

## Message from the Conference Committee

The Global Food Safety Conference kick-off in Anaheim California is in less than a month from now! We hope that you will manage to join us from February 26th to 28th for the leading business food safety event of the year.

We have been working together since the last conference in Barcelona to bring together a truly international programme that reflects the challenges and opportunities of today's dynamic food industry. Under the theme 'One World, One Safe Food Supply', over 20 hot topics will be unveiled by a host of international speakers, ranging from risk assessment and global best practices to emerging trends in managing food safety.

In this Conference Special Edition of the GFSI Newsletter we will share highlights from what promises to be one of our best programmes so far including insights from speakers and a peek into our sponsored breakfast sessions.

For the fun part, in this edition you will also learn how you can win FREE tickets to the Disneyland and Universal Studios parks. You will also find out how to earn your FREE pass to the 2015 Conference and FREE hotel nights by inviting contacts in your network to attend the conference in Anaheim.

We hope that you are as excited as we are that the conference is approaching. We look forward to reuniting with many of you in Anaheim in February.

The Conference Programme Committee,



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**Frank Yiannas**  
Walmart



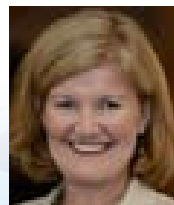
**Mike Robach**  
Cargill



**Sara Mortimore**  
Land O'Lakes



**Yves Rey**  
Danone



**Gillian Kelleher**  
Wegmans



**Robert Gravani**  
Cornell University



**Catherine François**  
Sealed Air Diversey



**Yoshio Sezai**  
The CocaCola  
Company



**Mónica Galleguillos**  
GCL Capacita S.A.



**Ana Hooper**  
Darden



**Simone Hertzberger**  
Royal Ahold

# CONFERENCE OVERVIEW

## THE GLOBAL FOOD SAFETY CONFERENCE, ANAHEIM, 26<sup>TH</sup> TO 28<sup>TH</sup> FEBRUARY

From 26th – 28th February 2014, around 1000 food safety experts will gather in Anaheim, California for the Global Food Safety Conference, the leading industry food safety annual meeting.

Over 60 nationalities will be represented at this annual meeting that brings together top experts from the food safety world but also decision makers from the worldwide food industry. While the Conference is the yearly occasion to get up to speed on the latest food safety developments from internationally renowned speakers, it is also a unique opportunity for attendees to network with their peers from all over the world and conduct business.

20 hot topics will be unveiled by a host of international speakers in 2014 on the theme 'One World, One Safe Food Supply', ranging from risk assessment and global best practices to emerging trends in managing food safety. This year's program will encompass a more pragmatic approach focusing on the conference theme and include practical discussions on the challenges and solutions faced by industry players along the supply chain worldwide – retailers, manufacturers, producers, service providers... as well as other key decision makers – governments, academia...

Among the large array of hot topics in the program there will be a full plenary session dedicated to "Global Supply Chain Best Practices" from a retailer perspective but also from the producer and the manufacturer sides with speakers respectively from Coles – Australia, Grupo Altex – Mexico, Mondelez International – USA... demonstrating how truly global this event is not only in the audience but also on stage.

Another session entitled "It All Starts With Risk Assessment" will go back to basics on what food safety is about, while the closing session will look at: "The Way Forward: High Tech or High Touch?" with an interactive debate that promises to be one of the highlights of the program.

In a breakout session entitled "Food Safety Insanity" we will hear from a speaker from the US National Transportation Safety Board among others. This body is responsible for investigating airline accidents in the United States, determining the cause and then disseminating that information to all airlines to prevent reoccurrences. A learning from a different industry that will with no doubts give food safety professionals in the audience new ideas outside of the box in the way to manage food safety on a daily basis.

The program will feature presentations from major global players such as The Coca-Cola Company, Metro Cash & Carry, Danone, Kroger, Aeon, Wegmans, Mars, Royal Ahold, Fonterra... to name a few, as well as members of the academic community and regulatory officials from University of Maryland, University of Davis California, Cornell University, University of Liverpool, Central University of Technology of South Africa... Interpol, CDC, Japan Ministry of Agriculture, Forestry, and Fisheries, USDA... demonstrating that the Global Food Safety Conference is truly a collaborative platform where private and public sectors come together.

Registrations are open on: [www.tcgffoodsafety.com](http://www.tcgffoodsafety.com)

The full program and more information about the conference and stakeholder meeting\* can also be found on this dedicated website.

### Key Facts:

**Event:** Global Food Safety Conference

**Theme:** One World, One Safe Food Supply

**Date:** February 26th to 28th, 2014

**Location:** Anaheim, California

**Venue:** Hotel Hilton Anaheim

**Web:** [www.tcgffoodsafety.com](http://www.tcgffoodsafety.com)

# DELEGATE TESTIMONIALS

*"This conference is THE conference where food safety professionals can get cutting edge solutions to answer this tricky question."*

*"The Global Food Safety Conference is the premier food safety conference in the world. You bring together experts from all the major global companies to work with one another, to network, to exchange ideas and understand what is happening in our rapidly changing world."*

*"The conference is growing in importance. It is getting bigger and bigger. "*

*"The place to be to meet people, to progress on the challenges we are facing and meet with our suppliers."*

*"Every time I come here I always get new knowledge and insight."*

*"It is a great opportunity to interact on hot topics regarding food safety."*

*"The topics are very current and very relevant to our customers and our company."*

*"I believe that this is a very good platform to meet people - not only from the food industry but also from academia, from the government and all stakeholders."*

*"The most important reason why I attend this conference every year is for the networking opportunities and also to understand the cutting edge direction for food safety practices and processes around the world."*

*"My organization activities are not only in Japan but also worldwide. We already have many clients in Europe, US and Asian countries, so the Consumer Goods Forum gives us a very good opportunity to build up the network."*

*"I have people from my company from everywhere in the world in this conference but I also meet my colleagues from companies around the world and we can share, we can network."*

*"This is a place where we can partner with other stakeholders because we know no one can do it alone. There is no better place to be than this Conference! I'm delighted to be part of the hundreds of attendees who come together to solve food safety issues and improve the quality of food and access to food around the world."*

*"In our global food industry we share common suppliers and often have common distribution systems. So the ability to network with my peers and to continue to drive food safety globally is why every year I continue to come back and so will my company."*

# BECOME AN AMBASSADOR AND GET FREE PASSES TO THE 2015 CONFERENCE!

Invite one or more contacts in your network  
to the 2014 Global Food Safety Conference  
in Anaheim, California and get <sup>(1)</sup>:

- ▶ FREE Disneyland tickets
- ▶ or FREE Passes to the 2015 Conference
- ▶ and FREE Hotel nights at the 2015 conference

	FUN	BUSINESS	AMBASSADOR
<b>You INVITE</b>	1 to 4 Contacts <sup>(2)</sup>	5 to 9 Contacts <sup>(2)</sup>	10 or more contacts <sup>(2)</sup>
<b>You GET</b>	1 to 4 FREE tickets to Disneyland <sup>(3)(4)</sup>	1 FREE Pass for Global Food Safety Conference 2015 <sup>(5)</sup>	1 FREE Pass for Global Food Safety Conference 2015 + 3 FREE hotel nights <sup>(5)</sup>
<b>your invitees GET</b>	1 FREE Disneyland ticket <sup>(4)</sup>		

## How can you benefit from this offer <sup>(1)</sup>:

- 1 Share the following code <sup>(6)</sup> with each of your invitees
- 2 Your invitee(s) register before February 26th with "Your Code + Your first & last name" in the comment box at the bottom of the registration page.
- 3 You and your invitees get the corresponding prize

(1) Restrictions apply, please refer to rules and regulations. Offer valid for every new registration to the Global Food Safety Conference from January 28th to February 26st 2014. This offer is non-cumulative with any other promotional offer.

(2) Offer valid for invitee(s) who register ONLY.

(3) For each registered invitee you will get 1 (one) ticket. Valid for a maximum of 4 registered invitees.

(4) Valid for the Disneyland Theme Park in Anaheim, California.

(5) Valid for the 2015 Global Food Safety Conference. Transfer and travel costs not included.

(6) This code was sent by the TCGF secretariat to all registered delegates by email. Please [contact TCGF secretariat](#) if not received.



# GLOBAL FOOD SAFETY CONFERENCE **2015**

FOOD SAFETY:  
**A SHARED RESPONSIBILITY**

March 2015 / South East Asia



[www.tcgffoodsafety.com](http://www.tcgffoodsafety.com)

Share Knowledge and Network with  
over 800 Food Safety Experts  
from over 60 countries

MARCH 2015  
SOUTH EAST ASIA

# SPEAKER TESTIMONIALS

*"The conference is a great opportunity to catch up on the latest developments in food safety but for me more importantly to refresh and re-energise my network of contacts and trusted advisors / mentors. In times where you are facing a problem or handling an issue, it's the people you know and can trust who will be your greatest ally. This forum is such a great opportunity to keep those important relationships alive and flourishing."*

**Jackie Healing**, General Manager, Responsible Sourcing, Quality and Technology, Merchandise, Coles, Australia

Presenting on: **Retailer Perspective – Global Supply Chain Best Practices**

Thursday 27th February: Afternoon Plenary Session 3



*"The conference is excellent and provides enormous scope for sharing ideas and networking."*

**Terry Donohoe**, Head of Strategy and Policy, Chemical Safety Division, Food Standards Agency (FSA), UK

Presenting on: **Private and Public sector Foodborne Outbreak Scoping**

Friday 28th February: Morning Breakout Session



*"The Global Food Safety Conference addresses food safety issues from farm to fork, and has become the premier food safety conference to attend."*



**Russell S. Flowers, Jr., Ph.D.**, Past Chairman of the Board and Chief Scientific Officer, Mérieux NutriSciences Corporation, USA

Presenting on: **Sampling (What, When, Where, Why, & How)**

Thursday 27th February: Morning Breakout Session 3

*"This conference has consistently been the largest, most informative, most valuable of its kind in the world. It is a genuinely global forum with all the relevant stakeholders present. It is professionally managed and useful. It feels like we are making a difference. Oh... and it is also fun."*



**John Carter**, GFSI Board Member and Global Director Corporate Quality Assurance, Metro Cash & Carry, Germany

Moderating Plenary Session 2 and participating in the debate on: **"Food Safety Debate – High Tech or High Touch?"**

Friday 28th February: Morning Plenary Session 4



# NETWORKING OPPORTUNITIES

**Do not Miss !**

**Official Conference Dinner**

Sponsored by **Greenfence**  
at Universal Studio Theme Park in Hollywood  
Thursday 27th February



**Start planning your networking moments at the Global Food Safety Conference now!**

This year, in addition to the networking area and the social events planned around the conference we are repeating with **Evenium ConnexMe**\* – a **FREE** social media application that will help you:

▶ **Anticipate:**

Access participant profiles and start planning your appointments with potential business partners who are also connected: **NOW!**

▶ **Plan:**

Visualize the conference agenda and select the sessions that you want to attend.

▶ **Participate:**

With the ConnexMe live feed, you can make comments or ask questions to the speakers via the session moderators and actively participate in voting sessions.

▶ **Communicate:**

ConnexMe will also allow you to chat live with other attendees of the conference and connect on common interest subjects.

