

# DRAFT DOCUMENT - UPDATED 4/22/2016

## Defining the “IT” + Vision Statement

*Task: Collect up all of that defining “It” material and develop a fairly concise vision statement about “It.” Take the two Problem Statements and re-phrase them as positive vision statements is a good one; start with that and then add more detail from the defining “It” discussion.*

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### **DRAFT Vision Statement:**

The licensing and regulatory system for food businesses in Minnesota is a coordinated, reliable, and efficient system that is user friendly, has clear and rational entry points, focuses on food safety, and supports food business growth in Minnesota. Startup food entrepreneurs are successful in navigating the easy-to-understand, transparent, and streamlined licensing and regulatory systems. Regulators are able to explain these regulations in a timely manner; provide education and outreach (internal or external); extend resources; track and consult food entrepreneurs throughout their business endeavors; and act as accountable, consistent, and supportive regulators to both food businesses and across the agencies (MDH and MDA).

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### **Development Process for Vision Statement:**

Problem Statement: Too many startup food entrepreneurs have difficulty navigating complex, and sometimes contradictory, rules and regulations that oversee starting a food business in Minnesota. Moreover, regulators are equally frustrated by the difficulties they face trying to explain complex regulations, the inconsistencies of interpretation between agencies, and systemic restraints that limit their ability to be effective educators of their licensees.

Rephrased into positive vision statements: Startup food entrepreneurs are successful in navigating the easy-to-understand rules and regulations that govern food businesses in Minnesota. Regulators are able to explain these regulations in a timely manner, provide extra information, education (internal or external) and consult to food entrepreneurs to help them be successful, and are consistent across the agencies (MDH and MDA) when advising food entrepreneurs and offering information.

*“Happy Customers,  
Better Business, Safer  
Food”*



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## "IT" material/notes from 4/7 meeting (to include in final vision statement):

- Coordinated system
- Single point of contact/bullseye - clear, rational entry point -- think of the entry point from the perspective of the operator
- Regional
- Accountability
- Tracking
- Regulatory leaders to support resources for education and outreach
- Measurable
- User friendly/humane
- Process is customer oriented -- the system is not set up as "we are a business and we want to take good care of our customers" (change "what did you do wrong today?" To "how can I help you do better?")
- Ultimately, IT is all about Food Safety
- Simplifying the regulations
- Statutes that focus on food safety
- Transparency
- Efficient
- Reliable
- Resources and information is available and obvious
- Supportive culture within and across agencies
- Multifaceted
- Useful to entrepreneurs
- Growing businesses in MN

## "Coordinated Regulatory System":

- Regional
- Accountability
- Measureable
- Reliable
- Regulatory leadership to support resources for education and outreach
- Transparency
- Supportive culture within and across agencies
- Simplified regulations
- Statutes that focus on food safety
- Food safety focus
- Share! Use the regional development/economic orgs as hubs for food entrepreneurs
- Standing meetings among coordinated agencies? Workshops or continued education for entrepreneurs? The education needs to be pushed out to the people who find the system hard to navigate

## "Exceptional Customer Service/Customer Oriented"

- User friendly
- No dead ends
- Efficient
- Measure customer satisfaction
- Tracking
- Streamlined
- Clear and rational entry points
- Food safety