

Canada's Premier
FOOD SAFETY EVENT

6th Annual North American Summit on

Food Safety

Regulatory and Audit Updates | Pathogen Management
Listeria Investigation | International Perspective | Labeling Regulations

Tuesday March 9th, and Wednesday March 10th, 2010 • Holiday Inn Yorkdale • Toronto, ON

Take away critical food safety solutions from these 13 leading industry stakeholders:

- | | | | |
|---|---|--|-----------------|
| 1. United States Department of Agriculture (USDA) | 4. Manitoba Agriculture, Food and Rural Initiatives (MAFRI) | 7. Yum! Restaurants International (Canada) Company | 10. Cargill |
| 2. Bob Evans Farms | 5. University of Guelph | 8. Campbell Company of Canada | 11. Kraft |
| 3. High Liner Foods | 6. University of Manitoba | 9. Canadian Horticultural Council | 12. Hela Canada |
| | | | 13. McCormick |

Hear from these leaders:



Dr. James Adams
*Director of International Audit Staff,
Food Safety & Inspection Service,
United States Department of
Agriculture*



Rick Holley
*Professor, Department of
Food Science,
University of Manitoba
CFIA expert advisor*



Angie Siemens
*Vice President, Technical Services,
Animal Protein
Cargill*

Acquire 9 solutions to your most pressing concerns, including:

- 1. Regulatory Audits:** Hear the latest direction from the USDA
- 2. On-Farm Food Safety:** Learn what your suppliers are doing
- 3. Listeria Investigation:** What happened, and what changes you can expect
- 4. Provincial Regulators:** How provincial regulators are working with local processors
- 5. Building Safety into Food:** New research into safe food processing
- 6. Pathogen Management:** Building better verification and auditing practices
- 7. Allergens and Labeling:** The latest information from Health Canada
- 8. Food Safety in Practice:** Creating a culture of food safety
- 9. Sanitation Design:** Strategies for improving sanitation efficiencies

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

FOOD is your business.

FOOD SAFETY is your mandate.

THIS CONFERENCE is your solution!



The public's health rests in your hands. Don't be the next headline!

Providing safe food is every food company's mandate. Prepare now to tackle your most pressing task – with the help of your peers and industry regulators.

Your first step: This conference!

Acquire 9 solutions to your most pressing concerns, including:

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Take advantage of our critical workshop on

Understanding International Food Safety Standards and Quality Management Systems to Improve Compliance

Stimulate New Ideas and Improve Your Operating Strategies 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!

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 emailing 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

- **USDA Audits:** Hear about the new direction the international auditing team
- **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
- **Allergen Update:** Be aware of the latest developments in allergen labeling
- **Provincial Audits:** How local processors can work with provincial auditors
- **Sanitation solutions:** Design strategies for improving food safety and disinfecting processing equipment

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

- **Get on the short list:** Make sure you are top-of-mind when processors source vendors and suppliers
- **Network with key decision-makers:** Identify new opportunities and trends developed from new innovations
- **Form new alliances:** Generate new business and successfully collaborate with industry leaders who control million dollar budgets

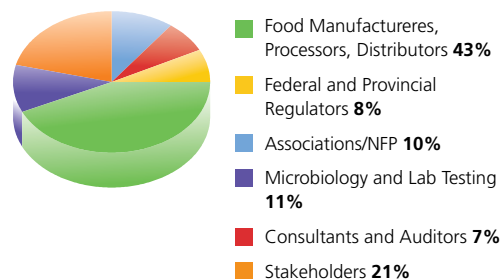
Strategy Institute's North American Summit on Food Safety is our 6th in a series of annual events designed to improve the safety of Canada's food supply by bringing together key knowledge leaders from around the world. As Canada's most prestigious North American Summit on Food Safety, we earned our reputation by addressing the timeliest issues with the industry's most respected leaders. In the past, our delegates have not only benefited from the experience of some of the industry's most storied Fortune 500 brands, but also from leading organizations such as Health Canada, CFIA, USDA, CDC, and the FDA.

Ensure Your Leadership with a Customized Sponsorship/ Exhibit Package

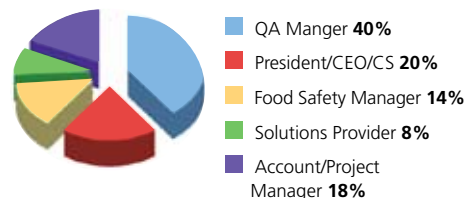
By sponsoring this one of a kind event, you can showcase your company as an industry LEADER. Ensure your presence is known – be visible at this premier event! Select sponsorship packages are still available – to learn more, contact **George Pollard** at **1-866-298-9343 ext. 272**.

