

5th Annual North American Summit on

Food Safety

- Global Food Safety Initiatives
- Pathogen Management
- Traceability
- Regulatory Updates

Wednesday March 4th and Thursday March 5th, 2009 • Holiday Inn Select Airport • Toronto, ON

Pathogen Control | Traceability Solutions | Organic Food Updates Recall Rebuilding Strategies | Managing Global Operations

Ask questions and take away insights from our speakers:



Rory McAlpine, Vice President,
Government and Industry,
Maple Leaf Foods



Lee Johnson, Director of Process
Development and Technical Support,
Butterball, LLC



Todd McAloon, VP Global Poultry
Food Safety and Quality,
Cargill (USA)



DV Darshane, Director,
Policy and Standards, Global Quality,
Technical Stewardship,
Coca-Cola Company

Source critical food safety solutions from these leading industry stakeholders:

- Coca-Cola Company
- CFIA
- Maple Leaf
- Cargill
- Butterball
- GFTC
- Sobey's
- Pepsi-QTG
- Campbell's Company of Canada

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To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com

Food is your business. Food safety is your imperative. This conference is your solution!

Food recalls are gaining public attention. Don't be the next headline!

Public fear surrounding food safety in Canada is rising. This is your best opportunity to hear from some of North America's leading case studies on how to prevent and respond to recalls. Take away exclusive information to protect your organization – and the public!

Acquire the solutions to your most pressing concerns, including:

- ▶ **Pathogen control:** Innovative solutions for mitigating your chances of a recall
- ▶ **Organic legislative update:** Get the latest updates from Canadian regulators
- ▶ **Recall Management:** Gain powerful insight on rebuilding after a recall
- ▶ **Best Practices:** Allergen and pathogen management
- ▶ **Nanotechnology:** New developments on technology and food safety

Take away food safety solutions from these leading industry stakeholders:

- ✓ Coca-Cola Company
- ✓ CFIA
- ✓ Maple Leaf
- ✓ Cargill
- ✓ Butterball
- ✓ GFTC
- ✓ Sobey's
- ✓ Pepsi-QTG
- ✓ University of Connecticut
- ✓ Campbell's Company of Canada

+plus Take advantage of our critical workshops on **Surveillance and Reporting** and **International Food Safety Standards**

Stimulate New Ideas Through Interaction With Peers And Experts

If you are involved in any aspect of food safety, you can't afford to miss this unique forum. Take advantage of this exciting opportunity to network and explore new ideas and successful initiatives presented by experts with hands-on experience. You will take away the latest strategies to tackle YOUR challenges with real life case studies!

Bring Your Team And Benefit From Special Pricing: Develop Strategies To Build A Successful Cost-Effective Development Plan

Ensure all aspects of your organization understand the latest developments in Canadian food safety by sending your team to this conference. Take this opportunity to develop a shared vision with them. Send your entire team and increase the potential success of your next challenge!



Register Today – Space Is Limited And Sure To Sell Out

Don't miss your chance to participate in these critical discussions and to network with the leaders in this rapidly growing field. Register for our limited spaces by calling **1-866-298-9343** or e-mailing registrations@strategyinstitute.com today.

Attend this high-level summit specifically designed for the following:

Food Manufacturers, Retail Food Sales, Restaurants, Wholesalers, Food Brokers

Quality Assurance Managers and Directors, Quality Control Managers and Directors, Food Safety Managers, Directors, and Supervisors, Purchasing Managers, National Operations Managers

- **Pathogen Management:** Create an action plan for improving your pathogen management procedures
- **Regulatory updates:** Gain critical insight into the pending legislative changes that will affect you
- **Rebuilding after a recall:** Learn how to revise and implement policy procedures to effectively recover from a food recall
- **Irradiation:** Gain a better understanding of irradiation as a food safety option, and why Health Canada is considering expanding its use
- **Nanotechnology update:** The latest developments on nanotechnology and food safety

Federal and Provincial Regulators

Recall Directors and Managers, Regional and Federal Inspection Managers, Senior Policy Analysts

- **Regulatory updates:** Improve your understanding of regulatory rules in other jurisdictions
- **Industry updates:** Gain valuable insight into industry trends and concerns
- **Technology improvements:** Discover how technology can improve the safety of Canada's food supply

Industry suppliers and service providers: Food packaging, Pest control, Laboratories, Sanitation suppliers, Measurement suppliers, industry consultants

Business Development Officers, Sales and Account Managers

- **Network with key decision-makers and win business:** Identify new opportunities and stay on top of industry trends
- **Form Alliances:** Generate new sales and collaborate with industry stakeholders

Testimonials:

“Really good cross section of speakers; covered the topic quite well.”

