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Loews Coronado Bay Resort  
San Diego, California

## **Dr John Butts**

**President, FoodSafetyByDesign, LLC**

**Advisor to CEO, Land O' Frost**

After 40+ years of experience leading the technical activities for Land O' Frost – the third largest sliced lunchmeat brand in the US – John founded FoodSafetyByDesign, LLC to help producers of high-risk products learn how to prevent and manage food safety risks.

Risk identification and management by FoodSafetyByDesign incorporates root cause identification and development of preventive methodology.

John's specialty is the incorporation of food safety practices into company culture. Preventive controls have proven to be the most successful method to manage the risk of environmental pathogens. Root cause identification using the Seek and Destroy strategy enables visualization of need. Interventions are designed to manage high risk areas, eliminate firefighting and the solving of the same problem over and over again as the company culture moves into the preventive state and companies learn how to use data collected in their own facility to predict and prevent product contamination.