

TWO-DAY CONFERENCE: WEDNESDAY OCTOBER 18<sup>TH</sup> AND THURSDAY OCTOBER 19<sup>TH</sup>, 2006  
DIRECT ENERGY CENTRE (FORMERLY NATIONAL TRADE CENTRE) • TORONTO, ONTARIO

S E C O N D A N N U A L

# Food Traceability Summit

**Ensure Safety and Quality, Reduce your Costs and Increase Efficiency**

**Hear Critical Insights from These Leaders:**



**Dean Baglole**  
Chairman of the Board,  
Atlantic Beef



**Ray Ellard**  
Director, Audit  
Compliance,  
Food Safety Authority  
of Ireland



**Veny Gapud**  
Director of Quality  
Assurance and  
Food Scientist, Popeye's  
Chicken and Biscuits



**Honourable Chuck Strahl**  
Minister of Agriculture and  
Agri-Food and Minister for  
the Canadian Wheat Board  
*(may be subject to schedule)*

**+plus**

**In-depth Case Studies from These Industry Leaders:**

- ✓ Popeye's Chicken and Biscuits (USA)
- ✓ BASF (Germany)
- ✓ Birds Eye Foods (USA)
- ✓ Ocean Nutrition Canada
- ✓ Atlantic Beef Products
- ✓ Research and Productivity Council

**The Premiere Food Traceability Event for Every Food Producer, Processor, Re-Packer, Distributor, and Retailer**

- ✓ **MINIMIZE** potential for liability, negative publicity, and recalls
- ✓ **DIFFERENTIATE** and market foods for greater profitability
- ✓ **IMPROVE** collaborative business practices
- ✓ **SECURE** present and future trade relations
- ✓ **EVALUATE** and understand the benefits and costs of traceability technologies
- ✓ **LEARN** strategies to avoid risks posed by BSE and the Avian Flu

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**To register call 416-944-8833/866-298-9343  
E-Mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)**

S E C O N D A N N U A L

# Food Traceability Summit

**Ensure Safety and Quality, Reduce your Costs and Increase Efficiency**

**H**ow can a traceability strategy help you provide the food safety, operating performance, and brand value your regulators, consumers, and shareholders are increasingly demanding?

#### **Answer These Questions and Learn from Industry Leaders Responsible for Profitable Traceability Initiatives**

Case studies of traceability programs and interactive discussions with senior executives will improve your traceability investment decisions. Reduce your budget and increase supply chain integration and data synchronization by zeroing in on those elements critical to successful implementation.

#### **Ensure Safety and Quality, Differentiate Your Products and Reduce Costs by Using the Best Available Traceability Strategies and Technologies**

This summit will deliver the knowledge, tools, and strategies to:

- ✓ Reduce supply chain costs
- ✓ Respond to changing global food safety and trade regulations
- ✓ Maintain product information from one supply chain link to the next
- ✓ Minimize legal liabilities and protect profits
- ✓ Meet demands of discriminating consumers
- ✓ Streamline operations and improve customer service
- ✓ Determine the appropriate method of data storage
- ✓ Add value to your business with strategic technology investments
- ✓ Mitigate risks posed by BSE and the Avian Flu

**Have you ever looked at a traceability success and wondered what technologies were used? How did they succeed in integrating their supply chain operations and enterprise solutions?**

Presentations on leading case studies and targeted expert sessions will give you the opportunity to ask everything; from the ERP solutions employed to how to implement RFID cost-efficiently.

#### **Design a Cost-effective and Profitable Traceability Strategy Using an Integrated Approach. Benefit from Special Pricing – Register Three and the Fourth Comes Free!**

The most effective traceability systems generate efficiencies and improve productivity through the integration of supply chain, manufacturing, and food safety systems – we are offering special team pricing to help kick-start your planning process and increase the return on your traceability investment! Take this opportunity to develop a shared vision and focus.

#### **Attention Technology and Service Suppliers – Connect with Buyers from Across North America!**

Do you have a product or service perfect for the food production, processing, supply, security, and traceability market? Have you been looking for an opportunity to position your company as a leader in your industry? Do you need a credible, non-partisan platform to deliver the message of why your product or service can help food producers, processors, and retailers improve their profitability?

