

4<sup>th</sup> - 6<sup>th</sup> February 2009  
Catalonia Palace of Congresses  
Barcelona, Spain



# CIES International Food Safety Conference 2009

FOOD SAFETY:  
**A Global Challenge**





**Catherine François**  
Director  
Food Safety Programmes  
CIES – The Food Business  
Forum

# FOOD SAFETY: A Global Challenge

“

Consumer confidence in food bought around the world has dropped significantly over the last year and managing food safety consistently in the global marketplace has become the major challenge in today's world for all stakeholders in the supply chain. Even though food has always been a global business, supply chains are becoming increasingly longer and more complex, as consumers become more demanding and food safety can no longer be managed within national boundaries.

If you want to learn more about the challenges that lay ahead, as well as taking the opportunity to help develop and put in place the solutions of the future, such as the Global Food Safety Initiative, come to the CIES International Food Safety Conference, the leading annual international food safety event for senior food safety professionals from the food business.

More than 600 people. 45 countries. 2 days to focus on how we can better manage food safety in a global context. Whether you are a new or regular participant at this event, we can offer an unrivalled learning experience. You will be exposed to new ideas and thinking from great speakers and experienced food safety professionals, designed to challenge your thinking in this ever changing world.

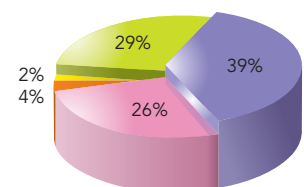
We look forward to seeing you in Barcelona! ”



## 8 reasons why you should be in Barcelona!

1. **Exchange** knowledge and best food safety practices
2. **Discover** the news on the Global Food Safety Initiative
3. **Explore, discuss** and **debate** food safety risks and challenges
4. **Network** with over 600 food safety experts from around the world
5. **Learn** about the Spanish retail scene and in-store food safety
6. **Do business** in our networking area
7. **Visit** Barcelona - bring your spouse with you and benefit from the Partner's Programme
8. **Enjoy CIES Excellence** - Over 55 years of working in food business provides a wealth of experience that cannot be rivalled. CIES offers the highest level of programme content, service and professionalism.

### Why did 600 delegates come to our 2008 event in Amsterdam?



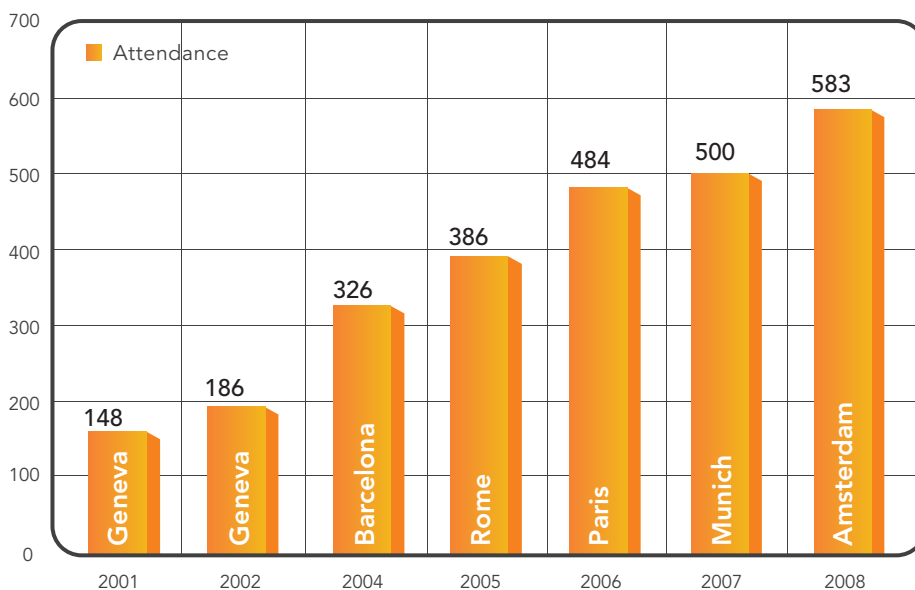
- General Information
- Networking
- Conference Programme
- Store tour
- Other

