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## **Nationally acclaimed food safety expert Cindy Rice-Andrea re-names company; Eastern Food Safety reflects larger market being served**

BRAINTREE, MA, ISSUED FEBRUARY 16, 2010...Nationally recognized food safety expert Cindy Rice-Andrea today announced that the company she founded in 2002 under the name Eastern Mass Food Safety to has been changed to **Eastern Food Safety**, to more accurately reflect the scope and mission of the growing firm.

In 2002, much of the work of the company focused on clients in Massachusetts, including food protection management training classes, certification, and consultations. As the company grew, she was presented with increasing opportunities outside of Massachusetts, and in the last several years she has seen her national business increase by 40%.

One of her national clients is ECOLAB Food Safety Specialties, which she serves as their food safety expert and writer for their "Food Safety Solutions" publications. She consults to industry clients nationwide, including Sodexo, Dunkin Donuts, and SYSCO, as well as regulatory agencies. She has presented at a number of national and regional conferences, including the National Environmental Health Association, USDA/NSF Food Safety Conference, and the Massachusetts Health Officers Association.

Her work as an instructor/certifier in food protection management classes has taken her to different regions of the United States. "As a New Year began, I realized that it would be more reflective of what our company does to eliminate the word 'Mass' from the name," she said, adding, "While we are Massachusetts-based and still do a great deal of work in this state, we are truly national in scope and mission and I wanted a name that shows that."

Rice-Andrea is a member of the National Restaurant Association; the American Culinary Federation, and is a USDA (United States Department of Agriculture) Partner for consumer education. She currently serves on the Massachusetts Dept of Education's Lifeskills Advisory Council, and the Partnership for Food Safety Education.

She holds a Bachelor's Degree in Biology from Bates College, and a Master of Science Degree in Public Health from the University of Massachusetts School of Public Health, Amherst. In addition to her work with Eastern Food Safety in the areas of instruction, certification, writing and public speaking, she has launched a series of books aimed at educating parents, and children ages 3-10 in the all-important topic of food safety. "Green Apple Tales" is based on USDA and FDA guidelines.

Her previous work experience includes Epidemiologist/instructor at the University of Massachusetts Medical School, Worcester; and Epidemiologist/researcher at Boston Children's Hospital. Prior to founding Eastern Food Safety, she founded a company, International Brownie Inc., which she sold in 2001.

Cindy Rice-Andrea holds numerous certifications, including Certified Professional in Food Safety; Registered Sanitarian; Certified Environmental Health Technician; Certified ServSafe Instructor; and Certified HACCP Manager.

Eastern Food Safety maintains offices in Braintree, MA. For additional information, call (781) 356-1467. To learn more about the company, please visit [www.easternfoodsafety.com](http://www.easternfoodsafety.com).