Use this low-cost networking opportunity to demonstrate your expertise and the performance benefits of your solutions. Be a part of this exclusive forum and DEMONSTRATE YOUR COMMITMENT TO YOUR CLIENTS!

#### **Don't miss this invaluable learning opportunity – register now!**

Don't let your competition get the last seat! Benefit from the industry leading case studies and practical, real-world advice that this Summit has to offer. Register today – space for this event is limited and sure to sell out! Call toll free at **1-866-298-9343** or email us at [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com) today.

#### **ENSURE YOUR LEADERSHIP WITH A CUSTOMIZED SPONSORSHIP/ SPEAKING PACKAGE**

By sponsoring this event, you can display your company as an industry LEADER. Select sponsorship packages are still available – To learn more, contact **George Pollard** at **1-866-298-9343/416-944-9200** extension 272.

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# DAY ONE: Wednesday October 18<sup>th</sup>, 2006

8:00 AM Registration and Continental Breakfast

8:45 AM Opening Remarks from the Chairperson

**Gary Fread,**  
President & CEO,  
GUELPH FOODTECHNOLOGY CENTRE



## Keynote

9:00 AM **Can-Trace Update: What has it accomplished for you? What can it do for you?**

The Can-Trace initiative began three years ago in a burst of energy and enthusiasm. The result is whole-chain food traceability standards that can be used by producers through to retailers.

- Determine the importance of a common traceability standard
- Learn why your company should adopt one
- How will Can-Trace fit in with the new thrust by the federal government to put a national traceability program in place?

*Come and get an update on the Can-Trace project, and see the benefits for your company.*

**Norm Cheesman,**  
Director, CAN-TRACE/Directeur, CAN-TRACE

## Industry Expert

9:45 AM **How to Build a National Traceability System: Add Value, Save Money and Increase Revenue**

Determine how producers, processors, transportation, and retail organizations can justify traceability and make it happen. Learn the principles and starting actions that will help.

- Make the business case for enhancing your traceability capability
- Position your company to share traceability data with key partners
- Learn first steps to implement your traceability system

*Poise your organization to comply with national requirements and take advantage of the commercial advantages of traceability.*

**Brian Sterling,**  
Director, RFID & Product Traceability,  
IBM CANADA



10:15 AM **Networking Break**

Interact with conference speakers and fellow attendees

## Case Study: BASF

10:45 AM **Leverage Whole-chain Traceability to Reduce Cost, Increase Productivity, Create Competitive Advantage, and Increase Strategic Profile**

There have been significant new technologies developed in food safety related tracebacks. Increasingly, tracing globally has become the key to information sharing across a variety of transportation mediums.

- Example: the TELOP-TRACE project in farmed salmon (first electronic whole-chain traceable market segment)
- Reasons for whole-chain traceability

*Determine how to enhance your internal traceability capabilities through the implementation of incremental, scalable, and cost-effective technology applications.*

**Cristian Barcan,**  
Project Manager, Traceability and Food Safety,  
BASF AKTIENGESELLSCHAFT (Germany)



## Industry Expert

11:30 AM **Critical Regulatory Update from the EU That Will Impact How You Do Business and Export**

Building your competitive advantage in key export markets demands close attention to changing regulatory environments around the world.

- How are food laws improving consumer safety in these jurisdictions?
- Trade, food safety, and health issues on the radar – what is being closely monitored?
- Assess the steps you need to take to remain competitive in a global market!

*Take away important updates and insights from the government officials driving traceability.*

**Ray Ellard,**  
Director Audit Compliance,  
FOOD SAFETY AUTHORITY OF IRELAND



12:15 PM **Sponsorship Exhibition and Networking Luncheon**

This is your opportunity to make new business contacts and discuss the ideas presented in the morning session.

## Case Study: Atlantic Beef Products Inc.

1:45 PM **Identify the Business Drivers of Traceability: Improve Food Safety, Brand Recognition, and Revenue Generation**

Having the ability to trace materials and products throughout the supply chain has become an integral part of doing business. Manufacturers and processors choose to trace food for food safety, security, and to build their brand.

