



# NORTH AMERICAN FOOD SAFETY & QUALITY 2018 **NAFS18**

June 5-6, 2018 | Westin Lombard Yorktown Center | Chicago, IL | [foodsafetyna.com](http://foodsafetyna.com)

## AGENDA

JUNE 4, 2018

6:00 - 7:00 pm



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of the

# Drinks Reception



JUNE 5, 2018

7:15 - 8:15 am

**Registration and Breakfast**

8:15 - 8:30 am

**Chair's Welcome Address**



**Sean Leighton**  
VP Quality &  
Food Safety  
Cargill

8:30 - 9:05 am

**Keynote: Food Safety Begins and Ends with People**

- Making the case that food safety is everyone's responsibility from sourcing right through to the consumer
- Setting the tone using a top-down approach to generate grassroots support to build a culture of excellence
- Talking about how individuals and teams all contribute to a shared story of success
- Building food safety systems that are sustainable, self-improving, and focused on high performance outcomes
- Illustrating that exceeding customer expectations can be the engine that drives positive change throughout an organization



**Steven Graham**  
VP Food Safety  
& Quality  
Starbucks

9:05 - 9:40 am

### Regulator Keynote: Progress, Updates, and What Comes Next

- FSMA continues to change the way the food industry works. How are things progressing, and where do we still need to go?
- How are regulators working with industry to ensure an orderly and effective rollout of new initiatives and standards?
- Discussing metrics and timelines for how our ongoing projects and programs impact public safety
- Updating information on new policies, priorities, and guidelines
- Reviewing the most frequently asked questions by quality and compliance professionals



**Joann Givens**

*Food and Feed Program Director  
(HAF-W)*

**Food and Drug Administration**

### ROOM 1 CHAIR



**Sean Leighton**  
*VP Quality & Food Safety  
Cargill*

### ROOM 2 CHAIR



**Gary Swanson**  
*SVP Global Quality  
Herbalife*

9:45 - 10:20 am

### BREAKOUT ROOM 1 COMPLIANCE

### How Blockchain is Advancing a New Era of End-to-End Transparency in the Global Food System

- Explaining how distributed ledger technology is a game-changing new tool for food safety executives
- Discussing the coalition of retailers and food companies already incorporating blockchain technology into their supply chains
- Offering real-world examples of what blockchain-enabled supply chains will allow us to do better than ever before
- How should our industry incorporate blockchain into our existing best practices and standard operating procedures?
- What is the future for this new trend? How common and widespread will this become in the future?



**Natalie Dyenson**  
*VP, Food Safety  
& Quality  
Dole Food Company, Inc.*

9:45 - 10:20 am

### BREAKOUT ROOM 2 QUALITY & SAFETY

### Bringing Universal Quality and Safety Standards to a Diverse Range of Clientele

- Discussing some of the challenges involved in working with such a wide array of clients and external partner organizations
- Treating regulatory compliance as a starting point and coordinating internally and externally to exceed expectations
- Taking new ideas and innovations as they are discovered and communicating these lessons learned throughout our company
- Building and maintaining a set of standards that customers can count on, regardless of the size or geography of the project
- What can other organizations learn from our experience to date?



**Sharon K. K. Beals**  
*VP Food Safety & Quality  
US Foods*

10:20 - 11:35 am

### Pre-Arranged One-to-One Meetings

10:25 am – 10:45 am: Meeting Slot 1 / Networking  
10:50 am – 11:10 am: Meeting Slot 2 / Networking  
11:15 am – 11:35 am: Meeting Slot 3 / Networking

11:40 am - 12:15 pm

### WORKSHOP BREAKOUT ROOM 1 COMPLIANCE

### Case Studies on Nine Leading Food Companies: Automating Supply Chains for FSMA and GFSI

Technology transforms the way companies operate their business and accelerates development that creates massive efficiency gains. Hear how leading companies are using emerging technologies in radical ways

- Learn how to update your quality management processes in ways that are economical and scalable
- Gain insight on how to harmonize extreme growth, acquisitions, and SAP
- Hear how to accelerate and harmonize PLM, Nutritional Labeling, and Supplier Data
- Explore how to accelerate complaint resolution and reduce overall complaint numbers



