

2011 Global Food Safety Conference: Programme Overview

	Wednesday 16th February	Thursday 17th February	Friday 18th February				
AM	08:00	Exhibition Area Open ★	07:45 Sponsored Breakfast Sessions <table border="1"> <tr> <td>1. Ecolab: Cross Border Implementation of a Consistent In-Store Food Safety Programme - Experiences, Challenges and Best Practices of Tesco ★</td> <td>2. DNV: The Power of Certification in Communicating Company Values and Behavior ❖(10-13)</td> <td>3. Planet Retail/ GS1/ Trace One: Reinforcing Consumer Loyalty Through Targeted Product Information in the Era of Mobile Technologies ❖(4-8)</td> <td>4. GSCP: The Global Social Compliance Programme's Equivalence Process: Leveling the Playing Field for More Sustainable Supply Chains ❖(1-3)</td> </tr> </table>	1. Ecolab: Cross Border Implementation of a Consistent In-Store Food Safety Programme - Experiences, Challenges and Best Practices of Tesco ★	2. DNV: The Power of Certification in Communicating Company Values and Behavior ❖(10-13)	3. Planet Retail/ GS1/ Trace One: Reinforcing Consumer Loyalty Through Targeted Product Information in the Era of Mobile Technologies ❖(4-8)	4. GSCP: The Global Social Compliance Programme's Equivalence Process: Leveling the Playing Field for More Sustainable Supply Chains ❖(1-3)
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	08:00	AT Kearney Breakfast Session ★					
	09:00	Coffee Break ★ Sponsored by Kraft Foods					
	09:30	GFSI Stakeholder Meeting ★					
		08:30					
	09:00	Plenary Session: Attributes of a Global Food Safety Culture ★					
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			08:30				
			09:00				
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			10:30				
			11:00				
			12:30				
Lunch	12:00	Buffet Lunch for all delegates ★ Sponsored by The Smucker Company	12:40	Buffet Lunch for all Delegates ★			
PM	01:30	Plenary Session: Creating a Global Food Safety Culture ★	02:15 Breakout Sessions 1 – 3: Tools and Solutions for Change Management <i>Please choose one of the following sessions, which will run concurrently.</i> <table border="1"> <tr> <td>1. Modernisation of Food Safety Regulations and the Role of the Public Sector in Ensuring Safe Food for Consumers</td> <td>2. Allergens, Nutritional Information, Traceability ...Providing Information and Adding Value at the Right Time, Right Place ❖(10-13)</td> <td>3. Bringing Value to your Business - Integrating GFSI ❖(1-3)</td> </tr> </table>	1. Modernisation of Food Safety Regulations and the Role of the Public Sector in Ensuring Safe Food for Consumers	2. Allergens, Nutritional Information, Traceability ...Providing Information and Adding Value at the Right Time, Right Place ❖(10-13)	3. Bringing Value to your Business - Integrating GFSI ❖(1-3)	
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	03:15	Coffee Break ★ Sponsored by Kraft Foods					
	04:00	Plenary Session: Creating a Global Food Safety Culture					
		03:15					
		03:30		Coffee Break ★ Sponsored by Hormel Foods			
	04:00	Session 1 Continued					
			04:00				
			05:30				
			07:00				
Night	05:15	Welcome Cocktail ★ Sponsored by IFS	06:45	Official Cocktail & Dinner Sponsored by The Coca-Cola Company			

Thank you to our Partner:



...and to our Sponsors:



Business Programme

Wednesday 16th
February 2011

08:00am – 05:00pm



08:00am **Exhibition Area open** ★

08:00am **A.T. Kearney Breakfast Session** ★  **ATKEARNEY**
Economic Adulteration of Food and Emerging Food Safety Risks: What are the challenges ahead?
James E. Morehouse, Senior Partner, A.T. Kearney Inc., USA

09:00am **Coffee break** ★ 

09:30am **GFSI Stakeholder Meeting** ★

12:00pm **Buffet lunch for all delegates** ★



01:30-05:00pm Plenary Session: Creating a Global Food Safety Culture – A Shared Responsibility

01:30pm **Video: “Consumer Expectations and Perspectives on Food Safety”**

3M

01:35pm **Welcome Address – Creating a Global Food Safety Culture**
Frank Yiannas, VP Food Safety and Health, Wal-Mart Stores, USA