# Conference at a glance

	Wednesday 4 <sup>th</sup> February	Thursday 5 <sup>th</sup> February	Friday 6 <sup>th</sup> February
Breakfast		Delegate Breakfast	Sponsored Breakfast Sessions
Morning	GFSI Stakeholder Meeting	Opening Business Session - Plenary Optional Partner Programme	Closing Business Session
Lunch	Conference Registration	Buffet Lunch	Buffet Lunch for all Delegates
Afternoon	Optional Store Visits	Parallel & Roundtable Sessions Optional Partner Programme	Transfers to airport
Evening	Official Welcome Cocktail	Cocktail & Official Dinner	

## Who should attend?

Since this event was created in 2001, over 1,450 senior food safety specialists from over 48 countries have met at this event, with over 60% of participants coming back on a regular basis. Participants consist of:



- \* Retailers (over 30% of attendees)
- \* Manufacturers & Producers
- \* Food Service Professionals
- \* Certification and Accreditation bodies
- \* Government officials, Public Authorities and International Institutions
- \* Academics
- \* Food Safety Service Providers

**And everyone else whose work depends on food safety!**

**The following companies recognise the CIES International Food Safety Conference as a key event for their Food Safety executives:** Aeon, Ahold, AIB, Ajinomoto, Albert Heijn, Asda, Auchan, August Oetker, August Storck, Autogrill, Bakkavor, Barilla, BASF, Bayer Cropscience, Bongrain, BRC, BSI, Cadbury Schweppes, Campbell Soup, Campina, Cargill, Carrefour, Casino, Coca-Cola, Coles, CMi, Coop, Dairy Farm, Danone, Daymon, Delhaize, DNV, Ecolab, E.Leclerc, ENAC, Eurofins, FCD, Ferrero, FMI, Freshfields, Gruppo Pam, GS1, Hannaford, HDE, HEB, Heineken, H.J. Heinz, ICA, IFS, Il Gigante, Intertek, IQNet, Jeronimo Martins, JohnsonDiversey, JQA, Jumbo, Kerry Foods, Kesko, Kraft Foods, Kroger, Lactalis, Lawson, Lustucru, McDonalds, Makro, Marks & Spencer, Masterfoods, Mercadona, Mercator, Metro, Migros, Modelo Continente, Moody International, Monoprix, Nestlé, Norgesgruppen, NSF, Numico, Nutrinova, Pick'n Pay, Rewe, SAP, Safeway, Sainsburys, Sara Lee, SCV, Selex, Silliker, SGS, Sobeys, Somerfield, SQF, Struik Foods, Syngenta, Système U, Superquinn, Target, Tengelmann, Tesco, The Kroger Co., The Seiyu, TNO, Tokyu Store, Trace One, Tracetracker, UKAS, Unilever, Waitrose, Wal-Mart, Woolworths

10.00 – 12.00

## Global Food Safety Initiative Annual Stakeholder Meeting

The Global Food Safety Initiative, co-ordinated by CIES, has been working since 2001 on continuous improvement in food safety management systems to ensure confidence in the delivery of safe food to consumers.

The GFSI Stakeholder Group is an international forum open to any interested food safety professionals. It provides a platform for open debate on current and emerging food safety issues and industry priorities and to identify areas of collaboration on common issue. It also gives YOU the opportunity to influence the strategic direction of GFSI.

GFSI priorities are set on an annual basis and are developed using feedback from the stakeholder forum in order to meet market needs.

Would you like to participate? Contact Jessica Wigram: [j.wigram@ciesnet.com](mailto:j.wigram@ciesnet.com)

There is no cost involved to participate in this meeting, but registration is required due to the meeting format.



**Cindy Jiang**

Director, Worldwide Quality,  
Food Safety & Nutrition,  
McDonald's Corporation,  
USA

“Today's consumer demands safe and quality food from food service providers and retailers. Food manufacturers, food service companies, and retailers are all linked through the global supply chain. Harmonization of science-based food safety standards will enable the supply chain to deliver safe foods to the consumer with improved efficiency. Ray Kroc, founder of McDonald's said "None of us is as good as all of us." We need to collaborate under the direction of GFSI in making the harmonization of food safety standards a reality.”