Bruce Barry, *Director of Food Safety and Quality Assurance, Oberto Sausage Company*

“Good comprehensive offering of timely topics.”

Leonard Huskey, *Vice President, Beef/Pork Quality Assurance, JBS Swift*

“Good speakers, good variety of topics.”

Raquel Lemati, *Quality Assurance Supervisor, Cargill Canada*

“Very professional presentations . . . useful for production/plants applications/ lots of new techniques.”

Dennisa Buturuga, *Quality Assurance Manager, Janes Family Foods Ltd.*

“A lot of great speakers and information.”

Jen Sankey, *Regulatory and Technical Compliance, The TDL Group Corp.*

Ensure Your Leadership With A Customized Sponsorship/Exhibit Package

By sponsoring this one of a kind event you can showcase your company as an industry LEADER. Ensure your presence is known – be visible at this premier event! Select sponsorship packages are still available – to learn more, contact **George Pollard** at **1-866-298-9343** extension **272**.

Strategy Institute's 5th annual summit on Food Safety is a series of annual events designed to improve the safety of Canada's food supply by bringing together key knowledge leaders from around the world. It brings peers together to share challenges and successes, and to give all stakeholders a clearer vision of how they can make their food safer.



Day One

Wednesday March 4th, 2009

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Comments from the Chair



Gary Fread,
President and CEO,
Guelph Food Technology Centre

8:30 AM Case Study: The Coca-Cola Company Best practices in managing a global food safety initiative to maintain quality and safety

The Coca-Cola Company operates in over 200 countries, with more than 300 bottling partners worldwide, which creates specific challenges for their global food safety program. With experience working with many partners, across diverse cultures, Coca-Cola has developed some key strategies for food safety, including:

- ▶ Establishing global standards and monitoring their operations
- ▶ Ensuring product safety and quality in multiple plants and product lines
- ▶ International partnering challenges and opportunities

Take away solutions for improving your global food safety program in your organization.



DV Darshane, *Director, Policy and Standards,*
Global Quality, Technical Stewardship,
The Coca-Cola Company (Atlanta, GA)

9:15 AM Case Study: Cargill Good the bad and the deadly – Pathogen management solutions for protecting yourself and consumers

Controlling pathogen contamination in food production is one of the most difficult to address, with even the most safety conscious producers and processors struggling with contamination.

- ▶ Review the challenges of pathogen management
- ▶ Understand the characteristics of various pathogens
- ▶ Key strategies to improve your pathogen management program

Learn how to monitor and control pathogens in your company to protect yourself and consumers.



Todd McAloon,
VP Global Poultry Food Safety and Quality,
Cargill (Minneapolis, MN)

10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

10:30 AM Case Study: Sobeys's Compliments Program

Understanding the importance of tracing ingredients to point of origin when sourcing food internationally

Traceability is a major concern for food producers. Of keen interest of late, is ensuring that all ingredients can be traced back to their point of origin, something the Compliments Program insists upon.

- ▶ Identify the key strategies for working with suppliers
- ▶ Determine the best methods for tracing back ingredients to their point of origin
- ▶ Create an action plan that will build greater confidence with consumers

Understand key strategies for sourcing food internationally to ensure food quality

Julie Powell,
VP, Quality Assurance and Regulatory Affairs,
Sobeys's

11:15 AM Update on allergens and Health Canada's Proposed Regulatory Changes: What you need to know in 2009

Identifying allergen risks is critically important to consumers and regulators, particularly because most recalls are a result of undeclared allergens. As Health Canada moves forward with their proposed regulatory amendments on labeling, get the most up to date information on:

- ▶ Next steps considerations on the "Proposed Amendments to Enhance Allergen Labeling"
- ▶ "Precautionary Statements" and "Free From" labeling claims

Take away key important updates on Health Canada's proposed regulations.