*\*Your personal login will be e-mailed to you shortly.*

*If you encounter problems or if you have questions, please refer to the ConnexMe help desk next to the registration area.*

**SOCIAL MEDIA APP!**

The Evenium ConnexMe application can easily be downloaded:



**APP STORE OR  
ANDROID MARKET**



Search: 'Evenium' or 'ConnexMe'



**BLACKBERRY**



Connect through the evenium website: <http://evenium.me>



**Follow Us:**



Join our  
"Global Food Safety Conference" group on LinkedIn



Follow us on Twitter:  
#GFSC2014



# GLOBAL FOOD SAFETY CONFERENCE 2014

**ONE WORLD**  
**ONE SAFE FOOD SUPPLY**

26<sup>TH</sup> -28<sup>TH</sup> FEBRUARY 2014 / ANAHEIM, USA

[www.tcgffoodsafety.com](http://www.tcgffoodsafety.com)



**SHARE KNOWLEDGE AND NETWORK WITH  
OVER 800 FOOD SAFETY EXPERTS  
FROM OVER 60 COUNTRIES**

**26<sup>TH</sup>-28<sup>TH</sup> FEBRUARY 2014  
ANAHEIM HILTON HOTEL  
ANAHEIM, USA**

# SPEAKER INSIGHTS



**Sara Mortimore**, Vice President, Product Safety, Quality Assurance & Regulatory Affairs, Land O'Lakes, Inc., USA  
Presenting on: **"Re-thinking HACCP..."**

Thursday 27th February: Morning Plenary Session

*«Don't simply accept the way things have always been done – have courage to step up and share new ideas regarding HACCP. That is the only way we will be able to make a real difference in terms of continuous improvement. There is a real sense of openness and collaboration in this industry right now so networking has never been more important. Take advantage – be curious and be there.»*

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**David Acheson M.D.**, President and CEO of The Acheson Group, USA  
Presenting on: **"Does Public Health Require Zero Tolerance?"**

Friday 28th February: Morning Breakout Session 8

*«In the global food supply we have to get creative with both assessing risk and managing risk. Having a bad day with regulators can give you a headache – having a bad day with your customer can decapitate your business.»*

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**Mika Yokota**, Director, Food Industrial Corporate Affairs Office Food Industry Affairs Bureau, Ministry of Agriculture, Forestry, and Fisheries, Japan  
Presenting on: **"Strengthening a Food Safety Culture in Japan"**

Thursday 27th February: Breakout Session 5

*«These days, food companies, delivering the products globally, face the need to adjust the global standards as well as ensuring «food safety culture» which should be formulated and embodied locally. This session will propose you the Japanese model of strengthening the «food safety culture» by means of collaboration between the Japanese government and food-related companies which currently amount to over 1,500. You can find one of the possible solutions to the difficult problem of connecting global and local.»*

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**John Carter**, Global Director Corporate Quality Assurance, Metro Cash & Carry, Germany  
Presenting on: **"A World Without Food Science"**

Moderating Plenary Session 2 and participating in the debate on: **"Food Safety Debate – High Tech or High Touch?"**

Friday 28th February: Morning Plenary Session 4

*«Being a part of something so important is part of what makes my job, my career meaningful. Appropriate management of food safety really does save lives and prevents suffering. Yes, my company has an interest in brand protection. Yes we want to avoid crises. But at the bottom of it all is the moral imperative... that in working together we really can make the world a better place.»*

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**Terry Donohoe**, Head of Strategy and Policy, Chemical Safety Division, Food Standards Agency (FSA), UK  
Presenting on: **"Private and Public sector Foodborne Outbreak Scoping"**

Friday 28th February: Morning Breakout Session 7

*«How do we identify the unusual, the unexpected or the suspicious and take timely action to mitigate or, hopefully, prevent adverse incidents? Key Quote: Put together the right information at the right time, think critically about it, and make decisions wisely.»*

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**Charlie Arnot**, CEO, The Center for Food Integrity, USA  
Presenting on: **"Crisis Management @ the Speed of Thought"**

Friday 28th February: Morning Breakout Session 9

*«The transition from mass communication to masses of communicators requires a radical shift in crisis communication preparation and response. If you can't engage strategically at the speed of Twitter, you are putting your brand at risk. In today's hyper-connected environment, social media is the critical conduit to protecting your brand and your company in a crisis.»*

**Joanne Finer**, General Manager Product Assurance & Regulatory, Global Brands & Nutrition, Fonterra Co-operative Group Limited, New Zealand

Presenting on: **"Learning from and acting on the experiences of others"**

Thursday 27th February: Afternoon Breakout Session 5

*«In August 2013, Fonterra undertook a global Precautionary Recall of Whey Protein Concentrate based on the reported presence of Clostridium botulinum. This event had far-reaching impact for both Fonterra and a number of its key customers. In this session, Jo Finer – Director Product Assurance & Regulatory – will share with you Fonterra's learnings as they have journeyed through the Recall, Review, Recover and Rebuild phases of the event.»*



**Russell S. Flowers, Jr.**, Ph.D., Past Chairman of the Board and Chief Scientific Officer, Mérieux NutriSciences Corporation, USA

Presenting on: **"Sampling (What, When, Where, Why, & How)"**

Thursday 27th February: Morning Breakout Session 3

*«Sampling and testing are often used to verify sourced product. Fortunately, testing technology has advanced significantly, providing faster, more sensitive and specific results. However, sampling techniques, frequency of sampling, and the number and size of test portions is often arbitrary. It is critical to understand the distribution of defects which is often not homogeneous. In this age of global sourcing of food, it is imperative that the authenticity, quality and safety of sourced product be verified.»*



**Martin Wiedmann**, Professor, Department of Food Science, Cornell, USA

Presenting on: **Using Risk Assessment to Design Effective Intervention: "Case study: Listeria and Deli Meat"**

Thursday 27th February: Morning Plenary Session

*«It's increasingly clear that control of Listeria needs to occur at many stages of the food distribution system and not just in processing plants; risk assessments based on relevant and sound data play a critical role in helping to identify appropriate interventions. For Listeria monocytogenes, reformulating Ready-To-Eat deli meats with growth inhibitors has been identified as one key strategy that can reduce the risk of foodborne listeriosis. Use of risk assessments allow for design of effective interventions that are predicted to considerably reduce foodborne illnesses and deaths attributable to Listeria monocytogenes contamination, of Ready-To-eat deli meats, that occurs at retail.»*



**Darryl Sullivan**, Former Chairman, AOAC, USA

Presenting on: **"Harmonization of Analytical Methodologies and Their Impact on Industry"**

Thursday 27th February: Morning Breakout Session 3

*«Every good food safety program needs to be supported and verified by sound laboratory test data. The methods used in the lab must be validated, «fit for purpose», test methods. If these test methods are not validated then the data that are generated may produce inaccurate or misleading results. Properly validated testing methods allow different laboratories to use the same procedure in their facilities and produce comparable results anywhere in the world. Analytical test methods must be harmonized and validated. Different laboratories using different test methods will produce different final results.»*



# COME TO THE CONFERENCE, ENJOY CALIFORNIA !



## ANAHEIM

Centrally located in the Orange County and only 45min from Los Angeles, Anaheim offers a wide array of unique activities for visitors throughout the city. Enjoy the Disneyland Resort, Downtown Disney, The Shops at Anaheim GardenWalk, Angel Stadium of Anaheim... With many airports – LA/Ontario International Airport (ONT); Long Beach Airport (LGB); Los Angeles International Airport (LAX); Orange County Airport/John Wayne Airport (SNA) – Anaheim offers fast, convenient access to everywhere you want to go. With the warm climate much of the year, Anaheim provides for a spectacular location to visit year round.



## LOS ANGELES

Los Angeles offers a wide array of unique activities for visitors. Whether you're looking to ride a world-class roller coaster, shop the latest trends in fashion, relax at a spas. Play at the beach. Explore art, history and culture. Dine at award-winning restaurants. Listen to live entertainment. Catch a professional sports game. Swing for par on a breathtaking golf course. Or picnic in a park. For everything you want there is a place for you. With the warm climate much of the year, California provides for a spectacular location to visit year round.



Los Angeles attractions and tours offer everything from state-of-the-art rides to walks through historic neighborhoods. Experience world class thrills at Universal Studios Hollywood and Disneyland. Explore L.A. walk of Fame on Hollywood Boulevard, get a glimpse of the Hollywood sign from the Los Angeles Griffith Observatory or take a stroll along one of the world's most famous beaches.

## DISNEYLAND

Delight in classic attractions, enchanting fireworks, musical parades and beloved Disney Characters. See fantasy become a reality as you explore Adventureland, Frontierland, Fantasyland, Tomorrowland, New Orleans Square, Critter Country and Main Street, U.S.A. areas. Zoom through space, become a swashbuckling pirate and watch fireworks light up the sky over Sleeping Beauty Castle.



## UNIVERSAL

Get ready for the ultimate Hollywood experience! With thrilling theme park rides and shows, a real working movie studio and Los Angeles' best shops, restaurants and cinemas at CityWalk, Universal Studios Hollywood is a unique experience that's fun for the whole family. Go behind the scenes and explore where Hollywood movies are made on the legendary Studio Tour



## ENJOY THE RIDE!

Get a chance to win tickets for 2 to the Disneyland Amusement Park in Anaheim or tickets for 2 to Hollywood Universal Studios Amusement Park by registering before February 17th. If you are already registered you also qualify and will get a chance to enjoy sunny California's finest attractions with your friends and family.

Even if you are not one of the happy winners, you can still save on your tickets to the Disney and Universal amusement parks when registering for the Global Food Safety Conference on our dedicated website [www.tcgffoodsafety.com](http://www.tcgffoodsafety.com).

So good luck!

A promotional banner for Disneyland. On the left, two yellow tickets with the Disney logo and the word 'TICKET' are shown. The main image shows two cars from the Pixar movie 'Cars' (Lightning McQueen and Mater) driving on a track with people inside. The background is a rocky, desert-like landscape.

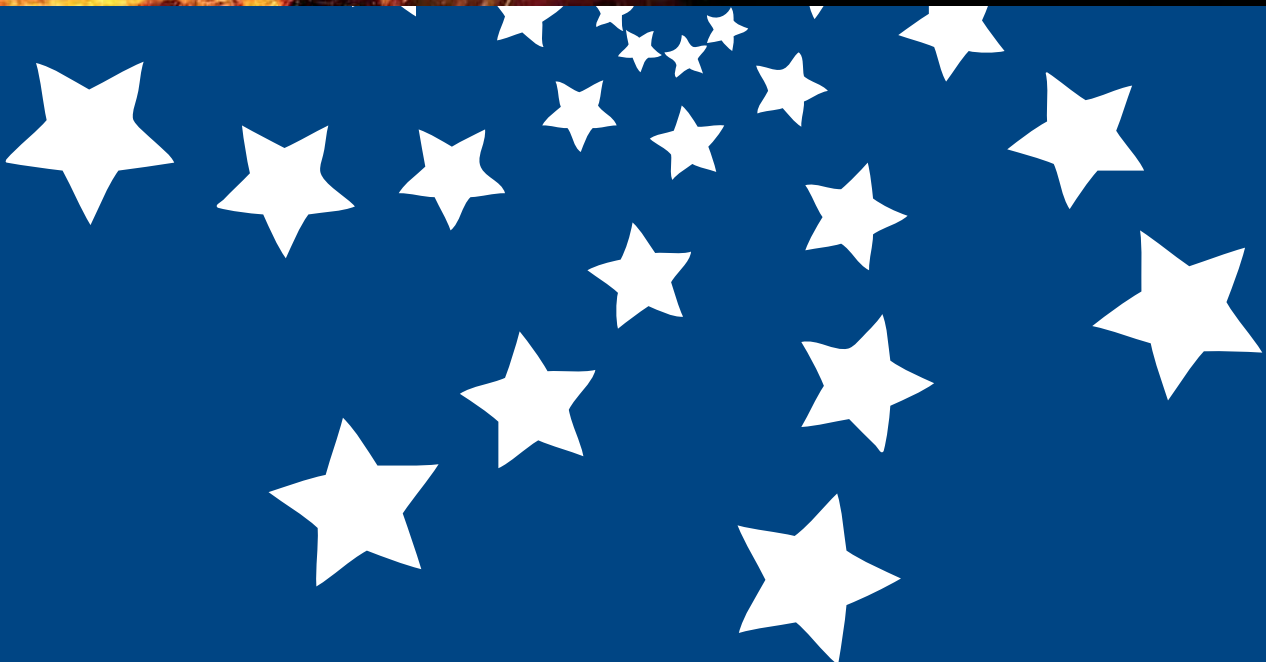
Register before Feb. 17<sup>th</sup>  
and get a chance to win\*  
**2 FREE tickets for Disneyland**

\*Restrictions apply. See rules for details

A promotional banner for Universal Studios. The main image shows a roller coaster car (The Incredible Hulk Coaster) in a fiery, action-packed scene. On the right, two yellow tickets with the Universal Studios logo and the word 'TICKET' are shown.

Register before Feb. 17<sup>th</sup>  
and get a chance to win\*  
**2 FREE tickets for Universal Studios**

\*Restrictions apply. See rules for details



# GLOBAL FOOD SAFETY CONFERENCE 2014

## PROGRAM OVERVIEW

	Wednesday 26th February Conference	Thursday 27th February Conference	Friday 28th February Conference
AM	Registrations Open 7:00am  Exhibition Area Open 8:00am  Welcome Coffee <i>Hosted by Mondelez</i> 8.00 - 8.30am  GFSI Stakeholder Meeting 8.30am-12 noon	4x Breakfast Sessions 8.00 - 9.00 am	4x Breakfast Sessions 8.00 - 9.00am
		1 Sealed Air Diversey 2 DNV GL 3 LRQA 4 Trace One	5 Ecolab 6 SGS 7 NSF
		Plenary Sessions 09.30am - 11.00pm  Coffee Break 11.00 - 11.30pm	3x Breakout Sessions 09.45 - 11.15am  7 Building Trust Through Transparency 8 Science in Dispute: Conflicts and Resolutions 9 Social Media
		3x Breakout Sessions 11.30 - 13.00pm  1 Innovative Preventive Control and Verification 2 Preventing Fraud in Your Food 3 Reliable Lab Results for Reliable Decisions	Coffee Break 11.15 - 11.45am <i>Hosted by Hormel and Mc Donald's</i>  Plenary Closing Session 11.45am - 1.35pm
Lunch	Delegate Lunch 12.00 - 2.00pm <i>Hosted by EAGLE Certification Group, Silliker and SQFI</i>	Delegate Lunch <i>Hosted by Cargill and Tyson</i> 1.00pm-2.30pm	
PM	Opening Plenary Session 2.00-3.20pm  Coffee Break <i>Hosted by Mondelez</i> 3.20-4.05pm  Plenary Sessions 4.05-5.30pm	Plenary Sessions 2.30pm - 4.00pm  Coffee Break 4.00 - 4.30pm	
		3x Breakout Sessions 4.30 - 6:00pm  4 Produce Safety: Fresh, Healthy and Safe? 5 Global Food Safety Cultures 6 Food Safety Insanity	
Evening	Opening Cocktail <i>Exhibition &amp; Networking Area</i> <i>Hosted by BRC</i>  Private Dinners	Official Conference Dinner <i>Hosted by Greenfence</i>	

# COMPLETE PROGRAMME OVERVIEW

## Wednesday 26<sup>th</sup> February

### 12:00am DELEGATE LUNCH

Hosted by **EAGLE Certification Group**,  
**Silliker** and **SQFI**



### 2:00pm PLENARY 1:

### 5:10pm ONE WORLD ONE SAFE FOOD SUPPLY

Moderated by: **Neil Marshall**, Global Director, Quality and Food Safety, The Coca-Cola Company, USA

### 2:00pm VIDEO # 1: ONE WORLD ONE SAFE FOOD

### 2:05pm WELCOME ADDRESS BY MODERATOR

**2:15pm INTRODUCTION BY: Yves Rey**, Corporate Quality General Manager, Danone, France - Chair of Global Food Safety Initiative

### 2:30pm THE CHANGING FOOD SYSTEM: FORWARD OR BACKWARD?

It's hard to overstate the difference today in our food system as compared to just a hundred years ago. Today, a single farmer can produce more food than ever before to feed a growing population. However, some believe we need to go back to an imagined era when things were better while others believe the way forward involves further developments in science and technology. Come hear a thought-provoking discussion on the changing food system. Are we going forward or backward?