02:00pm **Video: “Consumer Perspectives: Who is Responsible for Food Safety? ”**

3M

02:10pm **Global Food Safety Initiative – A Multi-Stakeholder Approach**
Consumers from all over the world expect safe food. How is the Global Food Safety Initiative engaging with stakeholders globally to deliver on its strategic objectives and contribute to the creation of food safety culture within the food industry?
Jürgen Matern, VP Regulatory Affairs & External Relations QSHE, Metro AG, Germany

02:30pm **The Economic and Emotional Burden of Foodborne Illness**
Barbara Kowalczyk, Director of Food Safety, Center for Foodborne Illness Research & Prevention, USA

03:15pm **Coffee break** ★ 

04:00pm **Managing the Global Burden of Foodborne Disease**
Peter K. Ben Embarek, Scientist, Food Safety & Nutrition, World Health Organization, China

04:30pm **Building Consumer Trust and Confidence**
Jason McGrath, Vice President, StrategyOne, USA

05:00pm **Closing Remarks**



05:15-06:45pm **Close of Session and Welcome Cocktail** ★

★ **Westminster level (-3)**

◆ **Plaza level (-1)**

Business Programme

Thursday 17th
February 2011

07:45am – 05:30pm



07:45-08:30am Sponsored Breakfast Sessions

Breakfast will be served outside the rooms & in the exhibition area from 7am onwards.



1. Ecolab – Cross Border Implementation of a Consistent In-Store Food Safety Programme - Experiences, Challenges and Best Practices of Tesco ☆

This session will show insights from Tesco, how they have successfully replicated their in-store food safety programme internationally and the cultural as well as the organisational challenges they had to manage.

Derek Hopkins, International Trade Law & Technical Manager, Tesco, UK



2. DNV – The Power of Certification in Communicating Company Values and Behaviour: ❖(10-13)

- The illy case: Green Supply Chain Certification of Green Coffee
- Food Safety Certification: Consumer and Food Industry Perceptions

Moderator: *Nicola Hill, Media Consultant, ncmmedia communications and TV, UK*

Anna Adriani, Global PR & Corporate Responsibility Director, illycaffé, Italy



3. Planet Retail / GS1 / Trace One – Reinforcing Consumer Loyalty through Targeted Product Information in the Era of Mobile Technologies ❖ (4-8)

Learn how mobile technologies and reliable product data can be used proactively to create a competitive advantage and reinforce consumer loyalty.

Gregory Hodge, Custom Research Director, Planet Retail, UK

Pierre Georget, Chief Executive Officer, GS1 France, France

Jérôme Malavoy, President & CEO, Trace One, France



4. GSCP – The Global Social Compliance Programme's Equivalence Process: Leveling the playing Field for more Sustainable Supply Chains ❖ (1-3)

Major buying companies have come together as the GSCP to tackle the root causes of social and environmental non-compliances in their supply chains. Learn how the GSCP Equivalence Process will reduce duplication in compliance auditing by creating comparability between systems, enabling buying companies, schemes and suppliers to focus on a collaborative approach to remediation.

Karin Boogaers, Coordinator Social Compliance, Royal Ahold, The Netherlands

09:00-10:30am Plenary Session: Attributes of a Global Food Safety Culture

09:00am **Welcome from session moderator:** *Payton Pruett, Vice President, Corporate Food Technology & Regulatory Compliance, The Kroger Co., USA*

09:05am **Video: “Consumers perspectives: What does Food Safety Mean to You?”**



09:10am **Food Safety Starts at the Top**
Michael H. McCain, President & CEO, Maple Leaf Foods, Canada

09:30am **Food Safety Culture – An Emerging Risk Factor**
Chris Griffith, Technical Director, Von Holy Consulting, South Africa

10:00am **Food Safety Culture – Within Corporate & Country Culture**
Sara Mortimore, VP Quality Assurance and Regulatory Affairs, Land O'Lakes, USA

10:30am **Coffee break** ☆



☆ **Westminster level (-3)**

❖ **Plaza level (-1)**

11:10-12:40pm Plenary Session: Drivers for Changing Food Safety Culture

11:10am **Video: "Consumer Perspectives: "How Does Food Safety Influence Where and How you Shop?"**



11:15am **Social Media Driving Change in Consumer Perception**

Jean-Jacques Vandenheede, Director Retailer Insights, The Nielsen Company, Belgium

11:35am **Recent Scientific Discoveries Driving Change**

Michel du Peloux, Head of Nutrition Biofortis, Mérieux NutriSciences, France

Christophe Dufour, Scientific Director, Silliker Europe, France

11:55am **Foodborne Outbreaks and Lessons Learned**

Ian Williams, Acting Chief, Outbreak Response and Prevention Branch, Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention, USA

12:15pm **Building a Food Safety Culture in a Multi-Cultural Society: the Role of Government**

Mariam Harib Al Yousuf, Executive Director, Policy & Regulation Sector, Abu Dhabi Food Control Authority, Government of Abu Dhabi, U.A.E.