WHO YOU'LL MEET:*

Delegate Breakdown:



Function Breakdown



* Previous Strategy Institute Food Safety related events.

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!

Strategy Institute is proud to be a facilitator of information sharing for the public good for over 15 years. We strive to strengthen the foundation of safety, health and wellness through annual conferences such as "Food Safety," "Food Traceability," "Preventing Violence in Schools," Emergency and Disaster Planning for Schools," and many more.

DAY 1

TUESDAY
March 9, 2010



7:30 AM Registration and Continental Breakfast

8:15 AM Opening Comments from the Chair

8:30 AM Building safety into food: What you need to do to achieve a safer food supply

All food industry stakeholders perform inspections to determine if their product is safe. Although inspections and monitoring are necessary for controlling pathogens, nothing can compare to building safety right into the product. This can take place through better training or through added ingredients that provide an important kill step. Hear:

- How building safety into food can be achieved
- How new research is finding solutions
- What the implications of this can have for your industry

Gain valuable insight into how building safety into food is a necessary component to food safety.



Rick Holley,
Professor, Department of Food Science, University of Manitoba;
Advisor, CFIA

9:15 AM FOOD COMPANIES SPEAK OUT

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

Canadian consumers are increasingly demanding better quality food products, resulting in heaving expectations onto all industry participants, from field to fork. 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 from North America's leading executives and apply these principles to your operation.

Anthony Gene,
QA Manager,
McCormick

Karen A. Mills,
Quality Manager,
High Liner Foods, Inc.

Tim Lawlis,
Director of Technical Services,
Bob Evans Farms

Genevieve Arsenault,
Quality Assurance Manager,
Yum! Restaurants International
(Canada) Company

10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

10:30 AM CASE STUDY: Manitoba Agriculture, Food and Rural Initiatives

Provincially regulated processors: Keeping local food safe

A significant amount of the food we eat is produced in provincially licensed facilities, and as consumers look to eat more locally, these facilities will play a bigger role in our food supply. From abattoirs to dairy farms to local food processors, provincial regulators are inspecting these facilities.

- Understand how provincial food producers and processors are regulated, inspected and audited
- Be aware of how multi-faceted inspections occur
- Determine what inspectors want, and expect, to see from processors

Understand how provincial regulators are responding food safety.

Nelson Bowley,
Manager, Inspection and Auditing Services,
Manitoba Agriculture, Food and Rural Initiatives

11:15 AM LEGAL UPDATE

Improve your understanding of your legal obligations – some of which are confusing – that YOU as a food producer must know

As food producers, you have an obligation to provide safe product, and generally, this is the case. However, regulatory penalties can occur not only for major recalls; they can also occur on some lesser-known obligations. Join us for a lively discussion as we address some of the industry's most topical issues, including:

- Your legal obligations as a food producer
- Ready to eat standards and requirements
- Legal gray areas, and regulations that are confusing or ambiguous
- What you can expect from regulators when violations occur

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



Ronald Doering,
Partner,
Gowlings

12:00 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

Sponsored by:



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

1:30 PM KEYNOTE PRESENTATION - Policy Update: United States Department of Agriculture (USDA)

USDA policy update: Complying with current regulations and preparing for future considerations

The USDA continually reviews its policies on food safety, and will continue to put forth changes over the coming years. As Canada's largest trading partner, understanding how to comply with these regulations is paramount for any company working in, or expanding to, the United States.

- Review the role of the USDA with respect to food safety
- Familiarize yourself with the key regulations you must comply with
- Consider future implications and possible policy initiatives you need to know about

Take away key information you need to meet USDA regulatory demands better.



Dr. James Adams,
Director of International Audit Staff, FSIS,
USDA (Washington)

2:15 PM PANEL DISCUSSION

Best practices in tracing food and pathogens to provide quicker recalls that are more efficient

Traceability is a major concern for food producers. Of keen interest are the recent high-profile recalls from local and international food products. Ensuring that all ingredients can be traced back to their point of origin is something more and more companies are insisting. Join us as our panel discusses some of the strategies and options available for:

- Working with suppliers
- Tracing back ingredients to their point of origin
- Pathogen indexing to increase traceability and food safety
- Creating more confidence with consumers

Develop important solutions for tracing food internationally to meet company and consumer demands.



Dr. Shu Chen
University of Guelph



Brian Cute,
Vice President of
Discovery Services,
Afilias

3:00 PM Networking Break

Interact with conference speakers and fellow attendees.