**FAO Invited**

### 2:55pm ONE HEALTH: ENVIRONMENT, ANIMAL, FOOD AND PEOPLE

Human health, including food safety, is clearly linked to our global ecosystem. Improving food safety involves more than simply focusing on one part - food. It involves promoting healthier environments, animals and behaviors. Come hear a thoughtful discussion on the importance of a more holistic systems approach if we really want to advance food safety and create a more sustainable future.

**TBC**

### 3:20pm COFFEE BREAK

Hosted by **Mondelēz**



### 4:05pm GFSI EFFICACY STUDY UPDATE

**Frank Yiannas**, Vice President,  
Food Safety, Walmart, USA



### 4:20pm THE FUTURE OF PRIVATE / PUBLIC COLLABORATION: CHALLENGES AND OPPORTUNITIES

An introduction to FSMA

**Michael R. Taylor**, Deputy Commissioner for Foods and Veterinary Medicine, The Food and Drug Administration, USA

### 4:40pm THE FUTURE OF PRIVATE / PUBLIC COLLABORATION: CHALLENGES AND OPPORTUNITIES

GFSI is a collaborative platform where stakeholders from both private and public sectors come together to advance food safety on a global scale. While each country drives its own policy when it comes to food safety, in today's globally intertwined food supply chain more collaboration, between governments but also with the private sector, becomes imperative in order to ensure the food that is served to consumers in every part of the world is safe. With the theme of the conference in mind - "One World, One Safe Food Supply" - come and hear in a panel discussion what the some of the world's regulatory leaders working with GFSI have to say on the challenges and the opportunities ahead.

**Michael R. Taylor**, Deputy Commissioner for Foods and Veterinary Medicine, The Food and Drug Administration, USA

**Neil Bouwer**, Vice-President of Policy and Programs Canadian Food Inspection Agency, Canada

**Hans Beuger**, Public health officer food safety, Food and Consumer Product Safety Authority, Netherlands

**Nuri Gras R**, Executive Secretary, Chilean Agency for Quality and Food Safety, Chilean Government, Chile

**Speaker** from CFDA China -- INVITED

### 5:25pm CONCLUSION BY MODERATOR

### 5:30pm OPENING COCKTAIL

Hosted by **BRC**



### 6:30pm End of Day 1

## Thursday 27<sup>th</sup> February

8:00am BREAKFAST SESSIONS 1 TO 4



### UNDERSTANDING AND CHANGING FOOD SAFETY PRACTICES.

Moderated by: **Chris Jordan**, Key Account Director, Sealed Air, USA

This session will reveal the results of an exclusive ethnographic study and how ethnography can be used to understand and improve food safety practices in retail operations. You will leave this session with some of the key tools and process drivers to implement in your business so you can have greater confidence in what really happens in your stores and processing facilities.

1

**Data collection:** Introduction to ethnographic research, the output, and the value it provides.

**Carolyn Rose**, Director of Research and Strategy, Insight Product Development, USA

**Interpreting the data:** The "ah-ha" moments, implications, and actionable steps.

**Joe Smithwick**, Retail Food Safety Manager, Target, USA

**Using the data & Changing the Map:** How to motivate behavior change of cleaning & food safety processes.

**Benjamin Chapman**, Professor, Food Safety, North Carolina State University, USA



### FROM JEOPARDY TO SAFETY

Food and beverage companies that take a broader view on risk today will be better prepared to meet tomorrow's challenges. Join us for a game of jeopardy with leading food safety and sustainability experts to learn more on how integrating sustainability into your enterprise risk management system strengthens your food safety efforts while building sustainable business performance along your entire value chain over time.

2

**Ali Badarneh**, Industrial Development Officer, Unido, Austria

**Roger Bont**, Senior Director Global Quality Assurance, Cargill, USA

**Leigh Ann Johnston**, Communication & Sustainability Manager, Tyson Foods, USA



### TITLE: GOING GLOBAL: BARILLA'S FOOD SAFETY CERTIFICATION JOURNEY

Moderated by: Andrew Smith,

President, LRQA Inc.

Developing an effective food safety management system across a global organisation is vital for consumer safety and protecting a company's reputation. Discover why Barilla chose FSSC 22000 and what lessons have been learned. Auditor calibration - ensuring a consistent, high level assessment and assessor each and every time, regardless of geographical location - is a vital part of Barilla and LRQA's approach to food safety management. This session will also include a panel discussion and a question and answer session.

3

**Cor Groenveld**, Global Head of Food Supply Chain Services, LRQA

**Giorgio Beltrami**, Quality and Food Safety Director, Barilla

**Vel Pillay**, Manager - Food Safety Programs, LRQA



### A WHOLEFOODS BUSINESS CASE, & THE FIRST WORLDWIDE PRESENTATION OF T TRANSPARENCY

Trace One presenting a Wholefoods Business case, implementing Private Label Product Lifecycle Management for growth and customer confidence. At this occasion Trace One will present, for the first time, the "T Transparency" solution. Imagine being 100% confident in the safety of all products you sell. Trace manufacturer and supplier audits, certifications, factory information while tracking product origins. Trace One will reveal full Supply Chain transparency through its new and unique "T Transparency" tool. Come listen to one of the most prominent industry specialists revealing his reactions to the "T Transparency". John Keogh will offer his unique expertise on the topics of supply chain management and food safety in our discussion about Transparency.

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**Jerome Malavoy**, CEO and founder, Trace One, France

**John G. Keogh**, President & Principal Advisor, Shantalla Inc., Canada

**Michael Bromme**, EVP Global Customer Development, Trace One, USA

**9:30am PLENARY 2:****IT ALL STARTS WITH RISK ASSESSMENT**

Moderated by **John Carter**, Vice President Metro Group: Global Director Quality Assurance, Metro Cash & Carry, Germany

**9:30am VIDEO # 2: PLANNING AND ANTICIPATING THE RISKS****9:45am RISK ASSESSMENTS: THE BASICS.**

An effective food safety management system is founded on a proper risk assessment. Despite this being a critical and foundational step to prevention, recent foodborne outbreak investigations suggest this step is often poorly performed or certain critical assumptions are overlooked. This session will provide an overview of how to perform a thorough risk assessment to include all key components.

**Dr. Marcos X. Sanchez-Plata**, Food Safety Specialist, Agricultural Health and Food Safety Program, Inter-American Institute for Cooperation on Agriculture, IICA, Ecuador

**10:10am USING RISK ASSESSMENT TO DESIGN EFFECTIVE INTERVENTION: "CASE STUDY: LISTERIA AND DELI MEAT"**

When it comes to managing food safety risks, not all critical control points or control points are created equal. Some are more effective than others. Using Listeria and deli meat as a case study, this session will provide an overview of how a proper risk assessment can guide which steps, out of the many actions taken by the industry to control Listeria, are most effective at reducing the risk of Listeriosis and, more importantly, provide an illustration of how focusing on what matters most can lead to even greater risk reduction.

**Martin Wiedmann**, Professor, Department of Food Science, Cornell, USA

**10:35am RE-THINKING HACCP...**

HACCP has been around for over 50 years but continues to offer real opportunity for improved food safety risk reduction when properly implemented. This last point is key given that many companies have yet to fully utilize the tool. We can rethink HACCP with that in mind – how do we better utilize the concept to develop a robust food safety assurance program by using a systematic and thorough hazard analysis approach. What more do we need to do or what might we need to do differently as we extend mandatory and voluntary use of HACCP across countries, across food categories and across the global supply chain?

**Sara Mortimore**, Vice President, Product Safety, Quality Assurance & Regulatory Affairs, Land O'Lakes, Inc., USA

**Robert L. Buchanan**, Director and Professor, Center for Food Safety and Security Systems, University of Maryland, USA

**11:00am COFFEE BREAK****11:30am BREAKOUT 1 TO 3:****IT ALL STARTS WITH RISK ASSESSMENT****INNOVATIVE PREVENTIVE CONTROL AND VERIFICATION**

Moderated by **Catherine François**, Global Director Diversey Consulting Diversey, part of Sealed Air, France

Introduction: **Hein Timmerman**, Global Sector Expert, Food Care, Sealed Air, Belgium

**FOOD SAFETY STARTS WITH DESIGN**

Food safety begins by designing food safety into the product by ingredient selection, formulation, and challenge studies. It also involves design of food production facilities and equipment with food safety in mind. This talk will provide an update on techniques used by industry to design food safety into food.

**Joe Stout**, General Manager, Commercial Food Sanitation, USA

**OPERATIONAL PRE-REQUISITES**

A strong food safety management system must be built on a strong foundation. This foundation includes, among other things, solid operational; pre-requisites. This session goes back to the basics, which are unfortunately often overlooked or misapplied.

**John Holah**, Business Development Project Manager – Hygiene, Campden BRI, UK

**HYGIENE VERIFICATION**

Recent outbreaks have illustrated the critical role the environment can play in contamination and re-contamination of foods. Maintaining a strong food safety management system includes a robust environmental and hygiene monitoring program. This session will provide an overview of current industry best practices.

**Ken Davenport**, Product Development Manager, Food Safety, 3M, USA

**PREVENTING FRAUD IN YOUR FOOD**

Moderated by **Yves Rey**, Corporate Quality General Manager, Danone, France

**FOOD FRAUD THINK TANK UPDATE**

Building on the 2013 Global Food Safety Conference session on Food Fraud, this session will provide an update on the latest food fraud events, the science, the regulations, and an update on the work of the GFSI Food Fraud Think Tank.

**Petra Wissenburg**, Corporate Quality Projects Director, Danone, Singapore

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## EFFECTIVE DETECTION AND DETERRENT STRATEGIES

While food fraud is not new and has been documented to occur for centuries, recent well publicized scandals are bringing additional focus to the topic. This session will highlight current industry best practices for deterrence and detection of food fraud.

**Michèle Lees**, Director Collaborative Research at Eurofins Analytics, France

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## UPDATE ON OPERATION OPSON, THE FIGHT AGAINST FOOD RELATED CRIME

Food Fraud is any action using food products for economic gain. Like in food safety, where prevention starts with a good risk assessment, the foundation of food fraud deterrence and prevention starts with a "vulnerability" assessment. As Food Fraud as a discipline is still evolving, this session will provide a comprehensive overview on the latest thinking of how to evaluate threats and conduct a proper vulnerability assessment.

**Jeff Moore**, Senior Scientific Liaison, United States Pharmacopeia, USA

## RELIABLE LAB RESULTS FOR RELIABLE DECISIONS

Moderated by **Payton Pruett**, Vice President, Corporate Food Technology & Regulatory Compliance, Kroger, USA

## HARMONIZATION OF ANALYTICAL METHODOLOGIES AND THEIR IMPACT ON INDUSTRY

In a global food economy, differences in testing methodologies can lead to unnecessary delays in commerce, a lack of trust between companies and regulatory organizations, and unnecessary confusion. This session will provide an overview of a harmonization effort underway by AOAC and the benefit it can bring to the industry.

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**Darryl Sullivan**, Former Chairman, AOAC, USA

## SAMPLING (WHAT, WHEN, WHERE, WHY, & HOW)

An often overlooked but critical component of any testing programme is the sampling plan. If not selected and performed correctly, it can lead to erroneous, biased, and inaccurate results. Come hear a thorough explanation of the role of sampling plans and samples size to improve confidence and reliable results.

