

Learn how to conduct effective self-audits  
and prepare for regulatory inspections!

# Food Safety Compliance Strategies

Regulatory and Legislative Updates and Best Practices  
in Traceability, and Quality Assurance

## Our Faculty

*Hear tried and tested  
approaches from experienced  
leaders in the field*

McDonald's Corporation

Ocean Spray Cranberries Inc.

The Hershey Company

International Food Information Council

Gass Weber Mullins

Keller & Heckman

Almond Board of California

Kelley Drye & Warren

Hoeller Law Firm

Gilbert LLP

ASI Food Safety

American Frozen Food Institute

Earthbound Farms

Keystone Foods

U.S. Food Service

Roll International Corporation

**INFONEX**  
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September 23 and 24, 2010

Optional Workshop: September 22, 2010

NEW ORLEANS, LOUISIANA

*Expert advice on overcoming your unique food safety issues!*

- ✓ Learn how to comply with new more stringent regulations
- ✓ Leverage safety audits to maximize production efficiency
- ✓ Get tips and techniques for working with the Reportable Food Registry
- ✓ Develop a best-in-class food traceability strategy
- ✓ Utilize industry tried and tested risk management tools
- ✓ Gain insight on quality assurance programs from real case studies
- ✓ Learn how to implement a successful HACCP plan
- ✓ Ensure your food safety controls are tested and valid

***PLUS!*** Take advantage of our optional half-day pre-conference workshop

*Best Practices for Conducting Effective Audits and Investigations, Managing Suppliers, and Preparing for Regulatory Inspections*—ensure compliance with food safety standards and practices, and preparing for and understanding the potential criminal implications of regulatory inspections in today's environment of heightened enforcement.

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# FOOD SAFETY COMPLIANCE STRATEGIES

SEPTEMBER 23–24, 2010 • WORKSHOP: SEPTEMBER 22, 2010 • NEW ORLEANS

## DAY ONE PROGRAM AGENDA: THURSDAY, SEPTEMBER 23, 2010

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:15

### Welcome and Opening Remarks from the Co-Chairs

*Jonathan Cohen, Partner, Gilbert LLP*

*Shawn Stevens, Partner, Gass Weber Mullins LLC*

9:15 – 10:15

### Navigating the Changing Food Safety Legislative Landscape

*Leslie Krasny, Partner, Keller & Heckman*

*Susie Hoeller, Partner, Hoeller Law Firm*

- Responding to the anticipated new HR 2749 and/or S 510 legislation on food safety
- Understanding new record-keeping and traceability requirements
- Aligning current hazard analysis and prevention control practices with new, more stringent regulations
- Highlighting third-party food safety audit requirements
- Gaining insight into challenges spurred by Prop 65 in California

10:15 – 10:30

Networking Break



10:30 – 11:30

### Mitigating Risk in Labeling and Food Fraud Liability

*Cate McGinn, Managing Counsel, Global Nutrition, McDonald's Corporation*

*Michael T. Roberts, Senior Counsel, International Affairs, Roll International Corporation and Affiliates (Fiji Water, Pom Wonderful, and more)*

- Responding to new allergen labeling legislation
- Ensuring your suppliers are providing you with the correct ingredients
- HFCS (aka corn syrup)
- Spice safety according to the FDA
- Economic adulteration

11:30 – 12:30

### Anticipating and Avoiding Audits: Minimize the Red Flags in Your Operation

*Will Daniels, Vice-President, Quality, Food Safety, Organic Integrity, Earthbound Farms*

*Alton Bradshaw, Senior Principal Scientist, Ocean Spray Cranberries Inc.*

- Exploring how the different agencies work together with inspections (FDA, USDA, FSIS, Department of Public Health)
- Determining what types of incidents, reports, and behavior prompt the government to launch an investigation
- Fostering seamless collaboration with inspectors throughout and after the investigation process
- Mitigating risk by assigning responsibility for food tracking and country of origin labeling
- What are the benefits of audits?
- Responding to record-keeping requirements

12:30 – 2:00

Luncheon

2:00 – 3:00

### Controlling Cost, Production Loss, and Liability Exposure through an Optimal Recall Strategy

*Shawn Stevens, Partner, Gass Weber Mullins LLC*

*Leslie Krasny, Partner, Keller & Heckman*

- Aligning your recall practices to comply with new regulations
- Adjusting production practices to limit the size and scope of a recall
- Quickly identifying and removing affected products from the marketplace
- Working with state and federal government officials to streamline your recall
- Creating an effective and consistent message during recalls to limit cost and exposure
- Identifying and addressing real and asserted compliance mishaps that led to the recall

3:00 – 3:15

Networking Break



3:15 – 4:00

### Satisfying the More Stringent Criteria of the Reportable Food Registry (RFR)

*Sarah Roller, Chair, Food and Drug Law Practice, Kelley Drye & Warren LLP*

- What food-borne concerns should be submitted to the RFR?
- When should contamination be reported? What are the implications of non-compliance?
- Breaking down the reporting process: an industry perspective
- Deciphering and delineating acceptable means of notification
- Contrasting and controlling disclosure and reporting

