

4<sup>th</sup> Annual Summit on

# Food Safety

Special Pricing for...  
Manufacturers & Retailers

Tuesday June 17<sup>th</sup> and Wednesday June 18<sup>th</sup>, 2008  
The Old Mill Inn and Spa | Toronto, ON

- Holistic Approaches
- Regulatory Agenda
- Cloning Update
- Allergen Action Plan
- Superbug Strategies
- RTE Food Best Practices
- Unifying Standards
- China Update



Joanne Allen  
Senior Project Manager  
Kraft



Leonard Huskey,  
Vice President,  
Pork Quality Assurance,  
JBS Swift



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

Learn from these critical industry stakeholders:

- Health Canada
- Kraft
- Sobeys
- Jack in the Box Restaurants
- Cara Operations
- JBS Swift
- Archer Daniels Midland
- Oberto Sausage Company
- Canadian Food Inspection Agency

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To register call: 1-866-298-9343 • E-mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)

# Are you prepared to meet the growing demand for *safer food*?

The Federal Government's new Food and Consumer Safety Action Plan is coming. Questions abound regarding China and cloned meat. Recalls continue to wreak havoc on businesses and consumers. Your action plan?

## Your first step – this conference!!

At our FOURTH ANNUAL EVENT, find solutions to your most pressing concerns, including:

- **Legislative agenda:** Get the latest updates in Food Safety
- **Award winner:** Becoming an industry leader after a recall
- **Cloning update:** New information on the safety of cloned meat
- **China update:** Essential strategies in sourcing food from China
- **Best Practices:** Allergen and pathogen management

## In depth workshops

Take advantage of our critical workshops on whole chain traceability and QA strategies for safe importing practices.

## Stimulate New Ideas and Improve Your Operating Strategies by Interacting With Peers and Experts

Hundreds of your peers have already taken advantage of this annual event! 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 from real-life case studies!

## Bring Your Team and Benefit from Special Pricing: Develop Strategies to Build a Successful Cost-Effective Development Plan

Ensure all levels 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 your entire team and increase the potential success of your next challenge!

## Learn from these critical industry stakeholders:

- Health Canada
- Kraft
- Sobeys
- Jack in the Box Restaurants
- Cara Operations
- JBS Swift
- Archer Daniels Midland
- Oberto Sausage Company
- Canadian Food Inspection Agency



## 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](mailto:registrations@strategyinstitute.com) today.

## Attend this high-level summit specifically designed for:

### Food Manufacturing, Retail Food Sales, Restaurants

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

- **Regulatory updates:** Gain critical insight into the pending legislative changes that will affect you
- **Award winner:** Learn how to turn a food recall into an opportunity to become an industry leader in food safety
- **Improve compliance and manage risks:** Identify critical solutions to better manage allergens, pathogens and extraneous foreign materials
- **China update:** Develop key strategies for monitoring and sourcing food from China
- **Cloned meat update:** The latest developments on the safety of cloned livestock

### Transportation and Supply Chain

Quality Assurance Directors and Managers, Food Safety Directors and Managers, National and Regional Operations Managers

- **Reduce your exposure to liability:** Understand the importance of employing best practices in food handling
- **Increase revenue:** Create an action plan that demonstrates to customers your ability to comply with their standards

### 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 recent industry trends
- **Form alliances:** Generate new sales and collaborate with industry stakeholders

## 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.



## Delegate Commentary On Last Year's Event

“ 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.



# Day One

Tuesday, June 17<sup>th</sup>, 2008

## 8:00 AM Registration Opens

## 8:15 AM Opening Remarks From The Chairperson

## 8:30 AM Food Industry Panel Discussion

**Food safety 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

Julie Powell, Director, Quality Assurance, Sobey's

Sandra Cistrone, Manager, Product Quality, Canada, Archer Daniels Midland

Leonard Huskey, Vice President, Pork Quality Assurance, JBS Swift

## 9:15 AM Your legislation action plan

**Taking a proactive approach to food safety in the face of new legislation**

With new legislation expected at the federal level, this is your opportunity to see the practical implications it will have on your food safety program.