12:40-02:15pm Buffet lunch for all delegates ☆



02:15 – 03:30pm

Breakout Sessions 1 – 3: Tools and Solutions for Change Management

Please choose one of the following sessions, which will run concurrently.

1 Modernisation of Food Safety Regulations and the Role of the Public Sector in Ensuring Safe Food for Consumers ★

02:15pm **Moderator:** Mike Robach, VP Corporate Food Safety and Regulatory Affairs, Cargill, USA
Collaboration between the public and private sectors is key to protecting public health. Hear from some of the local food safety authorities on how they are stepping up local food safety regulations to modernize and manage food safety risks more effectively.

02:20pm **3 Days in London - Will Your Food Be Safe?**
Tim Smith, Chief Executive, Food Standards Agency (FSA), UK

02:45pm **Future Challenges for Food Safety Regulation in a Global Market**
Carol Barnao, Deputy Director General (Standards), Ministry of Agriculture and Forestry, New Zealand

03:10pm **Achieving Safer Food Through Collaboration**
Chao Ji, Deputy Director General for the Department of Supervision on Food Production, General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ), China
Wenyi Che, Deputy Chief Administrator, Certification and Accreditation Administration of the People's Republic of China (CNCA), China

03:30-04:00pm **Coffee break** ★



04:00pm **The US Strategy for Improving Food Safety in a Global Marketplace**
Michael R. Taylor, Deputy Commissioner for Foods, FDA, US

04:30pm **Effective Food Safety Management through Public and Private Partnerships**
Pamela Bailey, President & CEO, Grocery Manufacturers Association (GMA), USA

05:00pm **Panel Discussion with all Speakers**

2 Allergens, Nutritional Information, Traceability... Providing Information and Adding Value at the Right Time, Right Place ❖(10-13)

02:15pm **Moderator:** Cenk Gurol, General Manager, Re-engineering Department, Aeon Global SCM, Japan

Protecting consumer health and a brand image lies in the ability to exchange relevant information in a timely manner to the right audience. In different parts of the world, innovative ways to communicate allergens and nutritional information to consumers with mobile devices are emerging. In parallel the ability to manage traceability and recalls between trading partners and across countries remains as fundamental as challenging. Come and discover another way to look at food safety related information.

02:20pm **Managing Traceability and Recalls Worldwide**
Yves Rey, Corporate Quality General Manager, Danone, France

02:40pm **Case Study – Providing Allergen Checks for Consumers**
Simone Hertzberger, Vice President, Quality Assurance and Product Sustainability, Ahold Europe, The Netherlands

03:00pm **Case Study - Using Mobile Phones to Communicate allergen and Nutritional Information: Extended Packaging Pilots in Australia**
Maria Palazzolo, CEO, GS1 Australia, Australia

03:20pm Q&A

★ **Westminster level (-3)**

❖ **Plaza level (-1)**

Session 3

3 Bringing Value to your Business - Integrating GFSI ❖ (1-3)

02:15pm **Moderator:** *Hugo Byrnes, Director Product Integrity, Royal Ahold, The Netherlands*

Schemes recognized by the Global Food Safety Initiative are now being implemented into supply chains around the world. Hear from some of the world's leading food companies on how and why GFSI is adding value to their businesses.

02:20pm **Wegmans' Perspective on GFSI Supplier Certification**

Gillian Kelleher, Vice President of Food Safety & Quality Assurance, Wegmans Food Markets, USA

02:40pm **Implementing GFSI Recognized Schemes Upstream in the Supply Chain**

Carletta Ooton, VP Chief Quality & Product Integrity Officer, The Coca-Cola Company, USA

03:00pm **The Impact of Food Safety GFSI Recognized Schemes to the Business - A Case Study**

Jorge Hernandez, Senior VP Food Safety and Quality, US Foodservice, USA

03:20pm Q&A

03:30-04:00pm Coffee break ☼



04:00-05:30pm **Breakout Sessions 4 – 6: Building a Global Food Safety Culture**

Please choose one of the following sessions, which will run concurrently.

