

Dr. Jennifer Cleveland McEntire



Dr. Jennifer Cleveland McEntire left the role of Chief Food Safety and Regulatory Officer at the International Fresh Produce Association in May 2023 to launch Food Safety Strategy, LLC, a consulting firm focused on developing critical thinking skills within the food industry and facilitating action-oriented initiatives that will have the greatest impact on public health.

Over the course of her 25-year career, she's held food safety leadership positions with the Grocery Manufacturers Association, The Acheson Group, and the Institute of Food Technologists. While with IFT and TAG, McEntire led the FSMA 204 traceability pilots. McEntire earned a PhD from Rutgers University as a USDA National Needs Fellow in Food Safety and received a Bachelor of Science with Distinction, magna cum laude, in food science from the University of Delaware.

She's a member of the technical committee for the Center for Produce Safety, serves as a peer reviewer for several food safety journals, and was the 2020 recipient of the NSF International Food Safety Leadership Award and 2023 recipient of the Harold Barnum Industry Award from IAFP. She has published numerous peer reviewed articles and books, most recently "Food Traceability: from binders to blockchain".