- Use traceability to assist with your supply chain
- Identify how you can build your branding advantage using traceability
- Utilize traceability for transport and for support activities

*Walk away from this session with an understanding of the key drivers affecting traceability.*

**Bruce Andrews,**  
Purchasing Manager,  
ATLANTIC BEEF PRODUCTS INC.



**Dean Baglole,**  
Chairman of the Board,  
ATLANTIC BEEF PRODUCTS INC.



## Case Study: Popeye's Chicken and Biscuits

2:30 PM **Mitigate Food Safety Risks During Transport Through Whole-chain Traceability**

Anytime perishables are handled, there are shelf life and safety issues. Maintenance of proper temperatures during shipment from suppliers to distributors to restaurants is the key to preserving product integrity and safety.

- Understand the importance of using reputable suppliers and distributors
- Monitor products during transport, and how they can be employed to maintain product integrity and to trace sources of mishandling and abuse
- Learn how to effectively code labels in order to facilitate rapid product traceability in emergencies

*Come away from this session with effective methods to mitigate safety risks during shipment of products.*

**Veny Gapud,**  
Director of Quality Assurance and Food Scientist,  
POPEYE'S CHICKEN AND BISCUITS



## DAY ONE (continued): Wednesday October 18<sup>th</sup>, 2006

### 3:15 PM Networking Break

Interact with conference speakers and fellow attendees

### Industry Experts Panel

#### 3:45 PM BSE and the Avian Flu: Learn the Real Threat to Your Business and Gain Strategies to Protect Your Company

Although traceability aims to minimize the risk of potential crises, any number of adverse events could result in closed borders, increasing public alarm and constant media attention.

- Prepare for any potential crises
- Ensure that your system is effective in responding to disease

Find out where the real threat is and how to protect your company and consumers.

**Robert Burden,**  
Avian Influenza Project Coordinator,  
NATIONAL FEATHER AGENCIES



**Julie Stitt,**  
Executive Director and Administrator,  
CANADIAN CATTLE IDENTIFICATION AGENCY



4:30 PM Day One Adjourns

## DAY TWO: Thursday October 19<sup>th</sup>, 2006

8:00 AM Registration and Continental Breakfast

8:45 AM Recap of Day One by Chair

### Industry Expert

#### 9:00 AM Invest in the Right Productivity: Traceability is FREE

Companies big and small are investing to increase revenues, decrease costs, and get traceability as a free by-product. Spending money on traceability can only increase costs. Investing in productivity, with traceability as a "free" bonus, is the key to improving your competitive position in the global market. For some organizations, it is the key to survival.

- Using traceability for credence attributes, authentication, cold chain monitoring, and other sources of new revenue, not just food safety
- Using traceability to drive down costs; practical examples from the real world
- Using technology to collect traceability data – faster, better, cheaper – and using that data to drive new value in your value chain
- Finding some government funding to reduce your investment

**Frank Hennigar,**  
President,  
GLOBAL FOOD EXCELLENCE



### Case Study: Research and Productivity Council

#### 9:45 AM DNA Traceability: Revolutionize the Way You Can Track Products

DNA traceability programs have far-reaching benefits for food safety and enhance the value proposition of traceability.

- Develop gene panels that provide the foundation for traceability
- Enhance your ability to provide live animal tracking systems
- Implement a database featuring a computerized search engine that will quickly match DNA from a piece of meat to the mother's identity

Enhance your food traceability programs and obtain first hand experience from industry experts.

**Rachael Ritchie, D.Phil.,**  
Head, Food Fisheries & Aquaculture Department,  
RESEARCH & PRODUCTIVITY COUNCIL (RPC)



### 10:30 AM Networking Break

Interact with conference speakers and fellow attendees

### Case Study: Birds Eye Foods

#### 11:00 AM From Supply Chain to Value Chain: Facilitating Communication and Information Sharing Across the Supply Chain

One of the exciting benefits of traceability is the amount of information made available throughout the supply chain. Birds Eye Foods has implemented ASIS, the Agriculture Services Information System, to provide traceability for every step of the raw product production chain. Learn more about this program and how Birds Eye Foods uses it to:

- Link every food package to the plant, truck, harvester, and grower
- Take raw product safety to a higher level
- Quickly retrieve essential data

Take away the strategies you need to develop an efficient data system to improve your food traceability program.