**Russell S. Flowers**, Former Chairman of the Board and Chief Scientific Officer, Mérieux NutriSciences Corporation, USA

## RELIABLE LAB RESULTS FOR RELIABLE DECISIONS

When it comes to food safety testing, it's not only enough to know what to test and how to test it. It also requires knowing what to do with the test results. This session will provide an overview of how to use test results to make the right decisions and drive continuous improvement.

**Katie Swanson**, President, KMJ SWANSON FOOD SAFETY, INC., USA

1:00pm LUNCH

Hosted by *Cargill and Tyson*



2:30pm PLENARY 3:

## GLOBAL SUPPLY CHAIN BEST PRACTICES

Moderated by **Cenk Gurol**, Group Chief SCM Officer, and President, Aeon Global SCM CO., LTD, Japan

2:40pm VIDEO # 3: GLOBAL SUPPLY CHAIN BEST PRACTICES -- GLOBAL LEADERS' PERSPECTIVE ON FOOD SAFETY – PART II



2:45pm PRE-FARM GATE

Healthy or risky? What is being done pre-farm gate to provide consumers with safe fruits & vegetables? As for fresh produce items there is no absolute intervention, prevention of contamination is key. This session will provide an overview of pre-farm gate, industry best practices..

**Roberto Servitje**, President, Grupo Altex, Mexico

3:10pm SUPPLY CHAIN FOOD SAFETY PRACTICES – MANUFACTURER'S PERSPECTIVE

Making food that is safe to eat --- That is the promise that brands make to their consumers and customers every day. How to develop and implement the culture and practices to deliver on that promise is critical to our success. This session will provide an overview of best practices used by manufacturers to drive food safety in their supply chain.

**Peter Begg**, Sr. Director, Global Quality Programs, Mondelez International (MDLZ), USA

3:35pm GLOBAL SUPPLY CHAIN BEST PRACTICES

With consumers most closely related to retailers, where they buy their food, the retail food sector is playing an increasingly important role in advancing food safety and serving as a catalyst for change. This session will provide an overview of industry best practices used by retailers to manage food safety risks and maintain their customers' trust.

**Jackie Healing**, General Manager, Responsible Sourcing, Quality and Technology, Merchandise, Coles, Australia

4:00pm COFFEE BREAK

#### 4:30pm BREAKOUT 4 TO 6: GLOBAL SUPPLY CHAIN BEST PRACTICES

##### PRODUCE SAFETY: FRESH, HEALTHY AND SAFE?

Moderated by **Gillian Kelleher**, Vice President of Food Safety & Quality Assurance – Wegmans, USA

##### ROLE OF PRODUCE IN FOODBORNE DISEASE

While consumers are being encouraged to eat more fruit and vegetables for health reasons, fresh produce is increasingly being implicated in foodborne outbreaks around the world. In fact, in the US alone, the CDC estimates that over half of all foodborne cases are related to produce. This session will provide an overview of the role of produce in foodborne disease.

**Ian Williams**, Chief, Outbreak Response And Prevention, CDC, USA

##### MOST IMPORTANT CONTRIBUTING FACTORS AND WHAT TO DO ABOUT IT?

As produce is generally grown outside, it has the potential to be contaminated from a variety of sources including irrigation water, fertilization practices and soil amendments, workers, as well as animals. Moreover, as most produce items do not receive a final microbial inactivation step before being consumed, prevention of contamination in the first place is critical. This session will highlight the most important contributing factors in documented outbreaks and what to do to prevent them.

**Trevor Suslow**, Extension Research Specialist, University of California, Davis, USA

##### PRODUCE EXPORT CHALLENGES: PERSPECTIVES / BEST PRACTICES FROM AN EXPORTER

As consumers demand a year round supply of fresh fruits and vegetables, produce is becoming even more important in international trade. This session will give you an exporter's perspective on the challenges of doing business in a global economy as well as highlighting some of their proven best practices.

**Johanna Trombert**, Hortifrut, Chile -- INVITED

##### GLOBAL FOOD SAFETY CULTURES

Moderated by **Laura Dunn Nelson**, Vice President, Technical Services & Business Development, Alchemy, USA

##### STRENGTHENING A FOOD SAFETY CULTURE IN JAPAN

In Japan, the number of foodborne illness cases is relatively small compared to that of global perspective. This does not, however, imply that Japanese food is naturally safer than others. Japan is well known for its emphasis on culture, especially as companies give their foremost priority to their customers and value building trust with them. The Japanese government has been collaborating

for five years with around 1,500 food-related companies specifically in a program to strengthen food safety culture. This session will summarize these activities and propose wider collaboration with GFSI.

**Mika YOKOTA**, Director, Food Industrial Corporate Affairs Office, Food Industry Affairs Bureau, Ministry of Agriculture, Forestry, and Fisheries

##### AT HOME AND AT WORK FOOD SAFETY BEHAVIORS – SOUTH AFRICAN EXAMPLE

Creating a food safety culture within an institution or organization is not easy, but it can be done. In some African countries, as in other parts of the world, employers are challenged with trying to influence behaviors at work that are sometimes not practiced at home. For example, some employees may not have a refrigerator at home or have ever used a food thermometer. This session will provide examples of how employers in South Africa employ strategies that educate employees on what they should do regarding food safety at work, but also at home.

**Ryk Lues**, Professor of Food Safety, Faculty of Health and Environmental Sciences, Central University of Technology, South Africa

##### FOOD SAFETY CULTURE IN CHINA

China has little or no food safety culture. The melamine and infant formula event changed all that. The government published the first food safety law in 2009. It showed great emphasis by forming a Food Safety Committee at Central State Council with Vice Premier as the lead person. Although implemented quickly, the vast territory and different regional government makes it difficult to have uniform progress over the whole country. The law is under revision already. A new China Food and Drug Administration was formed in March 2013 to consolidate functions in several ministries that handle part of the food safety affairs in China. The structure and function of the CFDA will be covered in this session.

**Joseph J. Jen**, former Under Secretary of US Department of Agriculture in charge of Research, Education and Economics, USA

##### FOOD SAFETY INSANITY

Moderated by **Frank Yiannas**, Vice President, Food Safety, Walmart, USA

##### LEARNING FROM AND ACTING ON THE EXPERIENCES OF OTHERS

In 2013, there was a large recall of numerous products containing whey protein because they were thought to be contaminated with *Clostridium botulinum*. Subsequent testing revealed that the original test result was a false positive. Nevertheless, consumer confidence was shaken and numerous businesses affected. This session will provide an inside view into what happened, the lessons learned, and what your company can do to prevent a similar occurrence.

**Joanne Finer**, Director Product Assurance & Regulatory, Global Brands & Nutrition, Fonterra Co-operative Group Limited, New Zealand

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## BENEFITS OF AN INDEPENDENT INVESTIGATIVE PROCESS

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When it comes to food safety, some outbreaks seem to reoccur over and over, such as outbreaks related to cantaloupes, fresh leafy greens, and peanut butter to name just a few. Is the current outbreak investigation model sufficient to capture all learnings and share with the industry to prevent re-occurrences? What can we learn from other industries? This session will provide an overview by the U.S. National Transportation Safety Board (NTSB) and how they investigate airline accidents, communicate it to other airlines, and ensure corrective actions are taken.

**Earl F. Weener**, Member, National Transportation Safety Board (NTSB), USA

## WHY DON'T WE USE OUTBREAK DATA TO DRIVE CONTINUOUS IMPROVEMENT?

Repeated outbreaks with the same commodities suggest that we're not doing a good enough job as an industry of learning from the mistakes of others. The barriers to sharing outbreak data for prevention purposes include the quality of the investigations, privacy issues, and a lack of a good dissemination and resolution model. This session will challenge the current process and make recommendations for future improvements.

**Christopher R. Braden**, Director, Division Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention (CDC), USA

6:00pm **End of Day 2**

6:00pm **DEPARTURE TO DINNER**

6:00pm **OFFICIAL CONFERENCE DINNER**

Hosted by *Greenfence*



## Friday 28<sup>th</sup> February

8:00am **BREAKFAST SESSIONS 5 TO 7**

### **ECOLAB** THE IMPACT OF WATER IN AN INDUSTRY STRIVING TOWARDS SUSTAINABILITY

Moderated by **William Sarni**, Director and Practice Leader, Enterprise Water Strategy, Deloitte Consulting LLP, USA -- CONFIRMED

Water is a valuable natural resource the food industry is working to use responsibly. Produce growers need enough clean, safe water to grow crops. Processors need enough clean, safe water to manufacture the finished products we purchase at retail shops. Retailers need enough clean, safe water to operate their businesses and protect the safety and quality of the products in their stores. This panel discussion will focus on water throughout the whole food chain – its availability, safety and cost from the point of view of multiple stakeholders working together to better utilize this resource while still producing the products we trust around the world.

**Jill Wyant**, Executive Vice President & President, Global Food & Beverage, Ecolab INC., USA

**Matilda Freund**, Senior Director Quality EU, Mondelez International, Switzerland

**Lawrence Grab**, Vice President R&D, Food & Beverage, Ecolab INC., USA

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### **SGS** ALLERGEN MANAGEMENT AS AN INTEGRAL PART OF A SAFE FOOD SUPPLY CHAIN

Moderated by **Evangelia Komitopoulou**, SGS Global Technical Manager Food, UK

In this session, attendees will hear perspectives and practices from experts representing Wal-Mart, Cargill and the University of Nebraska who will speak about how allergen management, one of the fastest growing consumer trends and concerns, is implemented in their organizations as an integral part of food safety practices. The speakers will discuss topics such as:

- ▶ Practical challenges and the best control practices
- ▶ Allergen risk management and the role of allergen thresholds
- ▶ The importance of effective supplier assurance schemes in allergen management
- ▶ The latest regulations and challenges of implementation
- ▶ Current advances in allergen testing and detection
- ▶ Food allergen management through GFSI-approved standards

**Dr Joseph Scimeca**, Vice President, Global Regulatory & Scientific Affairs, Cargill, USA

**Natalie Dyenson**, Senior Director International Food Safety Walmart International, USA

**Joe Baumert**, Assistant Professor, Department of Food Science & Technology & Co-Director - Food Allergy Research & Resource Program, University of Nebraska-Lincoln, USA



NSF International

## PREPARING FOR THE FUTURE

A huge number of large and complex issues face food businesses today and will in the future. How can businesses adapt to protect their brands and to trade responsibly and ethically in these new contexts?

Appropriate corporate culture and individual behaviours have been identified as crucial to developing sustained and effective brand protection, but do you assess how your business measures up and codify this into an actionable plan? This session explains some modeling approaches that can help you assess your corporate values and motivations to change, and to set plans in place to improve food safety and protect your business.

**Dan Fone**, Director Business Development, NSF

**John Carter**, Vice President Metro Group: Global Director Quality Assurance, Metro Cash & Carry, Germany

**David Adams**, Director Quality Assurance, Asia Pacific, Mondelez International, Australia

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9:45am **BREAKOUT 7 TO 9:**

**THE WAY FORWARD:  
HIGH TECH OR HIGH TOUCH?**

**BUILDING TRUST THROUGH TRANSPARENCY**

Moderated by **Mónica Galleguillos**, General Manager, GCL, Chile

## PRIVATE AND PUBLIC SECTOR FOODBORNE OUTBREAK SCOPING

Increasingly, foodborne outbreaks are revealing the importance of ensuring ingredients meet food safety standards. However, often times, there isn't complete transparency in the supplier chain of where ingredients are coming from or, more importantly, under what conditions they were produced. This session will discuss the need to cascade food safety requirements along the entire food continuum and strengthening links of transparency from business to business.

**Dawn Welham**, Technical Director, Asda Stores Ltd, United Kingdom

**Terry Donohoe**, Head of Policy Support, Food Standards Agency (FSA), UK

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## SENSITIVE INGREDIENTS: STRENGTHENING THE LINKS B2B

In an outbreak situation, public health professionals have to be fast in identifying the food vehicle causing illnesses, but they also have to be right. This session will provide an update on collaborative foodborne investigation involving industry and regulatory, on what should be shared with consumers in a manner to protect safety but prevent erroneous conclusions, and on a scoping method to include industry data in hypothesis generation and validation.

**Timothy Ahn**, Global Quality and Food Safety Director, Mars Chocolate

## WHAT THE CONSUMER WANTS TO KNOW?

Food safety awareness is at an all time high and consumers are becoming more demanding. This session will provide an overview of changing customer expectations in a rapidly changing environment and challenging part of the food system.

**Laurie Demeritt**, CEO, Hartman-group, USA

**Shaoping GU**, General Director of Registration Department, Certification and Accreditation Administration of P.R.China, China

## SCIENCE IN DISPUTE: CONFLICTS AND RESOLUTIONS

Moderated by **Robert Gravani**, Professor of Food Science, Department of Food Science, Cornell University, USA

## DOES PUBLIC HEALTH REQUIRE ZERO TOLERANCE?

In some countries, regulatory officials have established tolerance levels for particular pathogens and in others regulators have established a zero-tolerance policy. This session will involve a discussion on the pros and cons of the two approaches and whether or not they should exist.