- ▶ Review how the legislation will impact your business
- ▶ Design a solutions-based approach and be prepared for any new developments
- ▶ Benchmark your current practices against future expectations

*Gain a better understanding of how the new legislation will affect your industry.*



Mansel W. Griffiths, Director,  
Canadian Research Institute for Food Safety

## 10:00 AM Networking Break

## 10:30 AM Food safety standards

**The importance of working collaboratively to establish food safety standards**

Unlike most G8 countries, Canada does not have a national food safety policy or plan. Without a national plan, Canada's food supply remains regulated through a series of voluntary, and sometimes differing, safety standards. Our panel will discuss:

- ▶ Why Canada needs a national food safety plan
- ▶ How best to recognize multiple standards
- ▶ Why and how to include all industry stakeholders

Danny Dempster, President, Food Safety and Government Relations, Canadian Produce Marketing Association

Heather Gale, Food Safety Coordinator, Canadian Horticulture Council

Gary Sands, Vice President, Government Relations, Canadian Federation of Independent Grocers

## 11:15 AM Case study: China Strategies

**Fostering local relationships in China, a key factor in food safety**

In this session, source strategies to better control over quality and food safety in China.

- ▶ Understand the key factors when purchasing Chinese fruits and vegetables
- ▶ Be aware of the challenges and limits they faced, and the solutions they introduced
- ▶ Project and adapt to a rapidly changing environment in China



Christophe Canivet, Director, Quality Control, VLM Food Trading International

## 12:00 PM Networking Luncheon

## 1:15 PM Case study: Oberto Sausage Company

**Strategic planning to improve the safety of ready-to-eat and post-pasteurized foods**

Ready-to-eat foods present many concerns, among the most serious being *salmonella* and *listeria*. Although many consider their process adequate, there is room for improvement. Create an action plan for:

- ▶ Monitoring bacterial contamination
- ▶ Avoiding the pitfalls of hubris over your successful safety record



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

## 2:00 PM

**Protecting yourself from lawsuits: Emerging legal issues in Canadian food law**

Gain invaluable industry knowledge as we explore the latest legal developments in Canadian food law. This provocative discussion will address the industry's most topical legal issues, including:

- ▶ New regulations of food-like natural health products
- ▶ China as an import and export market

**Session Continues (see next page) ▶**

- ▶ Trends in the Canadian Food Inspection Agency's enforcement policy



Ronald Doering, Partner,  
Gowlings

### 2:45 PM Networking Break

### 3:05 PM Transportation best practices

Employing safe transportation practices to ensure food safety and to protect your brand

When containers are loaded with your product, do you know what products that container held yesterday? Last week? This is a common concern, but there are solutions.

- ▶ How can you ensure your product is transported safely?
- ▶ What are the food handling standards for the transportation industry?

Richard Lande, **Transportation Lawyer**



Brad MacCallum, President and Founder,  
Kasar Canada, Ltd.

### 3:50 PM Case Studies in real-time data collection

Leverage real-time SPC to create your competitive advantage

Food manufacturing has become more global, with many ingredients crossing geographic, cultural, and technical boundaries. Managing and controlling the myriad risks sometimes requires more than just due diligence.

- ▶ Discover the value of real-time quality tracking
- ▶ Identify statistical trends to confirm product safety and quality
- ▶ Maximize your ability to make better QA decisions with increased data

Steve Wise, Vice President, **Statistical Methods**

### 4:30 PM Industry update: Food packaging

Optimizing food safety with HACCP Standards in package manufacturing

While HACCP has been in long-term use for front-line food workers, only recently has it been adopted by the food packaging industry.