12.30 – 18.00

## Optional Store Visits

The CIES Store Visit programme is unique. Walk the shop floor with food safety managers from different Spanish banners, in and around Barcelona and discover how leading Spanish retailers are managing food safety in-store. Delegates are requested to register, at a small additional fee for this visit, as places are limited.

In Barcelona delegates will receive insights into the operations of:



18.30 – 20.00

## Welcome Cocktail

Networking Area in Conference Centre

Meet old and new friends  
at the official welcome cocktail,  
hosted by the members of  
the GFSI Board of Directors.



# FOOD SAFETY: A Global Challenge

05.00	<b>Optional visit to Mercabarna</b> (See page 10)
07.30	<b>Registration and welcome refreshments in the networking area</b>
08.30	<p><b>Welcome Address and Update on GFSI</b>  <b>JP Suarez</b>, Senior Vice President and General Counsel, International Division, Wal-Mart Stores Inc. and Chairman of the Global Food Safety Initiative</p>
09.00	<p><b>Globalisation – The Big Picture</b>            Food is a global business – what are the key challenges and issues arising from increasingly longer supply chains and the globalisation of consumer expectations and demands?  <b>Professor David Hughes</b>, Emeritus Professor of Food Marketing, Imperial College London, UK</p>
09.20	<p><b>Food Safety: A Global Challenge</b>            How collaboration between government and industry and exchange beyond national boundaries is key to managing food safety and food borne disease now and in the future.  <b>Dr. Art Liang</b>, Director Food Safety Office, Centers for Disease Control and Prevention, USA</p>
09.40	<p><b>Video Presentation – Following fish downstream</b>  <b>Kevin Coupe</b>, Founder / Content Guy, Morningnewsbeat.com, USA</p>
10.00	<b>Coffee Break in the Networking Area</b>
10.45	<p><b>Case studies: Managing food safety through diverse supply chains</b>  <b>Mike Robach</b>, Vice President, Corporate Food Safety &amp; Regulatory Affairs, Cargill Inc., USA</p>
11.05	<p><b>Managing Food Safety – Global solutions</b>            Managing food safety in new markets  <b>Hans-Jürgen Matern</b>, Division Manager, Quality Assurance, Metro Group, Germany</p>
11.30	<p><b>The Big Debate – Food Safety: A Global Challenge and Global Solutions</b></p> <ul style="list-style-type: none"> <li>• <b>Ezzedine Boutrif</b>, Chief of Food Quality and Standards Service, Food and Nutrition Division, Food and Agriculture Organisation (FAO), Italy</li> <li>• <b>Marinus P.C. Huige</b>, Chairperson, WTO Committee on Sanitary and Phytosanitary Measures, Counsellor (Agriculture Nature and Food Quality), Permanent Mission of the Kingdom of the Netherlands</li> <li>• <b>John Lamb</b>, Agribusiness Team Leader, World Bank, USA</li> <li>• <b>Terry Babbs</b>, Director, International Trading Law and Technical, Tesco, UK</li> <li>• <b>Hans Jöhr</b>, Corporate Head of Agriculture, Nestec, Switzerland</li> <li>• <b>Mike Burness</b>, VP - Global Quality and Food Safety, Chiquita Brands / Fresh Express, USA</li> <li>• <b>Donna Garren</b>, Vice President, Health &amp; Safety Regulatory Affairs, National Restaurant Association, USA</li> </ul>
12.45	<b>Lunch in the Networking Area</b> - Hosted by <i>The Coca-Cola Company</i>

# FOOD SAFETY: A Global Challenge

Please choose from one of the following sessions and indicate your choice on the registration form