**Rhett Smith,**  
Director of ASIS Implementation,  
BIRDS EYE FOODS



### Standards Panel

#### 11:45 AM Enhance Food Safety, Ensure a Solid Supply Chain, and Manage Recalls with Whole-chain Traceability Standards

The best traceability system in the food industry is one that is cost-effective and practical to implement, given our current trade practices, accepted internationally, and will satisfy binding regulations. Both the system and the results must be verifiable and verified.

- Incorporate a broad range of industry applications, to ensure a solid chain of custody along the food chain
- Enhance, don't complicate, food safety
- Support similar systems required for such claims as "organic," "antibiotic free," or "Kosher," as examples

Learn how to facilitate the tracking, and withdrawal, if required of products, while at the same time protecting the non-essential product information.

**John Kukoly,**  
Development Manager – Food Safety,  
QMI



...more to come

## Team Discount

Send 3 delegates and the 4th delegate attends for free!

Agenda Continues (see over) 

## DAY TWO (continued): Thursday October 19<sup>th</sup>, 2006

12:30 PM **Sponsorship Exhibition and Networking Luncheon**  
Join the conference speakers and your peers for a relaxing luncheon. This is your opportunity to make new business contacts and discuss the ideas presented in the morning session.

### Luncheon Keynote

#### 2:00 PM **How to Succeed Under Increased Security Measures, and the Bioterrorism Preparedness Act**

Gain expert insight on complying with the Bioterrorism Preparedness Act of 2002.

- Update on the Bioterrorism Act and how it affects your business
- Review current guidelines and how your traceability initiatives will keep your organization ahead of your competitors
- The future of traceability and its role in trade relations

*Turn expert insight into a competitive advantage and proactive traceability standards that achieve regulatory compliance.*

**Lyle Jackson,**  
Food and Agriculture Sector Specialist,  
DEPARTMENT OF HOMELAND SECURITY



**Dr. Andrea Morgan,** Associate Deputy Director,  
USDA VETERINARY SERVICES

### Industry Expert

#### 2:45 PM **Crisis Management: Effective Strategies to Mitigate Losses and Maintain Consumer Confidence During a Critical Event**

An efficient traceability program can mitigate losses and give your marketing department the tools it needs to see your company successfully through times of crisis.

- Create a consistent message for maximum impact
- Manage the media
- Maintain close contact with industry partners and key stakeholders

*Take away the strategies you need to ensure that you maximize on the benefits of a traceability program.*

#### 3:15 PM **Networking Break**

Interact with conference speakers and fellow attendees

### Case Study: Ocean Nutrition Canada

#### 3:45 PM **Dealing with Global Compliance Issues: Staying on Top of Conflicting Requirements with an Efficient Traceability System to Satisfy Regulations and Your Customers**

Ocean Nutrition Canada is a Canadian company whose market is primarily international. They are mandated to comply with all regulations for products and ingredients in all countries to which they export. They are also mandated by non-regulatory requirements dictated to by customers and the areas in which they are commercially active.

- Clarify conflicting requirements around food traceability
- Manage your traceability system on a global scale
- Strengthen your regulatory and non-regulatory compliance

*Come away with the strategies you need to develop an efficient traceability system and strengthen your regulatory and non-regulatory compliance.*

**Janet Shay,**  
Vice-President of Quality and Regulatory Affairs,  
OCEAN NUTRITION CANADA



### Special Presentation: Federal Minister of Agriculture

#### 4:30 PM **Canadian Traceability Legislation Is On The Horizon. Are You Prepared?**

Federal, Provincial, and Territorial Ministers of Agriculture have unanimously supported moving quickly on a National Agriculture and Agri-Food Traceability System. Are you prepared to meet new changes?