- ▶ Hear how packaging manufacturers are building on their commitment to food safety
- ▶ Discover how PAC's new standards are being implemented worldwide

Larry Dworkin, Government Relations Director,  
Packaging Association of Canada

### 5:15 PM to 7:00 PM Cocktail Reception



# Day Two

Wednesday, June 18<sup>th</sup>, 2008

### 7:30 Registration Opens

### 8:15 AM Recap of Day One By Chair

### 8:30 AM Case study: Jack in the Box

Turning a recall into an opportunity to become an industry leader

In 1993, Jack in the Box suffered a devastating *E. coli* O157:H7 outbreak. Since then, they have received several awards for their food safety practices and industry leadership. Learn how Jack in the Box:

- ▶ Took a holistic approach to food safety
- ▶ Forged stronger supplier partnerships
- ▶ Created a training program that addressed young, ESL workers



Darren Blass, Director of Quality Assurance and Product Safety,  
Jack in the Box Restaurants

### 9:15 AM Case study: Kraft Foods

Implementing effective allergen monitoring control features in food manufacturing

Controlling allergens, and ensuring they are disclosed, requires a consistent and effective process. Find out how Kraft is:

- ▶ Taking the lead in allergen control
- ▶ Facing and addressing allergen challenges
- ▶ Working with consumers and government



Joanne Allen, Senior Program Leader,  
Kraft

### 10:00 AM Networking Break

### 10:30 AM Update: Cloned meat and food safety

Get the latest facts on food safety and cloned livestock to mitigate consumer concerns

The US Food and Drug Administration's announcement that cloned meat was safe to consume has opened up a new opportunity for farmers. Yet, consumers are wary of the news.

- ▶ Hear whether consumer concerns are unfounded
- ▶ Discover whether cloning can be a tool in disease control
- ▶ Be aware of the latest developments in this new technology



Cindy Tian,  
Professor, Department of Animal Science,  
University of Connecticut

## 11:15 AM Legal Case Studies

### Safeguarding your business against foodborne illness suits

Recalls over foodborne illnesses continue to occur across North America, from listeria in milk, to botulism in beans. High-profile recalls harm your bottom line and, more importantly, diminish your reputation.

- ▶ Through a variety of case studies, learn how to protect yourself from legal action
- ▶ Determine what due diligence entails
- ▶ Gain a better understanding of when to settle and when to fight



Paul Kassirer, Partner,  
Lester, Schwab, Katz, and Dwyer, LLP



Al Maxwell, Partner, Weinberg, Wheeler,  
Hudgins, Gunn, and Dial, LLC

## 12:00 PM Networking Luncheon

### 1:30 PM

#### Super bugs and food safety: Understanding the risks of antimicrobial resistance in animals

Disease resistant bacteria have lately become a concern among health care professionals, particularly among an aging, more vulnerable population. Because antimicrobial resistance develops quickly, there are some concerns that livestock could contribute to the emergence of super bugs.

- ▶ Get the latest information on this emerging concern
- ▶ Differentiate fact from fiction
- ▶ Learn how disease resistant bacteria can affect and threaten human health

Manisha Mehrotra, Human Safety Division,  
Health Canada

### 2:15 PM

#### Protect your product – and your business – from foreign material contamination

Everyone is aware of the threat foreign materials in food pose, yet large-scale recalls continue to occur because of them.

- ▶ Make time to improve your control measures and maintenance schedule
- ▶ Ensure systems are in place that inform the right people, immediately
- ▶ Develop an effective maintenance plan that can prevent costly recalls

## 3:00 PM Networking Break

### 3:30 PM Case study: Cara

#### Risk behaviour and food safety: Why are some employees harder to train than others are?

You have a HACCP program in place, but how do you monitor your employees? One individual failing to wash their hands can have a devastating affect on your customers' health, and your bottom line.

- ▶ Instill an ownership model among employees
- ▶ Create an action plan for training younger workers
- ▶ Understand how to better address and correct risky behaviour

Fabian Cazzola, Director, Quality Assurance,  
Cara Foods

### 4:15 PM

#### Leveraging technology to fortify your food safety strategy

Battling bacteria and other food contaminants requires a great deal of human care and attention, but it is always necessary to have some modern technology to help.