## Parallel Session 1 : Food Safety - People, Pathogens and Packaging\*

- |       |  |
|-------|--|
| 14.00 | <b>Welcome and Introductions by Payton Pruett</b> , Vice President, Corporate Food Technology & Regulatory Compliance, The Kroger Co., USA   |
| 14.10 | <b>Microbiology - Why don't food handlers always implement the food hygiene practices they know?</b><br>Food handler malpractices have been identified as a contributory factor in up to 97% of food poisoning outbreaks. Frequently prescribed corrective action is food safety training although this may not always result in behavioural change. Food safety management systems are no longer sufficient - the increasingly important concept of food safety organizational culture is defined and examined and linked to individual food handler behaviour.<br><b>Professor Chris Griffith</b> , Head Food Research & Consultancy Unit, University of Wales, UK   |
| 14.40 | <b>Case Study – Minimizing risk of pathogens in ready to eat (rte) meat products</b><br>An overview of the activities Hormel Foods Corporation incorporates to control pathogens, such as Listeria Monocytogenes, in ready to eat (RTE) meat products.<br><b>Bryan Farnsworth</b> , Vice President, Quality Management, Hormel Foods Corporation, USA  |
| 15.05 | <b>Case study - Food Safety and Packaging</b><br>Consumers continue to demand new foods that have a fresh-like quality, but they always expect safe food. Food packaging makes possible, or extends the effectiveness of several food preservation processes. Several packaging concepts such as cook and ship, post-pasteurization, colour transfer casings, cook/microwaveable packaging, 10K OTR seafood bags, are specifically designed to address food safety concerns. Packaging and equipment systems play an important role in the use of technologies such as aseptic, retort, or high pressure processing (HPP), and irradiation or antimicrobial use. The food safety impact of packaging materials and concepts will be discussed.<br><b>E. Jeffery Rhodehamel</b> , Director, Applications Development & Support, Sealed Air Corporation, USA |
| 15.30 | <b>Coffee Break</b>  |
| 16.00 | <b>Case Study - Managing microbiological specifications and results for retailer branded products</b><br>How French retailers and manufacturers have collaborated to develop common additional microbiological criteria to be included in their specifications for own branded products. One year later, a look back on the challenges, issues, the tools developed and the results.<br><b>Christophe Dufour</b> , Scientific Director, Silliker Europe<br><b>Magali Bocquet</b> , Head of Food and Quality Department, FCD (French Retail Federation)   |
| 16.30 | <b>Public Health Surveillance is a Pre-Requisite for Effective Food Control Programmes</b><br>The unique ability of public health surveillance to identify new hazards, evaluate the effectiveness of existing control measures, and develop new prevention methods makes it a pre-requisite for effective food control programs. Improving public health surveillance for food borne diseases will require considerable investments at multiple levels. However, such investments are critical to the improvement of our food safety systems.<br><b>Craig Hedberg</b> , Professor, University of Minnesota, School of Public Health, USA  |
| 17.00 | <b>Questions and Answers with the Audience</b>   |
| 17.15 | <b>Close of session</b>  |

## Parallel Session 2 : GFSI – The latest developments

- |       |   |
|-------|---|
| 14.00 | <b>Welcome and Introductions by Hugo Byrnes</b> , Product Safety and Consumer Affairs Director, Royal Ahold, Netherlands  |
| 14.10 | <b>Auditing in Emerging Markets: Update of the GFSI Technical Committee Working Group</b><br><b>Jan Kranghand</b> , Senior Department Manager International Infrastructure, Quality Assurance Department, Metro Buying Group International, Germany   |
| 14.50 | <b>GFSI Food Safety Knowledge Network and Food Safety Training</b><br>Connecting competence with emerging markets, delivering consistency, supporting up skilling, building learning networks<br><b>Dr Hamish Gow</b> , Associate Professor, International Agribusiness and Food Marketing, Director, Global Agri-Food Systems Initiative, Michigan State University, USA |
| 15.30 | <b>Coffee Break</b>   |

Please choose one of the sessions and indicate your session on the registration form

\* Interpretation will be provided into all languages for this session.