3:30 PM Update on allergens and Health Canada's proposed regulatory changes: What you need to know

Labeling allergens on products is critically important to consumers and regulators, particularly because most recalls are a result of undeclared allergens. With Health Canada continuing to modify regulatory amendments on labeling, this is your best opportunity to get the most up to date information on:

- Allergen labeling requirements for processors
- What labeling claims mean
- What you must declare

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



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

4:15 PM NEW INITIATIVE

On-Farm food safety: Understanding what your suppliers are doing to ensure food safety

The Canadian Horticultural Council launched its on-farm food safety certification program in September 2008. Within the first year, the CanadaGAP Program attracted over 700 farms wishing to be certified, and demand continues to grow. This is an important program in ensuring your suppliers meet your high standards, and that food safety can truly be managed from "farm to fork." Learn:

- The impetus for the program
- How the certification process works
- The industry reaction to the program
- How the program works with government regulators

Understand how food safety is being addressed on the farm.



Heather Gale,
CanadaGAP National Program Manager
Canadian Horticultural Council

5:00 PM Conference Adjourns to Day Two

5:15 PM Social Activities

Unwind and mingle with the delegates and speakers at our "exclusive" end-of-the-day gatherings. Bring your business cards!



DAY 2

WEDNESDAY
March 10, 2010

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Comments from the Chair

8:30 AM Toronto Public Health

The Challenges Associated with Food Borne Illness Investigation in Toronto: Responding to a large foodborne illness outbreak to protect the public

Illness resulting from the consumption of food is widespread and much of it is preventable. Although cases of foodborne illness are significantly under-reported to authorities, available data indicates that each year 1:6 Torontonians are affected by foodborne illness. In this session you will learn about:

- Statistical data on food borne illness in Toronto
- How the Toronto Food Inspection and Disclosure System works
- Food borne illness investigation requirements of the Ontario Public Health Standards and Food Safety Protocol
- Multi-agency roles and responsibilities in the investigation of Food borne illness
- Examples of major food borne illness investigations

Learn how Toronto investigates and responds to outbreaks of foodborne illness

Ron de Burger,
Director, Healthy Environments,
Toronto Public Health



9:15 AM UPDATE: Independent Investigation on Meat Safety
Improve your understanding of the listeriosis investigation and its impact on the food industry

The Weatherill Report dealing with the 2008 listeriosis outbreak is now complete. This is your chance to meet one of the expert advisors to understand better how the outbreak occurred and the recommendations that were drawn from the investigation.

- Review the causes of the outbreak
- Understand what steps have been recommended to avoid similar events from occurring
- Determine how the Weatherill Report will impact the food industry

Hear how the latest details on the independent listeriosis investigation will impact you.



Mansel Griffiths,
Director, Canadian Research Institute for Food Safety, University of Guelph; Expert Advisor, Listeria Investigation

10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

10:30 AM CASE STUDY: Cargill

Addressing the human element in food safety: Building better verification strategies into your processing line

For all food producers, delivering a safe, quality product is their most important task. How to do this effectively, when there are so many opportunities for mistakes, is what keeps food safety officers up at night. Although technology can help, dealing with human error must also be addressed.

- Determine how best to design processes into production
- Hear what Cargill is doing differently, and how it can improve your food safety practices
- Learn how to create and implement verification and auditing checks along your production line

Understand how Cargill is continuously improving their inspection and verification processes.



Angie Siemens,
Vice President, Technical Services, Animal Protein, Cargill (Wichita, KS)

Adam Aronson,
Chief Executive Officer, Arrowsight, Inc.

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

Food and beverage manufacturers are dedicated to ensuring the safety of their products. However, even the best systems can miss something, leading to a recall. This presentation addresses how some companies can be led to a false sense of security about their food safety, and will provide new insights into the various factors that make up a first rate food safety strategy. Get big picture views of the many components that play a factor in food safety, including new updates on:

- Monitoring and controlling the supply chain from farm to fork
- Detecting issues and taking preventative action in real-time
- Unit traceability in proactively dealing with food safety issues

Doug Fair,
VP of Statistical Applications, Infinity QS

12:00 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM CASE STUDY: Hela Canada

Best practices in creating a culture of safety – and putting it into practice

Every food producer wants to ensure a safe product leaves their facility, free of foreign materials, undeclared allergens, and pathogens. Hear how one company is succeeding not only good HACCP monitoring, but through creating a culture of food safety at all levels. Learn how Hela Canada is:

- Working with employees and suppliers to improve testing at all levels
- Instilling a culture of food safety from the floor up
- Maintaining an effective, science-based approach to a monitoring program for all hazards

Emulate the success of Hela Canada in your company.



Dr. Thomas Varga,
VP Food Safety and Operations, Hela Canada

2:15 PM CASE STUDY: KRAFT

Building better disinfecting solutions through sanitary design

The need to protect all consumers from foodborne illnesses requires a great deal of attention to sanitation. Effective sanitation not only requires effective disinfectants, it also requires design solutions that maximize the sanitation process. Discussion topics include:

- What is meant by sanitation design
- How sanitary design can improve food safety and lessen recalls
- How Kraft has implemented sanitary design best practices

Learn how sanitary design can provide effective solutions for eliminating pathogens

Joe Stout,
Director of Product Protection and Hygienic Design, Kraft (Chicago)

3:00 PM Networking Break

Interact with conference speakers and fellow attendees.