PRO: **Michael R. Taylor**, Deputy Commissioner for Foods and Veterinary Medicine, The Food and Drug Administration, USA – INVITED

CON: **David Acheson**, President and CEO, The Acheson Group, USA

## GMO'S -- PRO' OR CON'? WHERE DO YOU STAND?

Despite the fact that numerous regulatory and scientific bodies have concluded that there is no evidence that genetically modified foods are any less safe than conventionally produced foods, among certain segments, there is still consumer concern. Moreover, in some countries, foods that contain a genetically modified ingredient must be labeled and in other, they are not. Does the science dictate that these differences are needed? Come hear a lively debate on this very important topic.

PRO: **Phillip Miller**, PhD VP, Global Govt & Reg Affairs, Monsanto, USA

CON: **Simone Hertzberger**, Senior Director Product Integrity Topics, Royal Ahold, The Netherlands -- INVITED

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## IS IT THE CHICKEN OR THE EGG?

There are many differences in the approach taken to legislating for food safety across the globe – including regulations relating to pesticides, allergens, food additives, conservation methods, use of growth hormones. If emotions, politics or trade issues are at stake, the differences might be understandable, but often the reason is a difference in interpretation of what the notion of safety and risk exactly entails. A very clear example of how the US and Europe differ is in the way

shell eggs are treated and sold. Why the differences and what is the way forward considering experts agree in general... or not...? Come and hear two well-known authorities on this topic from opposite sides of the Atlantic.

**Richard Gast**, Microbiologist and Research Leader, Egg Safety and Quality Research Unit, USDA, USA

#### SOCIAL MEDIA

Moderated by **Anthony C. Huggett**, Vice President Quality Management, Nestlé, Switzerland

#### CRISIS MANAGEMENT @ THE SPEED OF THOUGHT

Social media has exploded in popularity and is accelerating the way information is disseminated among the general population in the event of a food crisis. While this holds great promise for reaching consumers quickly, it also presents new challenges when managing a crisis. This session will provide an overview of how risk communication and risk management is changing in a social media world.

**Charlie Arnot**, CEO, The Center for Food Integrity, USA

#### #(HASHTAG) HOW: SHARE, INFORM AND EDUCATE

While some see the challenges of managing perceived risks shared through social media, the technology holds great promise for prevention too. Come hear an educational session on how new social media tools can be used to educate consumers on food safety and further build trust in the food system.

**Shelley Feist**, Executive Director, Partnership for Food Safety Education (PFSE), USA

#### SOCIAL MEDIA MONITORING BY BUSINESS – SURF OR DROWN

Nowadays the use of information technology to better protect the public's health is more and more common. Come hear an innovative discussion on how the Centers for Disease Control and Prevention is using social media and how industry should also embrace the social media revolution, mine the data, and turn it into a business advantage.

**Dana L. Pitts**, Associate Director of Communications, Division of Foodborne, Waterborne, and Environmental Diseases, Centers for Disease Control and Prevention

#### 11:15am COFFEE BREAK

Hosted by *Hormel and McDonald's*



#### 11:45am PLENARY 4:

##### THE WAY FORWARD: HIGH TECH OR HIGH TOUCH?

Moderated by **Hugo Byrnes**, VP, Product Integrity, Royal Ahold, The Netherlands

#### 11:55am VIDEO # 4: PEOPLE V/S TECHNOLOGY: HIGH TECH OR HIGH TOUCH?



#### 12:00pm FOOD SAFETY DEBATE – HIGH TECH OR HIGH TOUCH?

Worldwide, food demand will double by 2050, putting even more pressure on our product safety management systems. Effective, competent and successful food safety management in the 21st Century will require advancements in food safety interventions, new detection methods, and food production processes (High Tech). However, improvements in food safety will also require highly skilled, motivated people and organizational cultures committed to food safety (High Touch). The objective of this debate is to discuss and stimulate thoughts and ideas regarding the best way to improve our chances of developing and implementing a competent food safety management system that takes us far into the 21st century.

Moderated by **Randall Huffman**, Chief Food Safety Officer, Maple Leaf Foods, Canada

#### PEOPLE

**Robert Gravani**, Professor of Food Science, Department of Food Science, Cornell University, USA

**Joe Smithwick**, Manager, Retail Food Safety, Target, USA

**John Carter**, Vice President Metro Group: Global Director Quality Assurance, Metro Cash & Carry, Germany

#### TECHNOLOGY

**David Acheson**, President and CEO, The Acheson Group, USA

**Dane Bernard**, Vice President, Food Safety and Quality, Keystone Foods in Greater Philadelphia Area, USA

**Dana L. Pitts**, Associate Director of Communications, Division of Foodborne, Waterborne, and Environmental Diseases, Centers for Disease Control and Prevention

#### 12:40pm FUTURE OF FOOD – THE RECIPROCITY ADVANTAGE

While the 20th century saw some of mankind's greatest innovations ranging from mass transportation, putting a man on the moon, discovery of DNA, to televisions and phones, some believe such transformational innovations have slowed. Come hear an insightful discussion on trends and investments in research and innovation and what it might mean to the future of food, if we don't take action.

**Bob Johansen**, Distinguished Fellow, Institute For The Future (ITF), USA

#### 1:05pm COURAGEOUS LEADERSHIP

**Lee Cockerell**, Former Executive Vice President, Walt Disney World Resort, USA

#### 1:30pm CLOSING REMARKS

#### 1:35pm End of Day 3

# FOCUS: GLOBAL SUPPLY CHAIN BEST PRACTICES

## PLENARY SESSION

The food supply chain is growing more and more complex and wider every day. In the 'Global Supply Chain Best Practices' session, you will be able to connect the dots and get valuable insights into what leading companies do to make sure they provide safe food to their consumers in a sustainable way.

The session will provide a very comprehensive overview covering the food supply chain from farm to fork. Experts from leading companies covering different geographies will contribute to putting together the pieces of the food system 'puzzle' in an easy to understand flow. Their valuable insights and experience will allow you to dive deeper into three different parts of the supply chain - pre-farm gate, manufacturer and retailer.

The experts will also share their insights on what are the factors of success, like "the balance between fresh, healthy and safe", "global food safety cultures" and "new trends".

The GFSI vision of providing safe food for everyone in a sustainable manner is only possible through connecting the food supply chain and knowing the weakest links. This session will guide you through how leading experts cope with this challenge.

**SESSION MODERATOR: Cenk Gürol**, Group Chief SCM Officer, and President, Aeon Global SCM CO., LTD, Japan

The session is organized around three different perspectives - pre-farm gate, manufacturer and retailer.

*"GFSI has, until now, very extensively mapped the food supply chain and tackled its different parts. This session will give you a comprehensive overview of the food supply chain illustrated by detailed best practice examples from leading companies around the world."*

Cenk Gürol

### Pre-Farm Gate:

**ABSTRACT:** Healthy or risky? What is being done pre-farm gate to provide consumers with safe fruits & vegetables? As for fresh produce items there is no absolute intervention, prevention of contamination is key. This session will provide an overview of pre-farm gate, industry best practices.

**SPEAKER: Roberto Servitje**, President, Grupo Altex, Mexico

### Supply Chain Food Safety Practices - Manufacturer's Perspective

**ABSTRACT:** Making food that is safe to eat --- That is the promise that brands make to their consumers and customers every day. How to develop and implement the culture and practices to deliver on that promise is critical to our success. This session will

provide an overview of best practices used by manufacturers to drive food safety in their supply chain.

**SPEAKER: Peter Begg**, Sr. Director, Global Quality Programs, Mondelēz International, USA

Making food that is safe to eat is one of the core values at Mondelēz International. Come learn how the company is creating the appropriate food safety culture through our Quality Management system to meet this promise every day.

*"Food Safety is non-competitive. With a finite food supply in the world, we must work together to ensure that the food supply chain is safe for everyone."*

Peter Begg

### Retailer :

**ABSTRACT:** With consumers most closely related to retailers, where they buy their food, the retail food sector is playing an increasingly important role in advancing food safety and serving as a catalyst for change. This session will provide an overview of industry best practices used by retailers to manage food safety risks and maintain their customers' trust.

**SPEAKER: Jackie Healing**, General Manager, Responsible Sourcing, Quality and Technology, Merchandise, Coles, Australia

As we become more sophisticated, faster moving and more global with our supply chains we must always remember to keep an eye on the basics. No matter where in the world it's the Quality 101 stuff that all too often lets us down, be it allergen labelling, cross contamination or poor hygiene. My message at this year's conference will be 'Know global think local ' and build you food safety programmes in a way that's engaging and relevant to your local key stakeholders.

*"It's not the 'what' but the 'how' we manage food safety that will make the difference in the long run."*

Jackie Healing

### Do not miss:

**Thursday 27th February: 2.30pm - 4:00pm**

**PLENARY SESSION**

**«GLOBAL SUPPLY CHAIN BEST PRACTICES»**



# GLOBAL FOOD SAFETY CONFERENCE 2014

ONE WORLD, ONE SAFE FOOD SUPPLY 26<sup>TH</sup> -28<sup>TH</sup> FEBRUARY 2014 / ANAHEIM, USA

## THE GLOBAL FOOD SAFETY CONFERENCE: A UNIQUE OPPORTUNITY TO . . .

-  Exchange knowledge and innovative ideas to implement in your workplace
-  Discover the latest updates on the Global Food Safety Initiative
-  Explore, discuss and debate food safety risks and challenges
-  Benefit from thought-provoking presentations from internationally reputed industry experts
-  Networking with over 800 from over 60 countries food safety expert and decision makers from the food industry worldwide
-  Conduct business
-  Benefit from The Consumer Goods Forum's 60 year of unrivaled experience and expertise in the food business

99% of the delegates said they would attend the next conference

90% of previous edition attendees rated the Global Food Safety Conference the best food safety event they have ever attended

"The Global Food Safety Conference is a great platform to network, look at new technologies and to get ideas that I can implement within my business."

"I am really impressed with the level and caliber of the speakers and the delegates at the Global Food Safety Conference. It really is the leading business-driven event where you will find key industry decision makers from all over the world."

"This conference helps keep your eye on what's coming next — trends and opportunities"

"Excellent high level exchange of strategic food safety information."

"The networking is one of the priorities... it is very important for us"

"The Global Food Safety Conference is a great opportunity for us to get first hand information on the industry requirements and the trends to guarantee food safety and access to different markets."

"This conference is priceless — the knowledge that you walk away with allows you to apply it right away in your day to day work."



## FOR MORE INFORMATION

Visit: [www.tcgfoodsafety.com](http://www.tcgfoodsafety.com)

Or email: [foodsafety@theconsumergoodsforum.com](mailto:foodsafety@theconsumergoodsforum.com)

# SPONSOR SECTION



## The Value of Applied Ethnography in Food Safety

**Carolyn Rose**, Director of Research and Strategy at Insight Product Development

Ethnography, a qualitative research method consisting of observation and interviews within a naturally occurring environment, has become increasingly prevalent in applications outside of anthropology (within which it was originally derived). More recently, ethnography has been applied to fields including healthcare, education, and CPG, to name a few, whereupon the method is leveraged to understand behaviors, interactions, and routines of particular user/ consumer typologies to develop new products, services, and systems that better deliver on organizational goals. How then might this method be leveraged for improving food safety practices in the organization?

Generally speaking, the core derivative of applied ethnography is a true, unbiased understanding of the current state. By immersing ourselves within the context of use to absorb, rather than influence, everyday activities, we gain an in-depth account of actual behaviors and interactions. (Of course, it's important that applied ethnography be executed properly to avoid any skewing of natural behavior, however it's also true that routines are difficult to stray from.) Coupled with contextual inquiry, we can layer this observational data with learned user needs, goals, and drivers – the 'why's' behind observed behaviors – in order to gain a holistic understanding of current practices.



### Do not miss:

**Sealed Air Diversey Breakfast Session 1,  
Thursday 27th February from 08.00 to 09.00am:  
Understanding and Changing Food Safety Practices**  
**Moderated by: Chris Jordan, Key Account Director,  
Sealed Air, USA**

### Presented by:

**Carolyn Rose, Director of Research and Strategy,  
Insight Product Development, USA**  
**Joe Smithwick, Retail Food Safety Manager, Target,  
USA**  
**Benjamin Chapman, Professor, Food Safety, North  
Carolina State University, USA**

So what value might applied ethnography bring to food safety? An unbiased understanding of current food safety practices would unveil the extent to which best practices and protocols are being employed. A comprehensive look at employee processes, tasks, and interactions might also provide a benchmark for future evaluation, leveraged to track changes and demonstrate progress (in terms of time spent, through-put, end-result, etc.). Additionally, applied ethnography would identify existing challenges, deviations, and work-arounds within the process – all good indicators of opportunities for improvement. Finally, applied ethnography would uncover the rationale behind such behaviors, which would allow us to better understand employee needs, motivations, and goals, and how we might better enable them to be achieved.

Collectively, this information can be leveraged to optimize food safety practices. Specifically, such data can be used to drive new and/ or modified workflows, techniques, tools, training protocols/ materials, and workspaces – all key components of food safety. As such, applied ethnography can be an effective tool for the food safety industry, providing a data-driven means to optimize efficiencies, improve quality/ consistency, and increase employee satisfaction and engagement.