4 Building Food Safety Capacity with GFSI ❖ (1-3)

04:00pm **Moderator:** *Jan Kranqhand, Director International External Infrastructure, Strategic Quality Management, Metro AG, Germany*

GFSI has developed a tool to help small suppliers and suppliers in developing countries to build a pathway to certification, through a continuous improvement programme. Over the last 18 months, these programmes have been tested rigorously in different markets across different parts of the supply chain, in different countries. Learn how this tool can help your business to build capacity for local sourcing and local selling, through case study presentations.

04:25pm **Case study – Learnings from the Egypt Pilot Programme**

Ali Badarneh, Industrial Development Officer, UNIDO, Austria

04:50pm **Case study – Learnings from the Ukraine**

Sarah Cruikshank Ockman, Manager Ukraine Food Safety Project, International Finance Corporation (IFC – member of World Bank Group), Ukraine

05:25pm Q&A

05:30pm **Close of session**

Session 4

5 Developing Competency and Motivating your Workforce ❖ (4-8)

04:00pm **Moderator:** *D.V. Darshane, Director, Policy, Product & Technology, Global Quality & Product Integrity, The Coca-Cola Company, USA*

Enhancing skills and knowledge of individuals who are responsible for ensuring food safety is key to the credibility and integrity of your business. Learn about some ground breaking work that has been done with professional psychologists and new technology to create innovative low cost interventions that drive sustainable and safer behaviour. Using online assessment to identify employees who are most likely to exhibit risky behaviour arising from a lack of knowledge of the correct and safe behaviour, misplaced confidence in their existing beliefs and practices or both. How can you improve performance by identifying where intervention is most needed ?

04:05pm **Behaviour Based Food Safety Store Interventions**
Dan Fone, Director Consulting and Advisory Services, NSF-CMi, UK
Amanda Green, Principal Consultant, Cognisco, UK

04:25pm **Online Assessment of People Based Risk**
David Edwards, Executive Director, NSF-CMi, UK

04:45pm **Developing Food Safety Communication Tools for Food Handlers**
Benjamin Chapman, Assistant Professor, Food Safety Specialist, Department of 4-H Youth Development and Family & Consumer Sciences, North Carolina State University, NC Cooperative Extension, USA

05:05pm **Japan Food Communication Project - Changing Corporate Food Safety Culture to Build Consumer Trust**
Yutaka Arai, Director of Food Industry Policy Division, General Food Policy Bureau, Ministry of Agriculture, Forestry and Fisheries, Japan

05:25pm Q&A

05:30pm *Close of Session*

6 Packaging and Food Safety ❖ (10-13)

04:00pm **Moderator:** *Carol Ciszek, VP Worldwide Quality, Food Safety & SARA, Kraft Foods Inc, USA*

04:05pm **Safe Food Packaging: Rewards Without Risks?**
Michael Nieuwesteeg, Managing Director, NVC Netherlands Packaging Centre, The Netherlands

04:30pm **Case Study – Impact of Packaging Supply Chain on Food Safety**
Linda Pell, VP Consumer & Quality Services, Kellogg Company, USA

04:55pm **Case Study – Transferring a Food Safety Culture to your Packaging Suppliers**
Jeff McMahon, Senior Director, Global Quality Services, The E.&J. Gallo Winery, USA

05:20pm Q&A

05:30pm *Close of session*

06:45pm *Meet in hotel lobby*

07:00pm *Departure to Official Cocktail & Dinner The Coca-Cola Company*

Session 5

Session 6

Business Programme

Friday 18th
February 2011

07:45am – 12:30pm



07:45-08:30am Sponsored Breakfast Sessions

Breakfast will be served outside the rooms & in the exhibition area from 7am onwards.



5. Diversey – Social Media Communities Impacting the Industry at Large ❖ (10-13)

The proliferation of social media is enabling consumers to use technology and share experiences, information and opinions. A case study will be followed by a panel of experts to discuss how social media is impacting the food safety industry at large.