## Parallel Session 3 : GFSI – Food Safety Standards

14.00	<b>Welcome and Introductions by Yves Rey</b> , Corporate Quality General Manager, Danone Group
14.15	<p><b>Global Standards Directory Database</b></p> <p>The globalisation of supply and international uptake of GFSI Standards introduces new challenges in terms of audit information management, timely supply of information to retailers and other specifies and ensuring the authenticity of certificates and reports. The BRC and Connected Sources explain how their new directory will address these challenges. A live demonstration of the web collaborative platform will show how new generation of web collaborative platforms can provide the right benefits and improve supplier risk management.</p> <p><b>Tessa Kelly</b>, Commercial Director, BRC Trading, UK  <b>Georges-Eric Le Nigen</b>, VP Business Development, Connected Sources, France</p>
14.45	<p><b>IFS Global Auditor and Certification Body Quality Assurance System</b></p> <p>An insight into new IFS requirements which have been developed to manage certification and accreditation bodies with tighter controls, including a new complaint management procedure, witness audits, sanctions and new training tools and e-learning possibilities through the IFS Academy.</p> <p><b>Alexander Rogge</b>, IFS Managing Director, France  <b>Stephan Tromp</b>, IFS Managing Director, Germany</p>
15.15	<b>Coffee Break</b>
16.00	<p><b>Certification in the food supply chain: what will the future bring?</b></p> <p><b>Cor Groenveld</b>, Chairman of the Board of SCV, Foundation for the Certification of Food Safety (SCV), Dutch HACCP, Netherlands</p>
16.30	<p><b>Food Safety Regulations in the US – Managing import food safety with the public sector</b></p> <p><b>Jill Hollingsworth</b>, Group Vice President, Food Safety, SQF Institute, USA</p>
17.00	<b>Close of session</b>
<b>Meet in the hotel lobby at 6.30pm for a transfer to the dinner location.</b>	

## ROUND TABLE SESSIONS 1 - 4

### Session 1 - Food Safety Best Practice Across Industries

14.00	<p>Moderated by <b>Serban Teodoresco</b>, Managing Director - SafeKey Group, JohnsonDiversey</p> <p>Guest speakers:  <b>Cindy Jiang</b>, Director, Worldwide Quality, Food Safety, and Nutrition, McDonald's Corporation, USA and  <b>Colin Banks</b>, Director, International Food Safety, International Travel Catering Association</p> <p>We are all linked through the global food supply chain and despite which sector you are working in, any given foodborne illness outbreak can affect the whole food business. Consumers demand safe and quality food globally. Learn more about food safety best practice from the food service, supply chain, retail and catering industries and discuss the synergies that can bring a harmonised approach and more efficiency to your business.</p>
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15.30 **Coffee Break**

### Session 2 - Global Social Compliance Programme (GSCP) Update

14.00	<p>Moderated by <b>Terry Babbs</b>, Director, International Trading Law and Technical, Tesco PLC, UK</p> <p>GSCP is a business-driven programme for companies wanting to harmonise their respective efforts in order to deliver a shared, global and sustainable approach for the continuous improvement of working conditions in global supply chains. Understand how this global cross-industry platform promotes knowledge exchange and best practices in order to provide a common interpretation of fair labour requirements and their implementation and to build comparability and transparency between existing systems.</p>
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15.30 **Coffee Break**

### Session 3 - What is the Cost of Failure?

16.00	<p>Moderated by <b>Jorge Hernandez</b>, VP Food Safety / Quality Assurance, US Food Service, USA  <b>Donna Garren</b>, Vice President, Health &amp; Safety Regulatory Affairs, National Restaurant Association, USA</p> <p>How can we demonstrate the food safety function value and contribution to our organizations, to ensure ongoing commitment and resources from top management? This session will address existing KPIs and quality metrics (process optimizations, cost savings, voice of customer, operational impact, safety/quality as differentiators, etc) and try to evaluate what the "Cost of Failure" really is.</p>
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17.00 **Close of session**

### Session 4 - Information technology supporting food safety

16.00	<p>Moderated by <b>Diane Taillard</b>, Solutions Director, GS1 Belgium &amp; Luxembourg</p> <p>How do you ensure full transparency and visibility across the global supply chain? Learn more about the Global Traceability Standard that has just been launched that can help you manage your business with confidence.</p>
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17.00 **Close of session**

# FOOD SAFETY: A Global Challenge

## Special Breakfast Sessions

08.15-  
09.00

### A. Case Study: Marine Harvest - Global quality and safety (Hosted by Lawson)

Marine Harvest, a leading global aquaculture company will discuss their integrated supply chain and how that helps assure quality and safety in their products

**Oyvind Oaland**, Vice President Food Safety & Quality Assurance, Marine Harvest ASA

**Arnt MjØen**, IT Manager, Marine Harvest Norway AS

**Rob Wiersma**, Director Industry Strategy, Lawson Software

**LAWSON**<sup>™</sup>

### B. Case Study: Bringing together retailers and manufacturers to share a common platform for the effective control of food safety risks (Hosted by TraceOne)