Learn more about the successful application of Ethnography methodology in the Sealed Air Breakfast session "Understanding and changing food safety practices" on February 27th 2014 at the upcoming Global Food Safety Conference in Anaheim.



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customers through  
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Global Food Safety Conference 2014

Find out more about  
Diversey Consulting at  
[www.diversey.com/consulting](http://www.diversey.com/consulting)


 The logo for DNV GL, featuring a stylized 'D' and 'G' with a horizontal bar above them containing blue, green, and yellow segments.
 **DNV·GL**

## Rising economies bet on sustainability

**Executives all over the world agree on the importance of sustainable products. But Asian companies are the frontrunners, according to a DNV GL survey.**

GfK Eurisko and DNV GL - Business Assurance conducted a global survey about product sustainability among 2 300 respondents in the primary, secondary and tertiary sectors.

89 % of the respondents agree on the need to deliver sustainable products. The strongest commitment comes from Asia, with 95% of the respondents firmly believing sustainability to be a key factor in successful business performance. This is 10% more than for European and North American companies. The gap between mature and emerging markets is a pattern throughout the survey.

"Asia, with China in the lead, has through rapid industrialisation during the last three decades become the world's factory, providing international markets with cost effective and high quality products. Rapid growth however, imposes long-term environmental, health and social costs, which makes it impossible for authorities and businesses to ignore the sustainability aspect," says Mark Line, Business Development Director in DNV GL - Business Assurance.

Mr. Line says that the financial crisis has taken its toll on mature markets.

"The financial turmoil in North-American and European markets has reduced the focus on sustainability. But we live in a global marketplace. A growing number of consumers demand sustainable products. Without sustainability in focus for the long run, you risk being outperformed by competitors."

### WORDS INTO ACTION

Although sustainability is high on the agenda, it is not always easy to turn words into actions. 71% of the respondents say that they provide sustainable products, compared to nearly 80% in the Asia segment. To provide sustainable products, companies take initiatives across the whole product life cycle, with the strongest focus on the manufacturing process. Improved energy, water and waste management and avoiding hazardous substances tops the list of environmental actions. Controlling energy consumption and rationalizing water consumption is a key priority for the food industry.

"Companies have a lot of great initiatives, but only one in five conduct product life cycle assessments. Without it, you do not have a full overview of the aspects that matter the most to your company; how your products impact the world and the factors that might hamper your business," says Mr. Line.

### Do not miss:

**DNV Business Assurance Breakfast Session 2,  
Thursday 27th February from 08.00 to 09.00am:  
From jeopardy to safety**

### SUSTAINABILITY DRIVERS

The survey finds that the focus on sustainability is strongly influenced by external forces. Pressure from customers (79%) is the number one reason for the companies to deliver sustainable products, followed by the opinion of consumers in general (65%). The market influence is stronger in Asia, with 90% of professionals surveyed stating to be influenced by the pressure of customers and 76% by the general public.

Pressure from investors is highlighted by half of the respondents, with the exception of Asia, where sustainability is a key element also for shareholders: 62% of Asians (70% of the Chinese) feel pressured by investors to deliver sustainable products. Investors are less influential in Europe and North Americans, where only 39 % and 43 % respectively, feel pressured by investors.

According to Mark Line, investors should definitely prioritise product sustainability. "Being a responsible company with sustainable products and business practices is a competitive advantage. In turn it strengthens your brand reputation and ultimately improves your bottom line performance. Half the people we surveyed, and 3 of 4 Chinese companies, state that the benefits of sustainability practices exceed their costs."

### PROMOTE YOUR EFFORTS

Even though many companies have a lot of great initiatives, they can be better at promoting them.

"Companies across the globe are doing a lot to improve the way they do business. But very often they keep it to themselves. Less than one third of the respondents inform the market about their sustainability actions, and only large businesses issue a corporate responsibility report. Only one in four use sustainability labels and one in five makes sustainability claims on their packaging. Show the world the great things you do to provide better, safer and greener products," ends Mark Line.

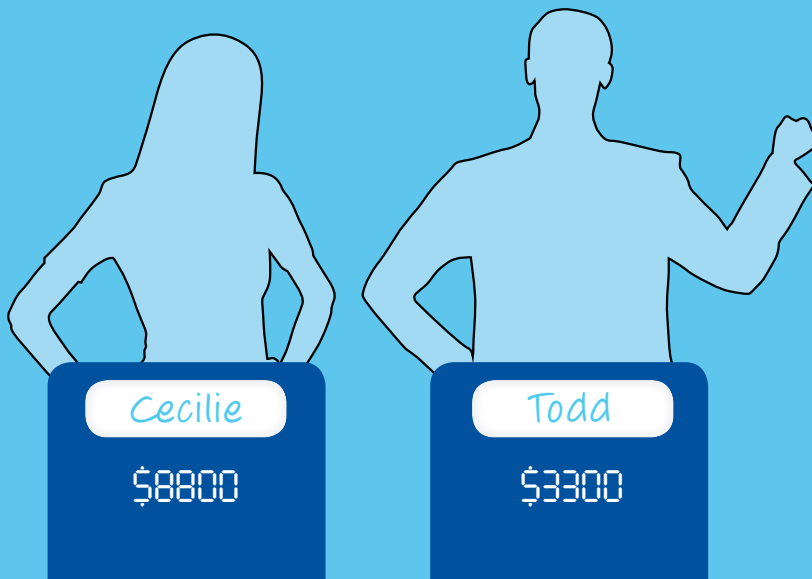
### DNV GL - BUSINESS ASSURANCE CUSTOMER PANEL

The survey was conducted among the DNV GL - Business Assurance Customer Panel. This is a community of customers who, on a regular and voluntary basis, provide their insight on topics related to sustainable business performance.

[www.dnvgl.com/assurance](http://www.dnvgl.com/assurance)

# FROM JEOPARDY TO SAFETY

Interactive game show featuring hot topics on safety & sustainability



**DNV GL Breakfast Session**  
Thursday, Feb. 27, 8:00 AM  
Pacific Ballroom A

## YOU ARE INVITED!

Food and beverage companies that take a broader view on risk today will be better prepared to meet tomorrow's challenges.

**So please join us** for a game of jeopardy with leading food safety and sustainability experts to learn more on how integrating sustainability into your enterprise risk management system strengthens your food safety efforts while building sustainable business performance along your entire value chain over time.

### **Sustainability in everything we do.**

As a world-leading certification body, DNV GL - Business Assurance helps businesses assure the performance of their organizations, products, people, facilities and supply chains through certification, verification, assessment, and training services. We also deliver deep insight and pragmatic support to major companies enabling them to build effective sustainability strategies.

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## Harmonisation, Consistency & Transparency: The Three Pillars of Food Safety in the 21st Century

**Andrew Smith**, LRQA Global Food Sector Development Manager

### INTRODUCTION

The last 14 years have seen a paradigm shift take place in the world of food safety across the global food supply chain. Starting with retailers, manufacturers and processors, large global organisations have transformed the way in which they manage food safety in their own facilities, improved the way in which they select and manage external suppliers and standardised how they assess and measure the performance of their entire supply chain. At the heart of these changes are two things, 1) The power and influence of the GFSI in driving a consistent, harmonised approach to food safety and 2) the shift in the certification and audit services towards more professional assessors consistently delivering more valuable assessments.

### HARMONISATION; A CATALYST FOR CHANGE

Harmonisation of food safety management system standards and schemes has been driven primarily through the GFSI. Since their founding in 2000 by leading global manufacturers and retailers, the GFSI have reduced the number of standards and schemes in the marketplace, combining a robust system of benchmarking and recognition of schemes with powerful and influential technical working groups with representation from stakeholders across the food supply chain. These working groups have been focused on developing several projects including auditor competency, the Global Markets Program and greater co-operation with food authorities. The outcome has been increased confidence and understanding in the marketplace, with their "once certified, accepted everywhere" approach leading to a different operating environment for food companies and their suppliers (which also include non-food suppliers such as those serving the packaging sector), certification bodies and scheme owners alike, ultimately to the benefit of consumers. Talking about their adoption of the GFSI-recognised scheme FSSC 22000 at more than 1,000 facilities in 67 countries, Mark Overland, Director for Global Certification at Cargill, said: "Having the same level of food safety execution at every plant is an expectation from our customers."

### CONSISTENCY; AUDITOR CALIBRATION AND PROCESS BASED ASSESSMENT

Now that the tools, i.e. the harmonised standards and schemes, are in place, the GFSI correctly shifted their focus in 2011 to auditor competency. LRQA was an early proponent of ensuring that organisations would be assessed in a consistent and transparent manner, through the employment and continual training of qualified, sector specific assessors. Both Cor Groenveld, LRQA's Global Head of Food Supply Chain Services and Vel Pillay, Food Programs Manager, LRQA Americas, are active in the GFSI Technical Working Groups. Cor stated, "Auditor calibration, or making sure that all of our people are assessing in a robust, consistent way, is what truly helps our clients

### Do not miss:

**LRQA Breakfast Session 3,**

**Thursday 27th February from 08.00 to 09.00am:**

**Going global: Barilla's food safety certification journey**

**Moderated by: Andrew Smith, President, LRQA**

**Presented by:**

**Cor Groenveld, Global Head of Food Supply Chain Services, LRQA**

**Giorgio Beltrami, Quality and Food Safety Director, Barilla**

**Vel Pillay, Manager – Food Safety Programs, LRQA**

get the most out of their management systems. Producing safe food in an efficient and effective manner is more important than the certificate on the wall. That is why we are determined to always send the right assessor to the right facility."

### ENCOURAGING TRANSPARENCY

An equally important development has been the change from a tick box assessment style to one that focuses on the processes and systems that underpin a business. That has moved the focus of companies being audited away from a 'be ready on the day and just survive the audit' mentality towards one that encourages transparency, rewarding organisations for having robust, effective systems and processes, rather than penalising them for minor mistakes not causing risks or oversights discovered during the assessment.

### CONCLUSION

Today, the global food supply chain is at one of its safest points in its history. This is at a time when the supply chain is more complex than ever, with raw ingredients coming from a range of countries, then being processed in completely other countries, and, following several other potential stops along the way, finally making it to supermarket shelves and restaurants around the world. The harmonisation of global standards and schemes being applied by the majority of food retailers, manufacturers and their suppliers, together with the improvement in assessor competency and assessment methodologies is translating into a consistent and transparent approach to managing food safety risks around the world. Leading global food organisations such as Mars, Cargill, Barilla and Carlsberg are front and centre in leading a management systems based approach to food safety, one that they are successfully implementing in their own facilities and influencing their supply chains to adopt a GFSI based approach to food safety from farm to fork.

Changes in the global food safety culture, led by the GFSI and their key stakeholders, are helping to ensure that competent assessors delivering consistent robust audits against a transparent set of harmonised standards and schemes is at the heart of the 3rd party certification process, so not just having the certificate on the wall.

# Does your management system provide competitive advantage?

LRQA's technical expertise and sector specific experience ensure that our work is all about your business

We work with over 5,000 organizations of all sizes across the global food supply chain.

We offer assessment, certification and training services for all of the global food safety standards and schemes.

Further, we conduct second party and customized audits for many of the world's leading food companies and are at the forefront of the GFSI's Global Markets Program.

**"LRQA's food assessors understand ACP and our supply chain and add real value to our business."**

Stefan Speelmans  
HSE & Quality Manager  
ACP Europe

Visit us on stand F1 to speak to our food safety experts. For the chance to win an iPad mini come to our breakfast session **"Going global: Barilla's food safety certification journey"** on Thursday February 27th, 8 a.m.



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## Making the Case to Verify Analytical Methods for the Detection of Microbial Pathogens in Foods

Nancy Eggink, Manager, Technical Service, 3M

The need to rapidly and accurately assess the microbiological safety of foods has led to the development of rapid detection methods, which loosely defined, are those methods that are faster and require less analyst subjectivity compared to traditional culture based methods. As methods become more rapid, food manufacturers and laboratories have more opportunities to quickly react to test results within their Food Safety Management Program. Many methods are validated through external organizations (AOAC, AFNOR, MicroVal, and NordVal) to prove they meet the manufacturer's claims and/or they compare to the reference method. This external validation is critical, but it only assesses a limited amount of sample matrices.

An official method is generally considered to be validated. However, there is usually a requirement for the end users to demonstrate the suitability of a method for material being tested to recover microorganisms, if present. Each laboratory has unique sets of sample matrices that should be analyzed to prove the method is fit for purpose. This can be accomplished by outlining performance evaluation criteria to assess the ability of the laboratory to implement the new method correctly.

Third-party or Independent method validation of food safety test methods is not required by U.S. law, but the food industry, accredited laboratories, public health services as well as other authorities require validated methods and agreed upon validation protocols.

The method must be tested with various food types, which are either naturally contaminated or artificially inoculated, at different levels. To ensure consistency, testing must be conducted with multiple production lots. Ruggedness of the test, inclusivity as well as exclusivity of the assay design and stability over time are other factors in a validation study.

