

The Food Safety Preventive Controls Alliance (FSPCA) has the following requirements when it comes to advertising an FSPCA Food Traceability Rule – Training for the Food Industry participant course.

Referencing your distinction as a Lead Instructor

The easiest way to distinguish yourself as a Lead Instructor is to reference the title of the course: "I am a Lead Instructor for the FSPCA Food Traceability Rule – Training for the Food Industry participant course." Do not use terms such as 'certified,' 'recognized,' 'approved,' etc. It is acceptable to include your certificate number if you wish: "Lead Instructor (certificate #5G67D9) for the FSPCA Food Traceability Rule – Training for the Food Industry participant course."

Referring to certification in your advertisement

FSPCA participant courses are NOT certification courses. Do not use the terms certification course. The certificates that are issued by the FSPCA for the participant course are certificates of successful completion. FSPCA does not currently provide or manage certifications.

Use of the FSPCA® logo

A high quality FSPCA® is available for your use in advertising your participant course. It can be downloaded by Lead Instructors from the Lead Instructor Resource Portal (<https://lms.ifpti.org/>). Be sure to associate the logo with the course using the correct course title. It should be clear that the advertisement is associated with your company or organization – so your logo should be predominant. The FSPCA logo should be subordinate and used in sub-context where the course is mentioned.



Example of logo usage

Remember that the FSPCA logo is for advertising use. Do not use the FSPCA logo on course slides that you have created and that are not part of the FSPCA curriculum.

Referring to FDA recognition of the FSPCA curriculum

Do not use the phrase "FDA Approved." The Food Traceability Rule participant course developed by the Food Safety Preventive Controls Alliance (FSPCA) serves as the "core curriculum" that FDA recognizes as adequate; successfully completing this core curriculum provides participants with an understanding of Food Traceability Rule requirements as well as approaches to developing and implementing food traceability practices. Here is some suggested wording you can use when referring to the FSPCA Food Traceability Rule course:

The FDA Final Rule on Requirements for Additional Traceability Records for Certain Foods, also known as the Food Traceability Rule (FTR), was the final rule promulgated under the Food Safety Modernization Act (FSMA). The FTR established additional recordkeeping requirements for persons who manufacture, process, pack, or hold foods included on the Food Traceability List (FTL). The FTL includes a broad variety of commodities and manufactured products. Industry compliance with the requirements in the FTR will allow for faster identification and rapid removal of potentially contaminated food from the market, resulting in fewer foodborne illnesses and/or deaths. This course was developed by the FSPCA for segments of the food industry that must comply with the FTR. This course, developed by FSPCA, provides participants with knowledge on the FTR and approaches to developing and implementing food traceability practices.

Adding requirements for obtaining a certificate

To successfully complete the participant course, a participant must be present for the entire delivery and actively participate in the exercises. Otherwise, do not approve participant completion. An FSPCA assessment is not associated with the course at this time. If a Lead Instructor chooses to add additional requirements to their own delivery such as passing a test or demonstrating the ability to perform a task, a distinction must be made that the additional requirements are the Lead Instructor's and not FSPCA's.

Example: "In addition to the FSPCA course completion requirements, our delivery will require passing an exam."

Referencing regulator attendance in your participant course

You can reference regulator attendance if you wish to emphasize a collaborative course environment. However, do not imply that regulator attendance is special to this course or offers an advantage to attempt a marketing edge. The purpose of regulator attendance is to obtain training, not to provide answers to rule and policy interpretation questions.

Requirements for registering and delivering an FSPCA participant course

The requirements FSPCA Lead Instructors and their administrators must follow to register and deliver an FSPCA participant course are outlined in FSPCA Policy 0017 which is in the FSPCA Lead Instructor Resource Portal at <https://lms.ifpti.org>.

Reporting advertising issues

If you wish to report advertising that does not comply with these requirements, you may email fspca@illinoistech.edu. FSPCA uses a progressive approach to assist the advertiser in correcting any discrepancies such as:

1. A friendly reminder by email
2. A request for correction
3. A warning
4. A suspension of Lead Instructor status (or possibly all Lead Instructors associated with the advertiser)

FSPCA embraces the right of due process and has established an appeals policy.