Moderator: Werner Linders, Director Europe, Middle East & Africa, Diversey Consulting, Belgium

Jean-Jacques Vandenheede, Director Retailer Insights, The Nielsen Company, Belgium

Robbie Vorhaus, Crisis Communication Consultant, USA



6. NSF – GFSI for Small Suppliers and Emerging Markets: An Interactive Discussion about the Food Safety Challenges and Opportunities of Local Sourcing in a Global Marketplace ☆

Donna Garren, President and General Manager, NSF Davis Fresh, USA

Peter Bracher, Managing Director, NSF-CMI Asia-Pacific, Thailand

Jan Kranghand, Director International External Infrastructure, Strategic Quality Management, Metro AG, Germany



7. LRQA – Linking your Management Systems to your Brand Reputation ❖ (4-8)

Organisations such as Cargill are experiencing the benefits of a management systems based approach to protecting their brand reputation. Find out how independent assessment is helping organisations drive improvements throughout the food supply chain.

Cor Groenveld, Global Food Product Manager, LRQA, The Netherlands



8. Retail Audit Standard – FCD ❖ (1-3)

Pierre de Ginestel, Quality Director, Auchan, France

Maqali Bocquet, Quality Manager, FCD, France

09:00-10:30am

Breakout Sessions 7 – 9: Global Food Safety Culture - The Future

Please choose one of the following sessions, which will run concurrently

7 Emerging Food Safety Issues ☆

09:00am **Moderator:** Bizhan Pourkomialian, Senior Food Safety and Social Accountability Manager, McDonald's Europe, UK

09:05am **Process-induced Contaminants: The Good News and the Bad News**
Michèle Lees, Director Collaborative Research, Eurofins Analytics, France

09:25am **Challenges for the Prevention of Foodborne Viruses**
Fabienne Loisy-Hamon, Chief Scientific Officer, Ceeram, France

09:45am **Quantitative Analysis of Global Animal Health (Trends)**
Ulrich Sperling, Executive Director, TAFS, Switzerland

10:05am **Applied Risk Management - Best Practice Methodology & Solutions**
Joe Giblin, Founder & Director, Icon Global Link, Australia
Peter Gillson, Director Global Relationships, SFI International, Australia

10:25am Q&A

Session 7

8 Shaping the Future of Food Safety with New Technologies ❖ (1-3)

Moderator: Robert Gravani, Professor, Department of Food Science, Cornell University, USA

Innovative technologies have drastically changed traditional food production and distribution methods. They are now shaping the food industry and impacting the way we do business. This interactive discussion will focus on how these technologies are impacting our business today and what it means for our industry tomorrow.

Introduced by Pedro Chidichimo, President Global Customer Solutions and Innovation, Diversey, The Netherlands

Speakers and Panelists:

- Qasim Chaudhry, Principal Research Scientist, The Food and Environment Research Agency (FERA), Department for Environment, Food and Rural Affairs, UK
- Suresh Pillai, Professor and Texas AgriLife Faculty Fellow and Director, National Center for Electron Beam Research, Texas A&M University, USA
- Martin Wiedmann, Associate Professor, Department of Food Science, Cornell University, USA

9 Building a Food Safety Culture From The Top Down ❖ (10-13)

09:00am **Moderator:** Tom Ford, Vice President Food Safety, Ecolab, USA

09:15am How can an organization successfully implement an effective and efficient food safety culture and drive change, from top management to the store level? Participate in this round table discussion and share insights and knowledge on successful strategies that have been developed across the industry.

Cory Hedman, Director, Corporate Food Safety, Meijer, USA

10:00am Q&A

10:30-11:00am *Coffee break* ★



11:00-12:30pm **Plenary Session**

Moderator: Frank Yiannas, VP Food Safety and Health, Wal-Mart Stores, USA

11:00am **Video: "Delegates Perspectives Collected during the Conference: The Future of Food Safety, According to You?"** 

11:15am **Food Safety – Protecting your Brand, your Reputation and your Future**
James Martin, Celebrity Chef, Restaurateur, Food Writer, Journalist and Presenter, UK

11:55pm **Unwrapping the Future of Food Safety**
Frank Yiannas, VP Food Safety and Health, Wal-Mart Stores, USA

12:15pm **Closing Remarks**
Jürgen Matern, VP Regulatory Affairs & External Relations QSHE, Metro AG, Germany
Yves Rey, Corporate Quality General Manager, Danone, France

12.30pm *Close of Conference*