Two key parts of the pathogen detection method are the enrichment and the detection. The goal of enrichment is to grow the target organism to a detectable number. Additionally, viable cells have an opportunity to repair from processing damages such as chemicals and heat. The vast number of food and ingredient combinations can create an antimicrobial sample which may suppress enumeration of the target organism.

### Do not miss:

**3M Breakout Session 1: "Innovative Preventive Control and Verification"**

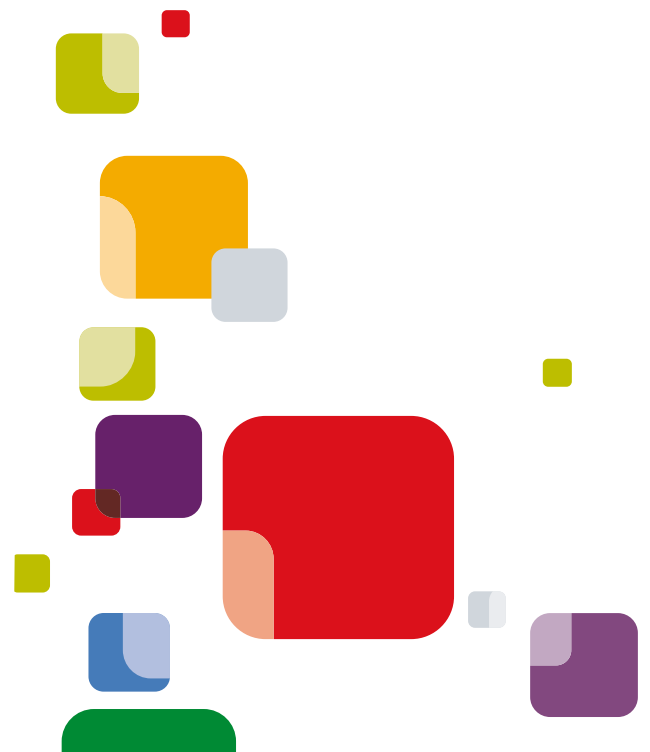
**Thursday 27th February from 11.30 to 01.00pm**  
**Hygiene Verification**

**Presented by: Ken Davenport, 3M, USA**

Inhibition is not a consideration with a number of food matrices as the test material does not affect the enumeration of target organisms, so the recovery qualification becomes less critical. Some food samples contain natural inhibitors that must be diluted or neutralized so as to not affect the growth of the target organism. Other factors that can be considered include growth promotion of the enrichment media, qualification of incubator temperatures, training of lab technicians, etc.

The goal of detection is to identify if the target organism is present following enrichment. This can be challenging if a component of the sample matrix contains an interfering compound. For molecular methods, components that interfere with the enzymatic polymerases can prevent amplification of the target DNA, resulting in a false negative, indeterminate or error. For methods that rely on fluorescence or color reactions, dark color samples can interfere with the reaction leading to a similar result.

As food production speed has increased, so has the need to assess the food and environment. Rapid methods provide a shorter time to result compared to traditional cultural methods, to enable processors to react. Many technologies exist with multiple options for testing laboratories, so evaluation of the method should be completed to ensure it sufficiently meets the needs of the laboratory, and can be implemented effectively. This will build confidence in the results to make informed decisions about the effectiveness of the Food Safety Management System.





# Keeping food safe through *Smart* innovation



3M brings food safety innovation and expertise to food and beverage processors around the globe. Our trusted solutions include a full line of sample collection and preparation products, quality indicators, pathogen tests and hygiene monitoring products—all designed to work together to help you mitigate risk, enhance productivity and improve operations. It's about protecting your brand, as well as your bottom line, to keep your business moving forward. That's *smart* innovation for you.

[www.3M.com/smartinnovations/GFSI](http://www.3M.com/smartinnovations/GFSI)





## Assuring that your microbiological tests are in compliance with national and international standards

**Stan Bailey**, Director of Scientific Affairs, bioMérieux Industry

### VALIDATED METHODS:

National regulatory bodies, international audit standards, and good industry practices require that microbiology laboratories be accredited and the tests they run be validated against international standards. In Europe and much of the world, ISO 16140 is the standard. In the U.S. and some other countries, AOAC is the standard. Both of these standard bodies have established guidelines for verification of microbiological methods for detection of pathogens in foods and environments. Both schemes require that methods be inclusive of species and strains of the pathogen (ie. Salmonella, Listeria, etc.) and exclusive of other bacteria that might be present in the food or environment and are designed to assure that the methods demonstrate precision, accuracy, ruggedness, linearity and limit of detection that meet the certification criteria. ISO standards can be found in ISO 16140 Standard (2002): Microbiology of food and animal feeding stuffs – Protocol for the validation of alternative method, and AOAC standards can be found in AOAC INTERNATIONAL Methods Committee Guidelines for Validation of Microbiological Methods for Food and Environmental Surfaces (2012).

ISO and AOAC set the standards which must then be certified by an independent body. The ISO standards are verified most commonly by AFNOR and sometimes by MicroVal or NordVal and the AOAC standards by AOAC (which is both a standards and verification body).

Increasingly, globalization of foods is putting pressure on national regulatory bodies to do or require more microbiological testing. For countries and companies importing and exporting foods, this often requires two methods of testing on the same product. As a result, there is increasing pressure on ISO and AOAC to harmonize their standards in order to streamline the microbiological testing of foods. ISO and AOAC are working together, and progress has been made in the past two years. Many parts of the validation program have already been harmonized. The biggest remaining hurdle to overcome is defining a common global reference method for the different schemes.

As things currently stand, the European standards for adoption of alternative methods are as follows. The use of alternative analytical methods is acceptable when the methods are validated against the reference method and certified by a third party in accordance with the protocol set in EN/ISO standard 16140 or other internationally accepted similar protocols. If the food business operator wishes to use analytical methods other than those validated and certified as described above, the methods shall at least be well documented and verified.

Methods in both ISO and AOAC can be validated for a single product type and for selected product types. The two bodies differ on the more inclusive category of standards. ISO requires five categories of foods

### Do not miss:

**Biomérieux Breakout Session 3: "Reliable Lab Results for Reliable Decisions "**

**Thursday 27th February from 11.30 to 01.00pm**

**Sampling (What, When, Where, Why, & How)**

**Presented by: Russell S. Flowers, Jr., Ph.D., Former Chairman of the Board and Chief Scientific Officer, Mérieux NutriSciences Corporation, USA**

with at least three types of foods per category for a "full" validation of the method. AOAC requires five categories of foods with at least two types of foods per category for a "variety of foods" approval. One thing that will not change from the current or future harmonized standards is that the test method must be "fit for purpose." This means that the method must be validated for the specific type and condition of the product being tested.

### VERIFIED METHODS:

Most validated methods will have between 10 and 20 specific foods or environmental surfaces included in the official validation. Although these are designed to be representative of a wide variety of foods and environmental surfaces, it would be impossible to include all product types in an official validation.

So how do we assure that a validated method is being used for the hundreds or even thousands of food and environmental types that might need to be tested? To verify that a method will work for the product of concern, start with a method that has been validated with products similar to the current product and then verify that the method is "fit for purpose" and will work for the current product. Since it is already known that the test method has been validated to work with similar product types, the verification testing is less stringent. Usually, seven to 10 samples of the product are inoculated with low levels (i.e., 20 to 30 cells of the pathogen per 25 gm of food product) and 3 to 5 samples of uninoculated controls and run the test method as specified in the validated protocol (and package insert). After completing of testing, it is important to save detailed records that demonstrated detection of the pathogen in inoculated samples.

### LABORATORY ACCREDITATION:

The final component of a successful and verifiable microbiology testing program is for the laboratory conducting the analyses to be accredited. There are different proficiency testing programs depending on the country and industry that offer laboratory accreditation and proficiency testing. Usually these programs require that laboratories as a whole and specific individuals within a laboratory demonstrate through proficiency testing that they are capable of running methods as validated.

### VALIDATED, VERIFIED, AND ACCREDITED:

A food producer can have confidence that they will meet regulatory and audit standards if they use an internationally validated method that has been verified for the product type being tested, verified as "fit for purpose," and the work is carried out in a laboratory that has been certified or participates in routine proficiency testing programs. Records for all validation, verification, and accreditation should be maintained for regulatory or audit review.



# FOOD SAFETY

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CONFIDENCE

“ As the global leader in **industrial microbiological control**, bioMérieux Industry provides innovative diagnostic solutions (reagents, instruments, software and services) to food industries in more than 160 countries, through 41 subsidiaries and a large network of distributors.

From sample preparation to final identification of micro-organisms; bioMérieux helps food industries monitor the microbiological quality of foods to protect their brands and release their batches earlier, **with full confidence.** ”



[www.biomerieux-industry.com](http://www.biomerieux-industry.com)  
[www.biomerieux50.com](http://www.biomerieux50.com)





## The Impact of Water on Food Safety — A Panel Discussion with Stakeholder Experts

Water is a valuable, scarce natural resource that the food industry is working to use responsibly. Produce growers need enough clean, safe water to grow crops. Processors need enough clean, safe water to manufacture the finished products we purchase at retail shops. Retailers need enough clean, safe water to operate their businesses and protect the safety and quality of the products in their stores. The need for safe, quality water impacts every aspect of the supply chain and stakeholders need to assure they take steps necessary to use this resource responsibly.



William Sarni

In the upcoming Global Food Safety Conference (26-28 February 2014), **William Sarni**, Director and Practice Leader, Enterprise Water Strategy and Sustainability with Deloitte Consulting LLP will moderate a session with a panel of experts in the field representing service providers and food manufacturers, focusing on water throughout the whole food chain – its availability, safety and cost.

**Jill Wyant**, Executive Vice President & President, Global Food & Beverage for Ecolab will start off the session discussing global trends and water impact on food safety across the supply chain. Wyant will also showcase examples of water stewardship in the food and beverage processing industry.

**Dr. Matilda Freund**, Senior Director of Quality for Mondelēz International's European sector will present a case study of their processing facility in Malanpur, India where they faced challenges in this new market and implemented water reuse and recycling programs. By optimizing hygiene processes inside the factory it allowed our Malanpur facility to manage its back end waste streams in a more efficient and cost effective manner.



Jill Wyant



Dr. Matilda Freund

### Do not miss:

**Ecolab Breakfast Session 5,**

**Friday 28th February 08.00 to 09.00am:**

**The Impact of Water In An Industry Striving Towards Sustainability**

**Moderated by William Sarni, Director and Practice Leader, Enterprise Water Strategy, Deloitte Consulting LLP, USA**

**Presented by:**

**Jill Wyant, Executive Vice President & President, Global Food & Beverage, Ecolab INC., USA**

**Matilda Freund, Senior Director Quality EU, Mondelēz International, Switzerland**

**Lawrence Grab, Vice President R&D, Food & Beverage, Ecolab INC., USA**

**Dr. Lawrence Grab**, Vice President, Research & Development, Ecolab Global Food & Beverage, will highlight some of the challenges and advances made in the produce sector regarding the treatment of flume water.



Dr. Lawrence Grab

Ecolab, as a global business, has a unique perspective on water with one million customer locations all around the world, and in a wide range of industries. We work to enable clean water, safe food, abundant energy and healthy environments around the globe. The session at the Food Safety Conference will also include a question and answer component, so that attendees can gain insights directly from the panelists.

Join us to learn how major stakeholders are working together in order to better utilize this valuable resource while still producing the products we trust around the world. Register now for the Food Safety Conference in Anaheim, CA, 26-28, February 2014, and join the Ecolab breakfast session at 8:00 AM on Friday, 28 February.



Please join us at the Global Food Safety Conference 2014 in Anaheim

**Breakfast Session: Friday, 28 February, 8:00 - 9:00 a.m.**

***“The Impact of Water on Food Safety”***

A Panel Discussion with Stakeholder Experts

Water is a valuable, scarce natural resource that the food industry is working to use responsibly. The need for safe, quality water impacts every aspect of the supply chain and stakeholders need to assure that they take steps necessary to use this resource responsibly.

**Panel Moderator:**

- William Sarni, Director and Practice Leader, Enterprise Water Strategy and Sustainability with Deloitte Consulting LLP

**Panel Members Include:**

- Jill Wyant, Executive Vice President & President, Ecolab Global Food & Beverage
- Dr. Matilda Freund, Senior Director of Quality, Mondelez International, European Sector
- Dr. Lawrence Grab, Vice President, Research & Development, Ecolab Global Food & Beverage

Join us to learn how major stakeholders are working together in order to better utilize this valuable resource while still producing the products we trust around the world.



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**NSF International**

## Evolving Best Practice in Food Service and Restaurant Food Safety

By **Dan Fone**, Business Development Director, NSF International

For all food business operators, achieving and maintaining food safety is becoming ever more complex. Regulatory scopes have expanded to include environmental, ethical and sustainability issues. Supply chains are lengthening, involving greater geographic distances and numbers of intermediaries, and sales are being concentrated through fewer and larger retail chains. This, coupled with consumer expectations of greater transparency, feverish media scrutiny and the immediacy of social media, means that any lapses are quickly and widely reported and can be highly damaging to brands.