- ▶ Learn what emerging technologies are in the pipeline
- ▶ Discover which technologies are more effective for different concerns
- ▶ Keep pace with the technology that will save you recalls, and money

## 5:00 PM Conference adjourns



# Post-Conference Workshops

Thursday, June 19<sup>th</sup>, 2008

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

## How to implement whole chain traceability to satisfy regulatory and consumer demands

Implementing or improving upon a whole chain traceability plan will enable you to meet compliance objectives more effectively, but will also pay dividends in time savings and customer satisfaction. This interactive workshop will:

- ▶ Enhance your competitive advantage through product differentiation and brand protection
- ▶ Strengthen your customer loyalty and trading partner relationships through proactive information sharing
- ▶ Improve results by continuously monitoring product quality along your entire value chain
- ▶ Secure access to international and domestic markets through regulatory compliance
- ▶ Dramatically reduce risk and costs associated with product recall and withdrawal situations

*Acquire detailed information in improving or starting your whole chain traceability plan.*

Helge Kittelson, CEO, Trace Tracker Canada

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

## Supplier quality assurance strategies and good importing practices

With new legislation placing more responsibility on importers for the safety of their imports, and enforcement in some cases becoming harsher, understanding your role in performing due diligence is greater than ever.

- ▶ Understand your responsibility in sourcing from suppliers
- ▶ Develop a comprehensive action plan to limit your liability
- ▶ Take away practical strategies you can use in the field

Paul Madeiros, Manager, Consulting Services,  
Guelph Food Technology Centre

## Ensure Your Leadership With A Customized Sponsorship/Exhibit Package

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## Our Conference Venue: The Old Mill Inn & Spa



Experience the magnificence of one of Toronto's most renowned landmarks, situated in the picturesque Humber Valley at 21 Old Mill Road. To reserve your room at our exclusive rate of \$225, contact The Old Mill at **416-236-2641** and mention that you are attending the Strategy Institute event. Limited rooms are available—and they will sell out!

In addition to offering free parking to visitors, The Old Mill is optimally located next to the Old Mill subway station, just minutes from downtown. [www.oldmilltoronto.com](http://www.oldmilltoronto.com).

If you require further assistance, please do not hesitate to contact our Customer Care Team at **1-866-298-9343**.





# Food Safety

June 17<sup>th</sup> and 18<sup>th</sup>, 2008 | The Old Mill Inn and Spa | Toronto, ON

## Why You Should Attend:

- ▶ Regulatory updates
- ▶ Cloned meat safety update
- ▶ China update
- ▶ Manage risks

## How to Register:

-  **E-Mail:**  
registrations@strategyinstitute.com
-  **Telephone:** 416-944-8833  
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

ATTENTION MAILROOM: If undeliverable to addressee, please forward to:  
QA/QC Managers and Directors, Food Safety Managers and Directors  
Please register this person for: **4<sup>th</sup> Annual Food Safety Summit**

### 1 Conference Pricing

CONFERENCE CODE: 108014	Food Producers, Wholesale, Retail, Restaurants	Regular Rate
Conference ONLY	<input type="checkbox"/> \$1195*	<input type="checkbox"/> \$1895*
Conference + 1 Post-Conference Workshop	<input type="checkbox"/> \$1490*	<input type="checkbox"/> \$2190*
Conference + 2 Post-Conference Workshops	<input type="checkbox"/> \$1785*	<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  
**April 18<sup>th</sup> and Save \$200\*\***  
\*\*Conference Packages Only

### 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 June 3<sup>rd</sup>, 2008. 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.

### 2 Contact Details

Delegate Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company/Firm: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Mobile: ( ) \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Approving Manager's Name: \_\_\_\_\_  
 Title: \_\_\_\_\_

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