Marilyn Allen,
Allergen Risk Management Specialist and Anaphylaxis,
Canada Awareness Training Coordinator

12:00 PM Networking Luncheon

1:30 PM Legal liability for food manufacturers: Developments to protect your business

Canadian food law is continually evolving, and certainly recent events can bring home the realities of having a legal action plan in place. In this provocative legal discussion, we will address the industry's most topical issues, including:

- ▶ Legal responsibility for importers and exporters
- ▶ The legal obligations of brokers
- ▶ Your obligations and liabilities as a producer and retailer

Be aware of the latest legal developments in Canadian Food Law.



Ronald Doering,
Partner,
Gowlings

Register Today!

Call 1-866-298-9343, or e-mail registrations@strategyinstitute.com.



2:15 PM

Cost-effective food safety management plans to ensure supply chain compliance

Making your food safety and quality management systems more cost-effective and more adaptable by minimizing duplication should be top of mind for food companies. Implementing the multiple requirements for food safety and quality management systems from stake holders can lead to unnecessary duplication. Improve your understanding of the:

- ▶ Requirements of the major global standards (such as SQF, HACCP, BRC, IFS, ISO 22000)
- ▶ Overview of the recent trends (such as ISO 22000 + PAS 220)
- ▶ How to cost-effectively manage multiple food safety and quality management systems standards



Victor Muliyl,
Food Technical Manager,
SGS North America

3:00 PM Networking Break

Interact with conference speakers and fellow attendees.

3:30 PM Nanotechnology in food: New innovations into how nanotechnology can improve food safety in your company

Nanotechnology is being employed in food today, and is gaining popularity among many companies, using it from packaging, to emulsifying, to delivering Omega 3s. But while nanotechnology can open up new food safety opportunities for producers and processors, some questions remain.

- ▶ Discuss the myriad uses of nanotechnology in food
- ▶ Identify the challenges and opportunities for nanotechnology

Increase your understanding of how nanotechnology can make food safer.



Greg Sotzing,
Associate Professor, Institute of Material Science,
University of Connecticut

4:15 PM Update: Independent Investigation on Meat Safety

Improve your understanding of the listeria investigation and its impact on the food industry

The terms of reference has been announced, and the investigation underway. This is your chance to meet with the investigators and understand how this investigation will impact your industry.

- ▶ Review the terms of reference for the investigation
- ▶ Understand the scope of the investigation and how it is progressing
- ▶ Determine how the future of food safety in Canada is changing

Hear how the investigation is progressing and how it will impact you.

5:00 PM Conference Adjourns to Day Two

Day Two

Thursday March 5th, 2009

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Comments from the Chair

Gary Fread,
President and CEO,

Guelph Food Technology Centre

8:30 AM Case Study: Maple Leaf Foods The Listeriosis Outbreak: Lessons Learned and Regulatory Implications

Every food producer understands the possibility that they could face a major recall. The recent high profile recall at Maple Leaf Foods has had a serious impact on Maple Leaf's brand, and brings home the importance of managing a tragic event effectively. Hear how Maple Leaf is:

- ▶ Conducting a comprehensive review of the incident to determine exactly how it occurred
- ▶ Monitoring regulatory standards, and meeting and surpassing government requirements
- ▶ Generating an effective response mechanism that involves all corporate levels

Take away best practices in creating a comprehensive food safety policy plan to meet and surpass government regulations



Rory McAlpine,
VP Government and Industry Relations,
Maple Leaf Foods

9:15 AM Organic Food Update: Understanding the latest regulations and what it means for organic certification in Canada

Organic foods are increasing in popularity, with many consumers believing they are a healthier – and safer – option. With regulations scheduled for a Jun 30, 2009 coming into force period, understanding these regulations is imperative for all food manufacturers.

- ▶ What regulations can food producers expect to see?
- ▶ How will regulations affect how you source organic foods?
- ▶ Learn how the certification process will work

Be informed of the latest developments in organic regulations to comply with impending regulations.

