

# Safe Food Canada 2010

Presented by:



**food in canada**  
THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY



## March 4th, 2010 - First Annual Canadian Food Safety Symposium

### Agenda

8:30 – 9:00 am	<b>Registration and Continental Breakfast</b>
	<b>Program Facilitator</b> <i>Paul Medeiros, Manager of Consulting Services, Guelph Food Technology Centre</i>
9:00 am	<b>Beyond Food Safety Management – A Global Food Safety Culture</b> Inspire and facilitate food safety knowledge and motivation in the culture of your organization. In this session, Mr. John Coyne expands on the relationship between visionary leadership and food safety. <i>John Coyne, VP, Legal and Corporate Affairs, Unilever Canada</i>
9:45 am	<b>Maintaining and Sustaining Your Food Safety Management Programs</b> Ever wonder how your company's food safety initiative compares to the leaders in your category? In this panel discussion, moderated by Stephen Brown of Deloitte, food processors from a variety of different sectors discuss the best practices and key elements of effective food safety plans. Key panelists include: <i>Andrew Clappen, VP, Food Safety, Quality &amp; Regulatory Affairs, Loblaw Companies Ltd.</i> <i>Michael Byerley, Director, Quality Assurance, Compass Group Canada</i> <i>Steve Karr, CEO, Pride Pak Canada Ltd.</i> <i>Terrance Dowhanick, Labatt Brewing Company Ltd., Food Safety &amp; Regulatory Compliance Manager</i> <i>Marianne Elia, Director, Food Safety and Quality, Management Systems, Maple Leaf Foods Inc.</i>
10:45 am	<b>Refreshment Break and Exhibits</b>
11:15 am	<b>Global Standards: Enabling A Visible Supply Chain</b> Visibility to the entire supply chain to mitigate and isolate potential food safety issues is fundamental. It requires the use of global standards to create a common platform that enables visibility. This session will discuss the importance of standards using the Produce Traceability Initiative as an example. Global standards are also fundamental to any efficient recall system. Learn how standards are being incorporated into the GS1 Canada recall service. <i>Nigel Wood, Director, Standards, GS1 Canada</i>
12:00 pm	<b>Lunch &amp; Networking Break</b>
1:15 pm	<b>Best Communication Practices</b> Any organization has vulnerabilities. Successful organizations identify and anticipate them, and have messages and strategies ready so they can respond quickly. In this presentation, veteran public relations executive Linda Smith will outline how to manage the events that can threaten a company's reputation, credibility and long-term viability. <i>Linda Smith, President, Smithcom</i>

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2:00 pm	<p><b>Regulatory Updates</b></p> <p>This session will provide the audience with a comprehensive understanding of key food regulatory issues and their usage, and their subsequent impact on business.</p> <p><i>Paul Mayers, Associate Vice-President, Programs, Canadian Food Inspection Agency</i></p>
2:45 pm	<p><b>Refreshment &amp; Networking Break</b></p>
3:00 pm	<p><b>Safe to Move – Achieving Business Objectives and Managing Food Safety Risks</b></p> <p>“Safe to Move” is a new report by Deloitte that provides a comprehensive approach that enables companies to adapt to an increasingly complex issue, surpass expectation and protect their corporate brand. Stephen Brown, Partner with Deloitte and leader of the firm’s Consumer Packaged Goods industry segment in Canada will present the report.</p> <p><i>Stephen Brown, Leader, Consumer Packaged Goods, Deloitte</i></p>
3:45 pm	<p><b>Global Food Safety Initiative (GFSI) – The Global Food Safety Framework for the 21st Century</b></p> <p>The GFSI is changing the landscape of food safety worldwide. Learn more about GFSI-recognized emerging markets and schemes. Practical GFSI issues will be addressed such as choosing the best standard for your company, action steps, corporate social responsibility and auditor consistency.</p> <p><i>Frank Schreurs, VP, Food Safety &amp; Quality Services, Guelph Food Technology Centre</i></p>
4:30 pm	<p><b>Closing Comments and Adjourn</b></p>

For more information, please contact Denise Horseman at 519.821.1246 ext. 5068 or by email: [dhorseman@gftc.ca](mailto:dhorseman@gftc.ca). Register online at [www.gftc.ca](http://www.gftc.ca).