4:00 – 5:00

### Proactive and Reactive Approaches to Crises: Using Risk Management Tools

*Jonathan Cohen, Partner, Gilbert LLP*

*Joseph Bermudez, Partner, Nelson Levine de Luca & Horst*

- Preventive risk management measures, including the benefits of regular risk and insurance audits
- Crisis procedures, including crisis management plans, recall procedures, and communication plans
- Evaluating indemnifications
- Understanding insurance policies that are potentially available to address recall costs
- Strategies for maximizing insurance recoveries for food, beverage, and flavoring recalls

5:00

End of Day One

Register Now! Call 1.800.474.4829 Fax 1.800.558.6520 [www.infonexconferences.com](http://www.infonexconferences.com)

# FOOD SAFETY COMPLIANCE STRATEGIES

SEPTEMBER 23–24, 2010 • WORKSHOP: SEPTEMBER 22, 2010 • NEW ORLEANS

## DAY TWO PROGRAM AGENDA: FRIDAY, SEPTEMBER 24, 2010

8:00 – 9:00

Continental Breakfast

9:00 – 9:15

### Opening Remarks from the Co-Chairs

*Jonathan Cohen, Partner, Gilbert LLP*

*Shawn Stevens, Partner, Gass Weber Mullins LLC*

9:15 – 10:15

### Examining and Cultivating Best Practices in Food Traceability

*Dane Bernard, Vice-President, Food Safety and Quality*

*Assurance, Keystone Foods*

*Jorge Hernandez, Senior Vice-President, Food Safety, U.S. Food Service*

- Assessing your organization's tracing practices to ensure proper documentation
- Inspecting the compliance of your food accountability and reporting programs
- Deciphering the "one up, one down" practice: comparing what this means to industry with what it means to government
- Position your company to share traceability data with key partners
- Monitor products during transport: how monitoring can be employed to maintain product integrity and to trace sources of mishandling and abuse

10:15 – 10:30

Networking Break



10:30 – 11:30

### Validating Food Safety Controls for Maximal Safety Results

*Tim Birmingham, Associate Director, Quality Assurance/ Industry Services, Almond Board of California*

- Creating efficient internal controls and strategies to better accommodate unplanned inspections
- Ensuring your internal processes are in place to respond quickly when contamination occurs
- Enacting traceability practices to pinpoint contamination causes
- Implementing a hazard analysis and critical control points (HACCP) plan that works

11:30 – 12:00

CASE STUDY

### Peanut Corporation of America

*Sarah Brew, Attorney, Nilan Johnson Lewis PA*

An overview of the far-reaching implications of the Peanut Corporation of America Salmonella outbreak, including

- Scope of the outbreak, recall, and resulting commercial and personal injury claims
- PCA's bankruptcy, the personal injury claims process, and the liability implications of ongoing litigation against manufacturers and distributors
- Supplier management and audit implications for the food industry

12:00 – 1:30

Luncheon

1:30 – 2:30

CASE STUDY

### American Peanut Council Food Safety Initiatives and Response to Recalls

*Dr. Sterling Thompson, The Hershey Company*

This case study will outline the proactive steps being taken by the U. S. peanut industry to enhance food safety practices, such as the completion of a thermal inactivation study of Salmonella, the development and presentation of a HACCP workshop with the focus on the nut industry, and the revision of a GMP document with a specific focus on microbiological contamination.

- Overview of the 2009 PCA recall
- Industry's response and strategic approach to the media frenzy
- Lessons learned

2:30 – 3:30

### Building a Comprehensive HACCP Plan

*Dr. Ernie McCullough, Vice-President, Technical Services, Executive Director, ASI Food Safety Consultants*

- Exploring what you should incorporate in your HACCP plan
- Realizing the difference between regulatory HACCP and scientific HACCP
- Marrying regulatory and scientific HACCP seamlessly
- Develop a HACCP strategy for food packagers
- Utilizing good manufacturing practices (GMPs)
- Leveraging HACCP for the fresh produce industry

3:30 – 3:45

Networking Break



3:45 – 4:30

### Current Good Manufacturing Practices (CGMPs): Where We've Been and Where We're Going—An Industry Perspective

*Robert Garfield, Senior Vice-President, Public Policy and International Affairs, American Frozen Food Institute*

- Understanding the importance of CGMPs
- Exploring the history of CGMPs since 1968
- Examining the FDA's 2004 modernization process
- The food industry's voluntary response
- Future considerations

4:30 – 5:30

### Connect the Dots: How Food Safety, the Consumer, and Profitability Relate

*Anthony Flood, Director, Food Safety and Defense, International Food Information Council*

*Caroline Smith DeWaal, Director of Food Safety, Center for Science in the Public Interest*

- Understanding the correlation between food safety and consumer choice
- Leveraging your food safety practices to boost sales
- Communicating your organization's commitment to safety excellence through labeling

5:30

End of Day Two

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# FOOD SAFETY COMPLIANCE STRATEGIES