Dr. Jaspinder Komal, Director, Agrifood Division, Agrifood, Meat, Seafood Safety Directorate,

CFIA/ACIA

10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

Agenda Continues (see next page)



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Day Two (continued)

Thursday March 5th, 2009

10:30 AM Panel discussion: Pepsi – QTG & Campbell's Company of Canada

Food quality and safety excellence roundtable: Practical strategies from North America's leading food companies

Hear from leading industry executives who will provide practical strategies on how their systems are working. You will learn:

- ▶ Food quality objectives over the next decade
- ▶ Innovative food safety approaches that are working
- ▶ About accountable and transparent safety systems
- ▶ The expanding role of government – and its implications

Acquire practical and first-hand food safety perspectives and apply these principles to your operation.



Christine Michels,
Quality Manager, Foods and Snacks Innovation,
Pepsi – QTG



Dan Mattimoe,
Program Manager, Quality and Regulatory Affairs,
Campbell's Company of Canada

11:15 AM Food Safety Alert: Your Food Safety System is not what you Think it is

Food and beverage manufacturers go to great lengths to ensure the safety of their products. However, even with a solid quality assurance system in place, including programs like Six Sigma, many companies still fall victim to quality failures and recalls. This presentation addresses how companies are often lulled into a false sense of security about their food safety, and examines the various factors that contribute to a comprehensive food safety strategy. You'll get a big picture view of the many components that play a factor in food safety (such as the supply chain) and hear recommendations from industry experts on how to be more proactive about ensuring food quality. This presentation covers:

- ▶ The importance in owning the supply chain from farm to fork
- ▶ The value of detecting issues and taking preventative action in real-time
- ▶ The importance of lot and unit traceability in proactively dealing with food safety issues



Doug Fair,
VP of Statistical Applications,
InfinityQS International

12:00 PM Networking Luncheon

1:30 PM Case Study: Butterball

Successful strategies for improving your pathogen-monitoring program in any environment

All food producers must have monitoring programs in place to control and eliminate harmful pathogens, with many producers believing no recent recalls constitutes a successful program. But there is more to consider, including:

- ▶ How pathogens behave in differing environments
- ▶ Effective containment procedures for each pathogen
- ▶ An effective, science-based approach to monitoring pathogens



Lee Johnson,
Director of Process Development and Technical Support,
Butterball (Mt. Olive, NC)

2:15 PM Integrated Pest Management: A Greener Approach to Protecting Your Reputation

With consumers becoming increasingly aware of environmental responsibilities, and choosing companies that are committed to positive environmental practices, being greener can have a positive effect on your bottom line. And now, green options can be integrated into your pest management program.

- ▶ Discuss the importance of communication in your pest control program
- ▶ Review methods of preventing pest activity through sanitation
- ▶ Identify green and effective structural and environmental options



Bill Melville,
Quality Assurance Director,
Orkin Canada

3:00 PM Networking Break

Interact with conference speakers and fellow attendees.

3:30 PM Irradiation as a effective food safety option to combat pathogens

Health Canada is considering expanding the use of irradiation for foods. It is widely used in the United States, and although extensive research has not shown irradiated food to be unsafe, the Canadian public still has concerns.

- ▶ What is Health Canada considering, and what foods will be affected?
- ▶ Determine how effective irradiation can be in the fight against pathogens, and the expected cost of treatment
- ▶ Review the benefits and challenges of irradiated food, and which foods respond well to the treatment



Monique Lacroix,
Professor at
INRS-Institut Armand-Frappier
and Researcher
at the **Canadian Irradiation Centre**



Dominic Dussault,
INRS-Institut Armand-Frappier Research Laboratory in Science Applied to Food

4:15 PM Conference Adjourns

Register Today!

Call 1-866-298-9343, or e-mail registrations@strategyinstitute.com.



Essential Post-Conference Workshops

Friday March 6th, 2009

Workshop A: 9:00 AM to 12:00 PM

Understanding International Food Safety Standards and Quality Management Systems to improve compliance

This session is designed to provide an introduction to help food retailers and suppliers understand the differences between the various newly imposed requirements around international food safety and quality management standards. If your customers are now asking your organization to comply with one of these new standards, how do you make the right choice?