At stake is brand protection: food fraud, contamination and food poisoning scandals – apart from the horror of potentially killing customers – hit revenues and involve huge.

So, what does constitute best practice in retail food safety today? How can best practice be achieved and consistently maintained, and how is it evolving into tomorrow's food safety standards?

Some of today's 'best practices' include:

**The audit** - Most reputable businesses conduct their own internal or contracted third party audits on a regular basis. While these can far exceed the statutory inspection in depth and rigour, they remain a snapshot at a point in time.

**Monitoring and surveillance** - Technology is taking on a bigger role via the use of video cameras and electronic monitoring in commercial kitchens.

**Improved inspections** - For example swab tests are replacing standard visual inspections.

**Staff Training** - The industry has long recognized that proper training is a critical component of ensuring food safety. People remain the single greatest source of risk in the retail food environment. A survey conducted by NSF International amongst 10,000 food handlers revealed that over 40% displayed a significant gap between their knowledge and application of safe food handling practices in the workplace.

The reasons for not following the procedures learnt in training are various, including not understanding its importance, laziness, lack of time, and poor practices learnt from or directed by supervisors in the interests of 'efficiency', time or cost saving.

### Evolving best practice - Improved methods of training and education

Increasingly the industry is recognizing that it is day-to-day human practice that needs to be addressed rather than putting in place more checks and paperwork. Methods of education and training are improving and some innovative techniques are now in play to find better ways to train staff, get them to retain the information and be confident in their knowledge. As a younger, more tech-savvy

### Do not miss:

**NSF Breakfast Session 7,**

**Friday 28th February 08.00 to 09.00am:**

**Preparing For the Future**

**Presented by: Dan Fone, Director Business Development, NSF**

generation joins the workforce, the industry is increasingly employing video presentations, social media and other tools familiar to a generation raised with computers and cell phones.

In parallel, food retailers have for some time been using motivational techniques to reinforce required behaviours in their food handling staff, eg, asking staff to wear electronic badges which flash red if handwashing is not frequent enough, or providing push-button customer polls at deli counters.

### Behavioural Science

Behavioural science tells us that it is possible to motivate those in positions of responsibility, great or small, to make the right choices and NSF has shown it can be used to embed food safety within a company's culture.

By understanding current behaviours and the underlying reasons for them, it's possible to pinpoint where bad choices occur and introduce systems that reinforce correct behaviours. This approach avoids generic, one-size-fits-all food safety training and interventions in favour of applying specific behaviour-based programs exactly where they are needed.

The ability to use diagnostic assessments as an operational tool to segment workforces and target them with customised interventions opens up the possibility not just of managing food safety effectively, but also the recruitment of individuals with the right aptitudes and attitudes. The logical extension of this is the shedding of individuals with the wrong attitudes and the building of stable and motivated teams. The potential is to greatly improve food safety while lowering costs of recruitment, training and retention.

### The Future of Food Safety

The use of behavioural science is just one among several factors guiding the continuing evolution of food safety. Increasing government regulation, more informed and engaged consumers and improved analysis of the sources of food safety issues, are all playing their role in creating an inexorable pressure to push food safety standards up.

Some food businesses are understandably concerned by the pressures they are facing. Other, more progressive, companies regard it as an opportunity for competitive differentiation and central to their brand reputation. Food safety is now an issue that appears on the agenda of the executive board, as food businesses recognise that to reduce risk to consumers, company reputation and the industry itself, good food safety should be treated as standard practice and a point of pride for everyone within the organization.



NSF International

## **Protecting brands and enhancing business** in the global food supply chain

NSF International provides food safety leadership and expertise, strengthening confidence in the safety, quality and legality of your brand.

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## Allergen Management — Protect Consumers and Reduce Recalls

Effective allergen management helps to control and reduce health risk, but undeclared allergens still represent some 40% of product recalls. Managing allergens in the food supply chain calls for an integrated approach. Industry best practice implementation continues to evolve.

Food allergies affect 220-250 million people worldwide according to the World Allergy Organization (WAO, 2011). It has been indicated that up to about 15 million Americans suffer from food allergies, affecting 1 in every 13 children under 18 years of age at an annual economic cost of children's food allergies alone estimated at around \$25 billion. In Europe, more than 17 million people have a food allergy, and hospital admissions for severe reactions in children have risen seven-fold over the past decade (in Food Allergy Research & Education (FARE) Food Allergy Facts & Statistics; <http://www.foodallergy.org/facts-and-stats>). Allergen-related product recalls continue to rise in the EU, while in the USA undeclared allergens were the single largest cause of food recalls, representing approximately 40 per cent of recalls reported in the third quarter of 2013 (ExpertRecall, 2013). The majority of these recalls are a result of mislabelling and mis-packaging errors. However unintentional cross contamination is also an important cause of related product withdrawals.

### CONSISTENCY & HARMONISATION

There is still quite a lot of uncertainty in industry about how best to assess and manage allergens. The details of any risk assessment programme will vary depending on the specifics of the food production facility, although the basic principles should be universally applicable. In the absence of a common standard, the identification and application of allergen management principles, as well as risk assessment and management have generally remained inconsistent. As a result, individual manufacturers interpret risks in their supply chain differently. It is the need for consistency around allergen management principles and strategies that led to the development of specific guidelines for allergen management practices, as published by FoodDrinkEurope (FDE) in January 2013. Despite primarily aiming at harmonising allergen management at a European level, the key recommended principles and practices are broad enough to be more widely applied. Lack of a consistent approach, in combination with the fact that allergen labelling regulations differ widely around the world, has significantly increased practical complexity leading to increased labelling errors and product recalls. A manufacturer that supplies to different markets finds itself needing to adopt different labelling practices, a process that is prone to error.

### INTEGRATED APPROACH

Effective allergen management assumes an integrated approach to ensure effective communication of allergen information throughout the supply chain. The use of the classic HACCP approach generally aims to identify the critical points in the product manufacture, where additional measures can be taken to minimise the presence

### Do not miss:

**SGS Breakfast Session 6,**

**Friday 28th February 08.00 to 09.00am:**

**Allergen Management as an Integral Part of a Safe Food Supply Chain**

**Moderated by Evangelia Komitopoulou, SGS Global Technical Manager Food, UK**

**Presented by:**

**Dr Joseph Scimeca, Vice President, Global Regulatory & Scientific Affairs, Cargill**

**Natalie Dyenson, Senior Director International Food Safety Walmart International, USA**

**Joe Baumert, Assistant Professor, Department of Food Science & Technology & Co-Director – Food Allergy Research & Resource Program, University of Nebraska-Lincoln, USA**

of allergens in the final product. The absence of widely agreed and adopted allergen threshold levels, means that the use of a HACCP-based approach to allergen risk management may not be sufficient for effective allergen management. First of all, it tends to treat all allergens as being equivalent, contributing to the over-use of fail-safe precautionary labelling ('may contain' statements) and therefore to unnecessary product recalls. Furthermore, it has meant that many food manufacturers may have overly focused on managing cross-contamination incidents, despite evidence suggesting that the majority of recalls are a result of labelling and packaging errors. That is not to say that the risk of cross contamination should be ignored. Appropriate allergen control practices such as GMP, appropriate segregation, use of sanitation and validated cleaning regimes, staff training etc. need to be put in place and appropriately monitored and maintained. At the same time, the hazard of hidden allergens occurring in the food chain has increased the demand for the implementation of sensitive methods, able to trace food allergens in different food commodities. This highlights the need for harmonisation of both allergen testing performance criteria and standards. In turn this could ensure the reliability and accuracy of the results and also that the methods used are fit for purpose.

### ALLERGEN MANAGEMENT SURVEY UNDERWAY

Current allergen management industry practices, gaps and needs, have been the focus of an industry-wide survey conducted by SGS. The results of the survey will be presented at the SGS-sponsored breakfast session titled 'Allergen Management, an Integral Part of a Safe Food Supply Chain' that will take place at the 2014 GFSI conference (Friday 28 February, 2014 at 8:00-9:00 am). In this session, participants will hear perspectives and practices of key professionals on how allergen management is implemented in their organisations as an integral part of food safety practices.

References:

ExpertRecall, 2013, Quarterly Recall Index. Available online at: <http://recall.stericycleexpertsolutions.com/index/> (Accessed: 05 December 2013).

World Allergy Organisation (WAO), (2011) White book on Allergy. Available online at: [www.worldallergy.org/UserFiles/.../WAO-White-Book-on-Allergy\\_web.pdf](http://www.worldallergy.org/UserFiles/.../WAO-White-Book-on-Allergy_web.pdf) (Accessed: 05 December 2013).



# GLOBAL EXCELLENCE LOCAL EXPERTISE

## SOLUTIONS FOR FOOD SAFETY QUALITY AND SUSTAINABILITY

### WHY IS ALLERGEN MANAGEMENT VITAL FOR A SAFE FOOD SUPPLY CHAIN?

Come and gain insights at the SGS breakfast session  
*"Allergen Management, an integral part of a safe food  
supply chain"* on Friday 28 February at 8:00 - 9:00 AM.

Meet our experts at Stand #B6

#### CONTACT

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WHEN YOU NEED TO BE SURE

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## Transparency: the new business essential

By **Jerome Malavoy**, CEO and Founder of Trace One

Our global food industry is rapidly evolving and growing in complexity. Worldwide networks are booming, sourcing and manufacturing options are expanding and consumers are demanding more visibility into the product lifecycle. As they become increasingly connected and well informed via various technologies, consumers naturally expect more information about the products they purchase. Moreover, crises and events from the past ten years have vastly changed the industry context by leading to increased regulations and awareness of product safety and quality. Today, in order to secure loyalty, brands must provide consumers with good reasons to have confidence in their products, leading to a growing need for transparency.

The concept of transparency is rapidly coming to the forefront of our industry. Instead of implementing extensive tools with long set up phases, reaching a swift and efficient transparency within the global supply chain can be simply attained with the right management of communities. Linking all partners in the supply chain, including retailers, manufacturers, and suppliers, is the answer for enhanced communication and flow of information.

### COMPLIANCE REQUIRES SUPPLY CHAIN VISIBILITY

One of the fundamental benefits of community management is the superior visibility on compliance. This increased communication into the product development phase enables all parties involved to assure themselves of their product's compliance. With growing food safety rules and greater regulations it is becoming essential for retailers, manufacturers and suppliers to know all of their business partners follow certain rules and procedures, in order to protect brand image. Having access to and knowledge of partners' audits and certifications thanks to transparency tools, becomes crucial for reasons of risk management.

### PRODUCT INFORMATION LEADS TO BRAND LOYALTY

This knowledge is also important to ensure the accuracy of product information that is passed from organization to organization and protect brands and consumers alike. Raw material details are carried from the farm to the fork enabling real time access to such information. It becomes possible for compliance standards, regulations, best practices, audits and other global supply chain data to be systematically updated and validated. The validated supply chain is then reflected in the information shared with shoppers, which leads to increased consumer confidence. Brand transparency goes hand-in-hand with consumer trust. When consumers are presented with relevant information assuring them of a product's safety and quality, brand loyalty naturally builds. Due to transparency the brand is able to capitalize on the increased data availability to better communicate with shoppers and to take necessary actions to leverage product information in stores.

### Do not miss:

**TraceOne Breakfast Session 4,**

**Thursday 27th February from 08.00 to 09.00am:**

**A Wholefoods Business Case, & The first worldwide presentation of T Transparency**

**Presented by:**

**Jerome Malavoy, CEO and founder, Trace One, France**

**John G. Keogh, President & Principal Advisor, Shantalla Inc., Canada**

### COLLABORATION TO ENHANCE PRODUCTIVITY

Uncovering farm to fork supply chain transparency provides a safety net throughout the supply chain, providing better collaboration and increased productivity. Responding to market needs, retailers are working to collaborate more effectively and efficiently with all of their partners. As a byproduct, increased transparency also helps supply chain representatives quickly and accurately identify manufacturers and raw material providers, to easily locate documentation, such as audits, compliance records and certifications

### AN EXTREMELY SIMPLE SOLUTION FOR AN INTRICATE NETWORK

As previously mentioned, the supply chain today is booming. Trace One itself has over 20,000 manufacturers who work daily with over 400,000 raw material and packaging providers. The retail market is experiencing a revolution due to consumer demand of product information. As a response to the revolution, Trace One is launching a new platform, called the T Transparency, where each member has his own private portal. This simple cloud based solution enables business partners in a supply chain to have access in real time to raw material origins, compliance standards, specific practices, audits, etc.

Such solutions are becoming a necessity in today's world.



# EXHIBITION FLOOR PLAN



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# GFSI NEXT EVENTS



**GFSI Focus Day**  
New Delhi – India, 3<sup>rd</sup> June 2014



**GFSI Focus Day**  
Mexico City, Mexico, 9<sup>th</sup> September 2014



**Japan Food Safety Day**  
Japan, 30<sup>th</sup> October 2014



**GFSI Focus Day**  
China, 4<sup>th</sup> November 2014



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