- Hear first hand what Canada's Agriculture Ministers are planning
- Ensure that you are up-to-date with new regulations

*New regulations will influence the way you do business. Attend this session to find out what you need to know to be ahead of the curve.*

**Honourable Chuck Strahl,**  
MINISTER OF AGRICULTURE AND AGRI-FOOD  
and MINISTER FOR THE CANADIAN WHEAT  
BOARD (may be subject to schedule)



5:15 PM **Conference Adjourns**

## Team Discount

**Send 3 delegates and the 4th delegate attends for free!**

Team attendance is recommended to ensure complete knowledge and a shared action plan across interrelated functional areas. Call us at **866-298-9343** for more info.

## ENSURE YOUR LEADERSHIP WITH A CUSTOMIZED SPONSORSHIP/SPEAKING PACKAGE

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***This event has been specifically designed for:***

**Vice Presidents, Directors, Managers, and Senior Executives in:**

- ✓ Traceability
- ✓ Food security
- ✓ Food safety
- ✓ Quality assurance
- ✓ Quality control
- ✓ Operations
- ✓ Cold chain management
- ✓ Regulatory affairs
- ✓ Supply chain operations
- ✓ Logistics
- ✓ Information technology
- ✓ Purchasing
- ✓ Manufacturing
- ✓ Procurement
- ✓ Packaging

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# Food Traceability Summit

**Ensure Safety and Quality, Reduce your Costs and Increase Efficiency**

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

*How  
to  
register*

**Telephone:** 1-866-298-9343/416-944-8833  
**Fax:** 1-866-298-9344/416-944-0403  
**Mail:** The Strategy Institute  
 401 Richmond St. West, Suite 401  
 Toronto, Ontario, M5V 3A8  
**E-mail:** registrations@strategyinstitute.com

SECOND ANNUAL

OCTOBER 18<sup>TH</sup> AND 19<sup>TH</sup>, 2006 • DIRECT ENERGY CENTRE (FORMERLY NATIONAL TRADE CENTRE) • TORONTO, ON

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**Ensure Safety and Quality, Reduce your Costs and Increase Efficiency**

## CONFERENCE REGISTRATION FORM

SECOND ANNUAL FOOD TRACEABILITY SUMMIT

WEDNESDAY OCTOBER 18<sup>TH</sup> AND THURSDAY OCTOBER 19<sup>TH</sup>, 2006

Delegate name (print name in full)	Title
Delegate name (print name in full)	Title
Delegate name (print name in full)	Title
Delegate name (print name in full)	Title
Company/Firm: _____	
Address: _____	
City: _____	Prov/State: _____ Postal Code: _____
Telephone: ( ) _____	Fax: ( ) _____
E-mail: _____	
Approving Manager: _____	
METHOD OF PAYMENT: <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX	
Card Holder's Name: _____	
Card Number: _____	Exp Date: _____
Signature: _____	

Conference Pricing	Early Bird Rate <i>If you register by Aug. 11th</i>	Early Bird Rate <i>If you register by Sept. 15th</i>	Regular Rate
Regular Rate	<input type="checkbox"/> \$1495	<input type="checkbox"/> \$1595	<input type="checkbox"/> \$1695

**REGISTRATION FEE:** The registration fee for the SECOND ANNUAL FOOD TRACEABILITY SUMMIT is \$1,595.00, plus 6% GST. This investment includes luncheon, receptions, 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. **A Team Discount is being offered for this conference. To be eligible for the TEAM DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable team discounts, etc.) must not exceed 25% of the conference cost.**

**CANCELLATIONS:** Cancellations must be received in writing by Wednesday October 4th, 2006. 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 VENUE:** DIRECT ENERGY CENTRE (formerly known as the National Trade Centre) is located on the grounds of Toronto's celebrated Exhibition Place at 100 Princes' Boulevard, less than 5 minutes from downtown.

For those coming from out of town, we recommend making your reservation at the FOUR POINTS BY SHERATON due to its value and proximity to the conference venue. To make your reservation please contact the FOUR POINTS BY SHERATON directly at **1-800-463-9929**.

If you require further assistance, or would like to know of other hotels in the area, please do not hesitate to contact our customer care team at **1-866-298-9343**.

**PAYMENT:** Please make cheque(s) payable to Strategy Institute Inc. and write the registrant's name on the face of the cheque.  
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