Case study with testimonials from a retailer, a manufacturer and an association

traceone

## Plenary Session : Food Safety – A Global Challenge - Improving the consumer experience

09.30

**Introduction by Cory Hedman**, Food Safety and Quality Assurance Director, Hannaford Bros. Co., USA

09.35

### The relevance of cleanliness and food safety for consumers in Food Retail Stores- Results from a Consumer Survey

Based on interviews in German and French Hyper- and Supermarkets the study provides insights on the following questions:

- How does cleanliness affect the consumer behaviour, the store choice, the amount spent?
- What would consumers like to improve in the stores?
- Do customers worry about food safety? Which issues are of importance? Who do they trust?

**Stephan Grünewald**, Managing Partner, rheingold Institute for Qualitative Market and Media Research, Germany

10.00

### Case study – Shared web-based own-control system for grocery stores

Finnish grocery trade and food safety officials have created a transparent system to monitor own-control and food safety in grocery stores. A store operated own-control databank will open the store's own-control data to officials enabling on-line inspections. The web-based database solution makes the own-control process more efficient and improves own-control monitoring. Officials get up-to-date data from individual stores helping them allocate their resources according to actual food safety risks.

**Anna Salminen**, Food Specialist, Finnish Grocery Trade Association, Finland

**Sebastian Hielm**, Senior Veterinary Officer, Department of Food and Health, Ministry of Agriculture and Forestry, Finland

10.30

### Coffee Break

11.00

### Delivering Safe Food to Consumers

**JP Suarez**, Senior Vice President and General Counsel, International Division, Wal-Mart Stores, Inc. and Chairman of the Global Food Safety Initiative

11.10

### Case Study - Collaboration Results and the Future

**Dr. Pascal Leglise**, Quality and Sustainable Development Director, Carrefour Belgium

11.30

### Public and Private Partnerships – A solution to providing consistently food safety for consumers?

**Robert Madelin**, Director General of the European Directorate General for Public Health and Consumer Protection (DG SANCO)

**Dr. David Acheson**, Assistant Commissioner for Food Protection, US Food and Drug Administration, (FDA) USA

12.20

### Food Crisis – Eco Fatigue – Hard Power: The Road Ahead

The new struggle for food. An apple is not an ipod. From food chains to food net.

**David Bosshardt**, CEO, GDI Gottlieb Duttweiler Institute, Switzerland

12.50

### Closing remarks from the Session Chairman

13.00

### Lunch in the Networking Area

# Partner's Programme

Spouses and partners are welcome to join us in Barcelona. This year, we have developed the "Barcelona Day" to give a taste of the local culture and history to those wishing to soak up the local atmosphere. The programme will run on Thursday 5<sup>th</sup> February in parallel to the business sessions whilst combining the networking opportunities with the delegates to guarantee a memorable experience for all (pre-registration necessary).

## Thursday 5<sup>th</sup> February

09.00 – 12.30	Gaudi Tour (including guided tours of Park Güell and Sagrada Familia)
12.30 – 14.00	Tapas Lunch at La Vinoteca Torres
14.00 – 16.00	Casa Batllo Guided Visit
16.00 – 16.30	Transfer to Hotels
18.30	Departure for Official Cocktail and Dinner



# Networking

## Optional Store Visits in Barcelona

Wednesday 4<sup>th</sup> February 2009

An opportunity to learn and take home ideas from the dynamic Spanish retail scene!

## Welcome Cocktail – Networking Area, Catalonia Palace of Congresses

Wednesday 4<sup>th</sup> February 2009

The official conference programme begins with a welcome cocktail served in the networking area where you can meet with your industry peers and learn more from exhibiting companies.

## Optional Mercabarna Market Visit

Thursday 5<sup>th</sup> February 2009

An impressive early morning visit allows you to discover the busiest wholesale market of Spain with 25,000 people working every day on the production, sale, distribution, import and export of fresh and frozen produce and products.

