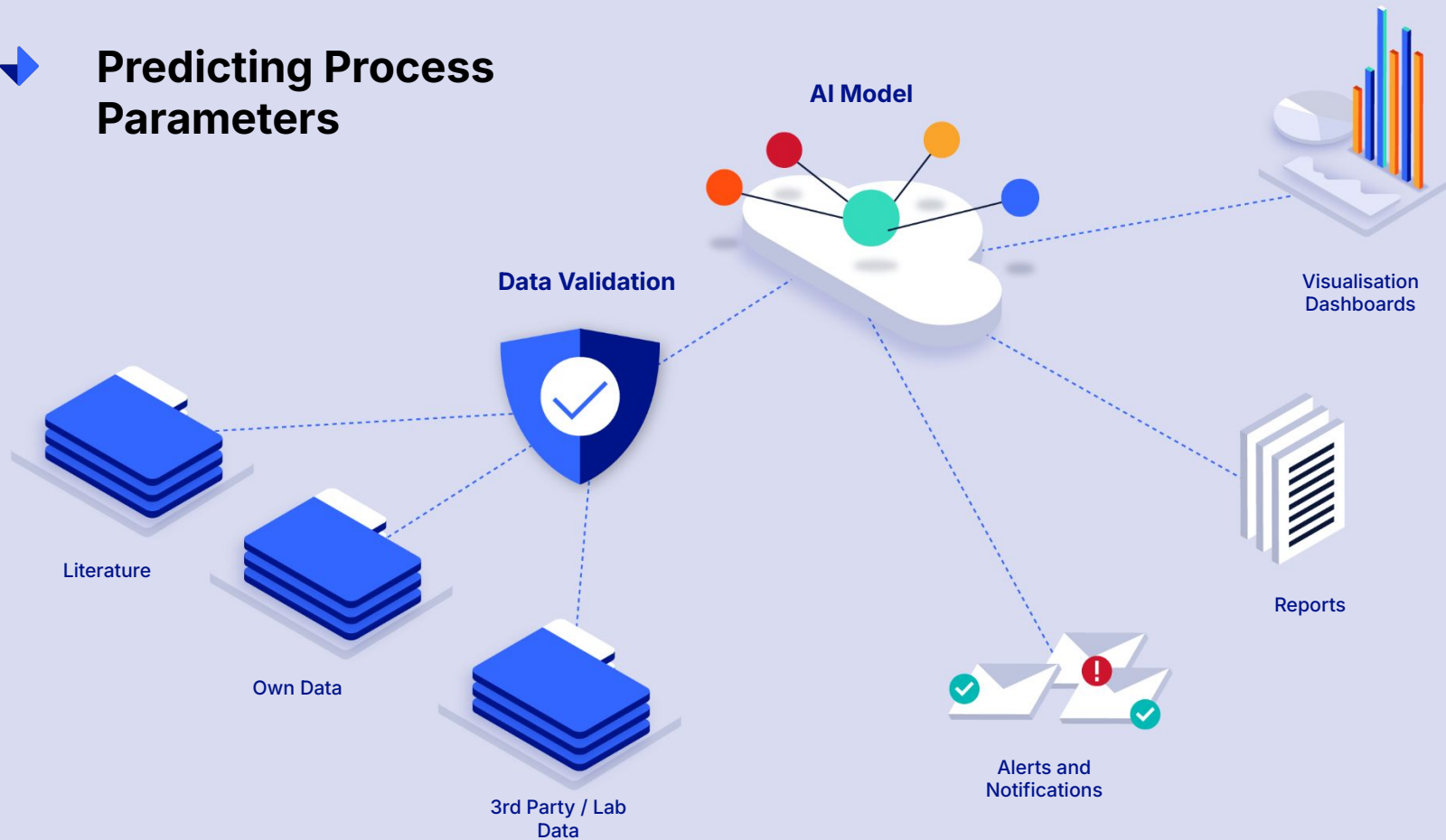
Traditional inspections struggling to meet modern food system needs.



Need for proactive, consistent, risk-based inspection strategies.



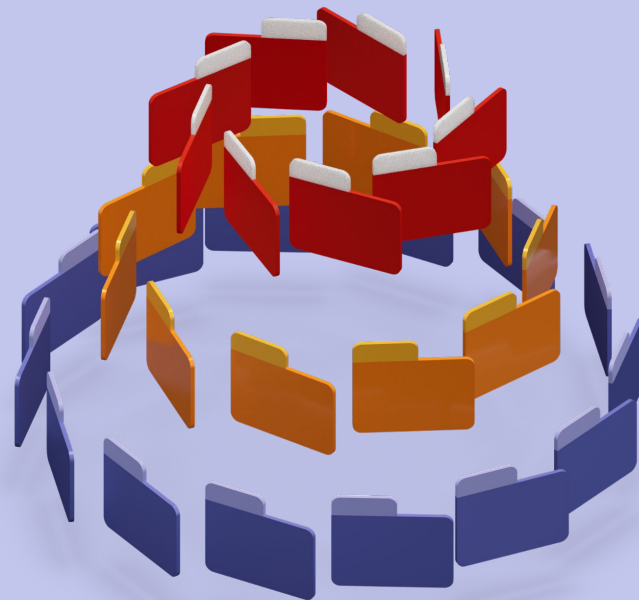
Predicting Process Parameters



Chat With Your Data

→ Creme Global

1. Consumption of data into a data lake
2. Scanning of text sources living in data lake
3. Formatting that extracted text into LLM tuning-compatible format.
4. Outcome: LLM that you can “talk with” about the data