SEPTEMBER 23–24, 2010 • WORKSHOP: SEPTEMBER 22, 2010 • NEW ORLEANS

OPTIONAL PRE-CONFERENCE WORKSHOP: WEDNESDAY, SEPTEMBER 22, 2010

HALF-DAY WORKSHOP: 1:30 – 4:30

## Supply Chain Scrutiny: Best Practices for Conducting Effective Audits and Investigations, Managing Suppliers, and Preparing for Regulatory Inspections

*Sarah Brew, Attorney, Nilan Johnson Lewis PA*  
*Brian Dickerson, Partner, Roetzel & Andress*

In light of recent well-publicized outbreaks and recalls, regulators—including the FDA, FTC, USDA, and FSIS—have announced their intention to increase scrutiny and enforcement across the food supply chain. At the same time, food companies are experiencing increased pressure from private plaintiffs and public interest groups to ensure not only that they are complying with food safety best practices, but also that their suppliers are meeting required safety standards.

This interactive workshop will discuss best practices for addressing food safety compliance issues through audits and investigations, managing suppliers to ensure compliance with food safety standards and practices, and preparing for and understanding the potential criminal charges that could follow regulatory inspections in today's environment of heightened enforcement. Topics to be discussed by panelists and workshop participants include:

- Audits and Internal Investigations
  - best practices for self-audits
  - checklists
  - records maintenance and preservation
  - third-party audits: announced and unannounced
  - employee training
  - investigations of potential regulatory violations
- Supplier management
  - pre-assessment and certification
  - contractual requirements and specifications
  - documentation (certificates of analysis, letter of guarantee, HACCP)
  - inspections and audits: first-party and third-party
  - change control: processing and ingredients
  - indemnity agreements
- Regulatory inspections: legal implications
  - announced and unannounced inspections
  - employee training, preparation
  - documentation issues
  - communications with employees
  - warrant requirements and reasonableness of search
  - product seizure
  - Miranda warnings and privilege issues

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“*Overall, I was pleased with the conference.*”

— **Special Projects Supervisor, McCAIN FOODS CANADA**

### SPONSORSHIP AND EXHIBITION OPPORTUNITIES

If you would like to increase your visibility with risk, safety and compliance professionals from food manufacturers, distributors, and suppliers, you need to be at *Food Safety Compliance Strategies*. A limited number of sponsorship options are available: exhibit space, cocktail reception, luncheon, breakfast, conference documentation, and more.

For more information, contact our sponsorship department at 1.800.474.4829, ext. 244, or email [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

## Join Your Peers WHO SHOULD ATTEND

- Regulatory Affairs
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**INFONEX Inc.** is a recognized name in courses, training seminars, and conferences on business and market trends, and regulations that directly impact the performance and profitability of the private and public sectors in North America.

Founded in 1991, **INFONEX Inc.** has grown into an industry leader in customs, compliance, risk, tax, finance, and governance conferences, as well as U.S. defense industry events which attracted senior military officials and defense industry contractors.

*Food Safety Compliance Strategies* will provide the latest tips and techniques for more efficient quality assurance practices and regulatory compliance, by combining best-practices sessions with timely case studies from leading people and companies in the food and beverage industry. Register today!

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# Food Safety Compliance Strategies

September 23–24, 2010 • Workshop: September 22, 2010  
New Orleans, Louisiana

## THREE KEY BENEFITS OF ATTENDING THIS EVENT

- 1) Learn effective strategies for regulatory compliance
- 2) Get innovative solutions for implementing traceability, recall, and monitoring and detection programs that work
- 3) Find out what the competition is doing to stay on top!

**LOCATION:** *Food Safety Compliance Strategies* will be held at a convenient location in New Orleans, Louisiana. Detailed venue information will be provided with your registration confirmation.

**YOUR REGISTRATION INCLUDES:** Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

### SPONSORSHIP & EXHIBITION

Increase your visibility with your visibility with risk, safety and compliance professionals from food manufacturers, distributors, and suppliers at *Food Safety Compliance Strategies*. A limited number of sponsorship options are available. For more information, call 1.800.474.4829, ext. 244, or email sponsorship@infonex.ca.

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## REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

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### 2 SELECT YOUR OPTION(S) AND PREFERRED METHOD OF PAYMENT

#### REGULAR CONFERENCE RATES

| All prices in U.S. Dollars         | Register by JULY 23 | Register by AUGUST 20 | FULL PRICE   |
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| Conference: Group of Three or More | \$1,199 each        | \$1,399 each          | \$1,599 each |
| Conference: Group of Two           | \$1,299 each        | \$1,499 each          | \$1,699 each |
| Conference: One Registrant         | \$1,399             | \$1,599               | \$1,799      |
| Optional Workshop                  |                     | \$500                 |              |

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| Optional Workshop                  |                     | \$400                 |              |

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#### CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and fax to 1-800-558-6520 **no later than September 9, 2010**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue. If you prefer, you may request a refund of fees paid, less a 15% administration fee.

Registrants who cancel after **September 9, 2010**, will not be eligible to receive any credits or refunds and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by September 9, 2010** and fail to attend will be liable for the entire registration fee.