

## **How Would Santa Claus be Affected by the Food Safety Modernization Act? Creative New Infographic by FDAImports.com Explains**

*A new infographic depicts how a fictional import program run by Santa Claus would be impacted by the Food Safety Modernization Act (FSMA).*

Glen Burnie, MD ([PRWEB](#)) December 13, 2012 -- FDA consulting firm, FDAImports.com, has created a new [infographic](#) depicting how a fictional import program run by Santa Claus would be impacted by some of the new regulations coming out of the [Food Safety Modernization Act \(FSMA\)](#) as well as illustrating who will ultimately pay the price of compliance. The infographic discusses some key components of FSMA that would have drastic consequences for a large-scale food import program including [Hazard Analysis and Risk-Based Preventive Controls \(HARPC\)](#), the [Foreign Supplier Verification Program \(FSVP\)](#), the Voluntary Qualified Importer Program (VQIP) as well as numerous new fees and costs. "Each year we like to use Santa as a test case for FDA compliance since his operation, if real, would be the largest and most complex in the world," said Benjamin England, Founder and CEO of FDAImports.com. "Using his fictional import program as a model turns out to be fairly helpful because it lets us see just how intensive and expensive compliance with FSMA is going to be." The infographic discusses some of the key provisions of the Act and ultimately asserts that, in the end, consumers will be the ones to pay for the increased costs of compliance.

The infographic can be found here:

<http://www.fdaimports.com/blog/fsma-regulations-santa-infographic/>

The firm has granted permission to embed the infographic using HTML code available at the above link.

### About FDAImports.com

FDAImports.com is an FDA consulting firm helping U.S. and foreign companies navigate through and meet complex FDA regulations for marketing and importing foods, dietary supplements, drugs, cosmetics and medical devices. Benjamin L. England, Founder and CEO, is a former 17-year veteran of the FDA and served as the Regulatory Counsel to the Associate Commissioner for Regulatory Affairs. Contact: Jon Barnes, (410) 220-2800 or [pr\(at\)fdaimports\(dot\)com](mailto:pr(at)fdaimports(dot)com).

###

**Contact Information**

**Jon Barnes**

FDAImports.com

<http://www.fdaimports.com>

410-220-2800

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).