Enhancing International Trade



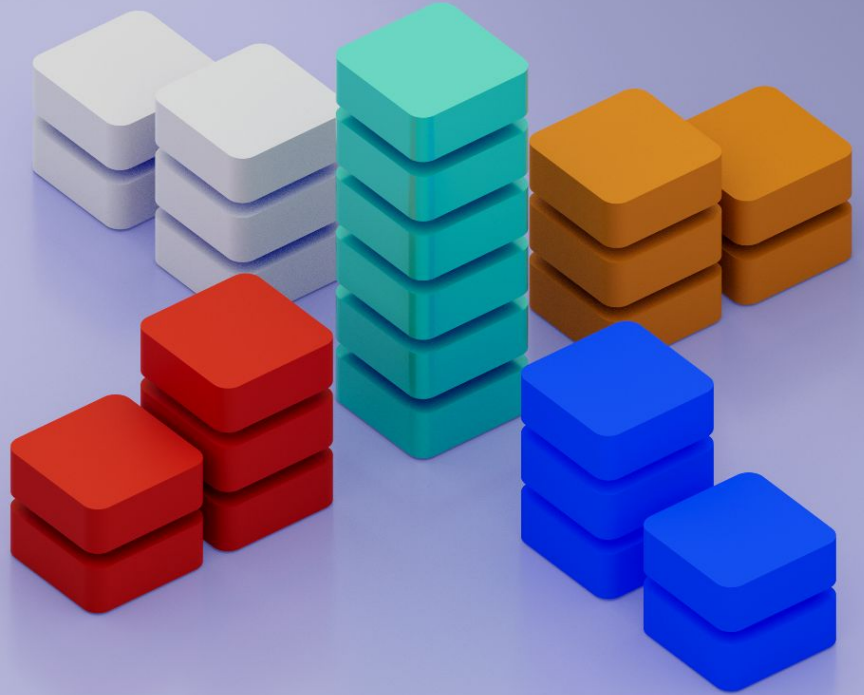


Data Challenges

Large quantities of data exist, most of it is siloed, unstructured and confidential.

Regulations can be complex, nuanced and they change.

Relationships between food producers, regulators, exporters and imports are complex and interdependent.



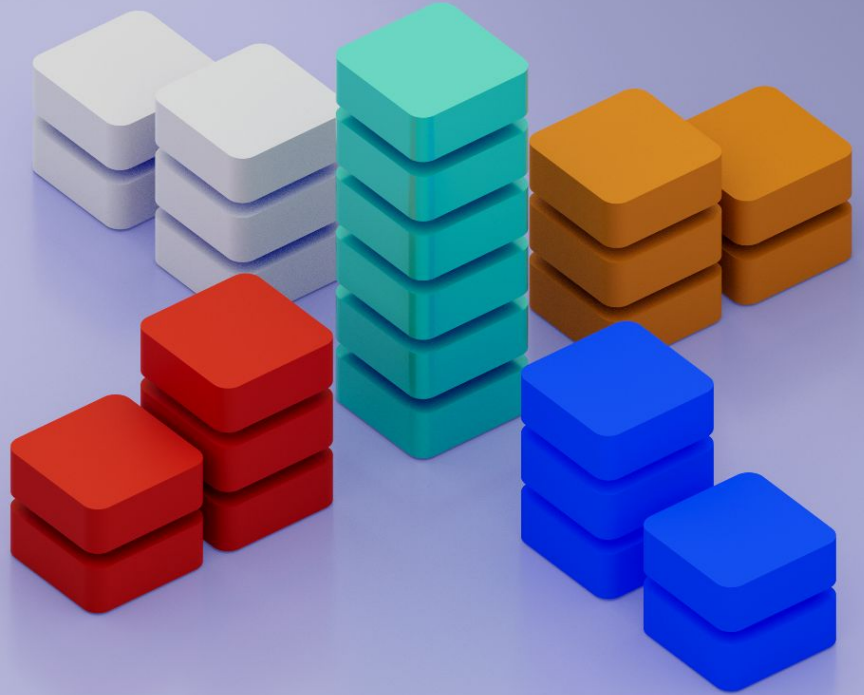


Factors for Success

Defining the reasons and benefits to collaborate is key to success.

Establish common understanding of terminology.

The solution must reduce work, not increase it.



**Enabling faster clearance
decisions based on
comprehensive insights.**





Thank you

Brendan Ring
Commercial Director

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