3:30 PM PANEL DISCUSSION

Moving to one standard: How to improve third party auditing efficiency to save time and money

In many cases, suppliers, retailers, and processors can have separate standards for food safety audits. This increases the complexity of third party audits and costs companies time and money. With multiple standards, what ones should you follow?

- What do standards actually mean, and why are there so many?
- Where is the industry currently heading?
- How can the industry improve on its third party auditing standards?
- Where and how can training programs be factored in to improve auditing efficiencies

Find out how industry can improve third party auditing efficiency and improve food safety standards



Steve Merrill,
VP Sales,
Alchemy Systems



Tom Vogel,
Product Manager,
AGRI-Food, QMI-SAI Global

➔ More to come . . .

4:15 PM CASE STUDY: Campbell Soup

Successful strategies for launching a Gluten-Free product line to increase food safety

Learn about how, with the help of the Canadian Celiac Association, the Campbell Company of Canada launched Gluten-Free products and implemented effective manufacturing controls and testing protocols. Understand:

- What celiac disease is and why this market is different from other markets, even other "free-from" markets
- Who is affected and what the health implications are
- Ingredient and formula considerations
- Factory floor cross contact review
- Ingredient and product testing

Emulate the success of Campbell in providing safe Gluten-Free products.



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



Janet Dalziel,
President,
Canadian Celiac Association

5:00 PM Conference Adjourns

POST-CONFERENCE WORKSHOP

THURSDAY

March 11, 2010

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.

Tom Vogel,
Product Manager,
AGRI-Food, QMI-SAI Global



Our conference is being held in the Holiday Inn Yorkdale which is conveniently located off Hwy #401 and within walking distance of the Yorkdale Mall and Yorkdale subway stop. Holiday Inn Toronto Yorkdale is a full service hotel with a variety of "extra" services to assist every guest including a full service spa on property.

Book before **Feb. 23** to receive our conference rate of **\$130/night**
<http://www.hiyorkdale.com/>

3450 Dufferin St. Toronto, ON. M6A 2V1
Direct: 416-789-5161
Reservations: 1-888-HOLIDAY

Staying at the hotel has advantages for you!

1. The entire conference will take place inside the Holiday Inn Yorkdale. You will be just steps away from all the sessions and networking action!
2. Specially arranged evening SOCIAL ACTIVITIES to facilitate peer-to-peer interaction and networking will be taking place in the hotel.
3. Save money, with the special room block mention "Strategy Institute" you will pay only \$130/night for a standard room in this wonderful hotel.
4. First class amenities! Experience the Holiday Inn pool, fitness area and spa and don't forget the standard complimentary wireless access.
5. Bring your spouse and enjoy a mini vacation while attending the conference. Toronto's favourite mall, Yorkdale mall is right across the street and with the subway so close, hop on & you're just minutes from the action of downtown!

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



WHY YOU SHOULD ATTEND

- ✓ Regulatory and Audit Updates
- ✓ Pathogen Management
- ✓ Listeria Investigation
- ✓ International Perspective
- ✓ Labeling Regulations

HOW TO REGISTER



E-Mail:
registrations@strategyinstitute.com



Telephone: 416-944-9200
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Fax: 416-944-0403
1-866-298-9344 (Toll-free)



Mail: Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario M5V 3A8

Please register this person for: **6th Annual North American Summit on Food Safety**

1 CONFERENCE INVESTMENT

CONFERENCE INVESTMENT	Food Producers, Wholesale, Retail, Restaurants	Regular Investment
Conference ONLY	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,895
Conference + Workshop	<input type="checkbox"/> \$1,590	<input type="checkbox"/> \$2,190
Workshop ONLY	<input type="checkbox"/> \$ 395	<input type="checkbox"/> \$ 395

EARLY BIRD SAVINGS

SAVE \$100

Register by Jan. 15

2 CONTACT DETAILS

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COMPANY/FIRM: _____

ADDRESS: _____

CITY: _____ PROV/STATE: _____ POSTAL CODE: _____

TELEPHONE: () _____ FAX: () _____

MOBILE: () _____ EMAIL: _____

APPROVING MANAGER'S NAME: _____ TITLE: _____

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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 25% of the conference cost.

Cancellations: Cancellations must be received in writing by February 23rd, 2010. 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: 110006

Disclaimer: Strategy Institute reserves the right to change or adjust the agenda without notice.

MULTIPLE ORDERS PLEASE PHOTOCOPY