- ▶ Learn key differences between North American & international approaches to food safety standards
- ▶ Gaining confidence in the accreditation and certification framework
- ▶ A detailed comparison between international and globally recognized food standards; including BRC Global Food Safety

{Standard, Issue5; SQF2000, ISO22000; GMA-SAFE; EFSIS Safe & Legal.}



Paul D. Valder,
Executive Director,
Agri-Food Group,
QMI-SAI Global



John Kukoly,
Product Manager,
Food Safety,
QMI-SAI Global

Workshop B: 1:00 PM to 4:00 PM

Implementing effective surveillance and reporting strategies to improve CFIA compliance

Virtually all companies understand the need to have and implement an effective surveillance and reporting strategy to CFIA officials. Now, as changes are expected, the imperative is greater. If you do not have a reporting strategy, it is vital that you implement one; if you already have one, you must constantly reassess your plan. Take advantage of this interactive workshop, in which you will learn industry-leading best practices on:

- ▶ The key elements every surveillance and reporting plan should include
- ▶ Implementing your plan effectively
- ▶ How other companies have managed their reporting strategies successfully
- ▶ How to leverage your compliance strategies to protect "the brand"

Gain insight into the most effective surveillance and reporting strategies to improve CFIA compliance.

Ron Osborne,
GFTC

Our Conference Venue:



The Holiday Inn Select Airport welcomes our delegates with its convenient location, newly redecorated rooms and complimentary internet access. With double-paned windows making for an ultra-quiet room, you'll be sure to get a good night's rest for the conference.

If you're arriving via the airport, we encourage you to hop on the Holiday Inn's complimentary airport shuttle and for delegates driving, parking is a mere \$14/day.

Call before February 1st to book your room and receive our conference rate of \$145/night plus taxes.

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How to Register (see next page) 

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Call 1-866-298-9343, or e-mail registrations@strategyinstitute.com.

5th Annual North American Summit on Food Safety

March 4th & 5th, 2009 • Holiday Inn Select Airport • Toronto, ON

ATTENTION MAILROOM: If undeliverable to addressee, please forward to: QA/QC Managers and Directors, Food Safety Managers and Directors



Why You Should Attend:

- ✓ Pathogen Management
- ✓ Regulatory updates
- ✓ Recall Management
- ✓ Global Food Safety Initiatives

How to Register:

- E-Mail:** registrations@strategyinstitute.com
- Telephone:** 416-944-9200
1-866-298-9343 (Toll-free)
- Fax:** 416-944-0403
1-866-298-9344 (Toll-free)
- Mail:** Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario M5V 3A8

VIP Code:

Please register this person for: **North American Summit on Food Safety**

1	Conference Pricing	Food Producers, Wholesale, Retail, Restaurants	Regular Rate
	Conference ONLY	<input type="checkbox"/> \$1295*	<input type="checkbox"/> \$1895*
	Conference + 1 Post-Conference Workshop	<input type="checkbox"/> \$1590*	<input type="checkbox"/> \$2190*
	Conference + 2 Post-Conference Workshops	<input type="checkbox"/> \$1895*	<input type="checkbox"/> \$2485*
	Post-Conference Workshops (each) Select: <input type="checkbox"/> A <input type="checkbox"/> B	<input type="checkbox"/> \$395	<input type="checkbox"/> \$395
*Conference Binder (\$495 Value) INCLUDED			

Register by
December
23rd and
Save
\$100!

Food Producers, Wholesale, Retail, Restaurants: This pricing applies to the food producers, processors and manufacturers, retail food sellers, and the restaurant industry. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

Regular Investment: This rate applies to industry suppliers and service providers including food packaging, pest control, laboratories, sanitation suppliers, measurement suppliers, as well as industry consultants, and companies involved in transportation and supply chain industry. Please abide by the pricing structure as this subsidizes food producers, retailers and restaurants in their attendance. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

Registration Fee: This investment includes luncheon, receptions, and refreshments, networking breaks, continental breakfast and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to the Strategy Institute Inc. and write the registrant's name on the face of the cheque.

Group Discount: To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 10% of the conference cost.

Cancellations: Cancellations must be received in writing by February 18th, 2009. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

CONFERENCE CODE: 109004

2

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3

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