## Official Cocktail and Dinner

Thursday 5<sup>th</sup> February 2009

After a busy day of exchanging the latest knowledge on food safety, enjoy drinks and some fine food in the relaxed atmosphere at the Codorniu Cellars. As always, this unforgettable experience is extremely popular providing delegates and their partners with the opportunity to dine and network in a relaxing environment.



### Host a meeting

The CIES offers the perfect opportunity for large international delegations to host their own internal meetings. Our event team can assist you in arranging a meeting room prior or after the conference.

For more information, please contact  
Marie-Ange Houppermans:  
[ma.houppermans@ciesnet.com](mailto:ma.houppermans@ciesnet.com).

### Sponsoring & exhibiting

Sponsoring and exhibiting at the CIES International Food Safety Conference gives you a direct access to hundreds of key international decision makers across the sector. We offer excellent opportunities for exhibiting and sponsoring associated with elements of the programme and social activities.

For more information, please contact  
Marie-Ange Houppermans:  
[ma.houppermans@ciesnet.com](mailto:ma.houppermans@ciesnet.com).

# Who are the industry experts working **behind the scenes** to make this CIES programme happen?



**John P. Suarez**  
Senior Vice President & General Counsel, International Division, Wal-Mart Stores, Inc.



**Yves Rey**  
Corporate Quality General Manager, Danone Group



**Cindy Jiang**  
Director, Worldwide Quality, Food Safety & Nutrition, McDonald's Corporation, USA



**Terry Babbs**  
International Trading Law and Technical Director, Tesco PLC, UK



**Catherine François**  
Director, Food Safety Programmes, CIES – The Food Business Forum



**Johann Züblin**  
Head of Standards & Social Compliance, Federation of Migros Cooperatives, Switzerland



**Hugo Byrnes**  
Product Safety & Consumer Affairs Director, Royal Ahold, Netherlands



**Cory Hedman**  
Food Safety and Quality Assurance Director, Hannaford Bros. Co. (Delhaize Group), USA

The thematics of the CIES International Food Safety Conference are developed by the Global Food Safety Initiative Board of Directors, experts who meet on a regular basis to ensure the participants have the latest thinking and developments in food safety.



**Marcos Campos**  
Quality Assurance Director, Bertin S/A, Brazil



**Hervé Gomichon**  
Quality Director, Carrefour Group

The GFSI Board creates this event as a platform for discussion on top-of-mind issues and to bring knowledge and networking to food safety specialists from around the globe.



**Kevin Chen**  
Vice President, China Resources Vanguard Co., Ltd., PR China



**Hans-Jürgen Matern**  
Division Manager, Quality Assurance, Metro Group, Germany



**D.V. Darshane**  
Director Policy & Standards, Global Quality, The Coca-Cola Company, USA



**Payton Pruett**  
Vice President, Corporate Food Technology & Regulatory Compliance, The Kroger Co., USA



**Bryan Farnsworth**  
VP Quality Management, Hormel Foods Corporation, USA



**Mike Robach**  
Vice President, Corporate Food Safety & Regulatory Affairs, Cargill Inc., USA





4<sup>th</sup> - 6<sup>th</sup> February 2009  
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Thank you to our partner for their longstanding support:



Many thanks also to our Premium Conference Sponsors for their commitment to this programme:



DET NORSKE VERITAS



## What is CIES?

CIES - The Food Business Forum is the only independent global food business network. It brings together the **CEOs and senior management** of around 400 retailer and manufacturer members of all sizes, across 150 countries.

CIES has been growing with the food business for 55 years. It provides a real global platform for thought leadership, debate and networking between retailers and their partners. Its strength lies in the privileged access it offers to the key players in the sector and the sharing of best practice at the highest level. It has a mandate from its members to develop common positions on key strategic and practical issues affecting the food business.

## ! Sign up today for the 2009 CIES International Food Safety Conference

- by using the enclosed registration forms or
- by registering online at [www.ciesfoodsafety.com](http://www.ciesfoodsafety.com)

## ! Any questions?

For booking service, please contact:  
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Conference Venue  
Catalonia Palace Of Congresses  
Av. Diagonal, 661-671  
08028 Barcelona, Spain



For programme updates, practical information and online registration,  
visit our conference website [www.ciesfoodsafety.com](http://www.ciesfoodsafety.com)

100%  
eco-friendly  
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