**Gary Nowacki**  
CEO  
*TraceGains*

11:40 am - 12:15 pm

### WORKSHOP BREAKOUT ROOM 2 QUALITY & SAFETY

### The Food Safety Revolution: Differentiating Through the Power of Industry 4.0

- Delivering food safety and quality has always been paramount, and it's becoming ever more complicated as producers work to meet consumer demands for exotic ingredients, complex flavor profiles and fewer additives
- On top of seeking new, exciting products, today's consumers are keenly interested in how their foods are produced and sourced, making expectations for traceability and transparency more prevalent than ever
- Gone are the days when manual logbooks could do the job. New demands call for a new approach, and there's simply no way to move forward and without embracing new technology
- In this session, we will explore how cutting-edge technologies, like artificial intelligence, smart machines and robots, can help your brand differentiate with next-generation products that deliver on consumer demands for flavor, quality and transparency



**Pedro Gonçalves**  
VP of Marketing, Tetra Pak U.S. and Canada  
*Tetra Pak Inc.*

12:20 - 12:55 pm

### Quality Culture in an Expanding Environment

- Advancing and maturing a Quality Culture in a growing company through value and purpose
- Keeping a consistent message and model through onboarding and transition in the total supply chain
- Demonstrating the power of putting people first and expecting them to be extraordinary
- Introducing practical leadership approaches that compel and empower participants to move their organization beyond the constraints of the past and go to the next level of performance
- Illustrating the value of soft skills of change management and effective communications to your team



**Cloeann Durham**  
VP, Quality  
*Coca-Cola  
Bottling Company  
Consolidated*

Themed lunches are sponsor- or delegate-led roundtable discussions on specific industry issues and challenges during Day One's lunch hour. Each roundtable will be led by an expert in the field. Limited seating is available, so please sign up for your preferred topic on site. Choose from:

### Crisis Planning, Management and Recovery – Minimizing Customer and Business Risk



### Supplier Review: How to Prioritize Suppliers Based on Food Safety Risk



**Lisa Thorsten**  
Director  
Regulatory Affairs  
& PLM  
Campbell Soup  
Company

### Balancing Food Safety and Sustainability

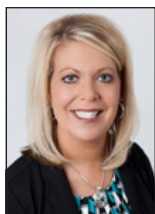
# DIAGEO



**Mario Leduc**  
VP, Operational  
Excellence  
Diageo

### How Clarity in Labeling Must Include an Ongoing Commitment to Consumer Education

# MARS

  
petcare


**Cinda Stricklen**  
SQA Director  
North America  
Mars Petcare

### Putting the Customer's Need at the Focal Point of Innovation



INSPIRED BY FLAVOR™



**Joseph Darden**  
VP, Food Safety  
& Quality Assurance  
Mastronardi  
Produce-USA, Inc.

### Mitigating Risks in Supply Chain from Microbial Hazards



**John Budin**  
VP, Product Safety &  
Quality  
Fona International

### Blockchain: The Future of Traceability in the Global Supply Chain



### Finding Compliant Suppliers: Who Said There's No Such Thing as Guarantees in Food Safety Compliance?



### Voluntary Nutrition & Ingredient Labelling: Consumers Increased Awareness of What They Eat & Drink

1:55 - 2:30 pm

### Overall Food Safety Culture: People, Processes, and Technology

- What makes our Workforce Development Learning and Training Program different?
- Refreshing existing quality and safety programs through investment in new tools and technologies
- Cross-pollinating new ideas and innovations throughout the company and our supply chain
- Talking about Food Safety Culture as a constant work-in-progress. How do we continue to innovate?
- Showcasing examples of positive change using Hershey's Malaysia facility as a case study



**Hugo Andres Gutierrez**  
*VP, Quality, Food Safety,  
and Regulatory Affairs  
The Hershey Company*

2:35 - 3:10 pm

### WORKSHOP BREAKOUT ROOM 1 COMPLIANCE

### FSMA and Beyond: Documentation and Records Management as a Food Manufacturing Best Practice

- FDA expectations for FSMA documentation compliance
- Best practices in developing Food Safety Plans and Food Defense Plans
- Organizing and documenting your Supply Chain Program
- FDA records access
- Litigation implications of documentation and documentation practices



**Stuart Pape**  
*Chair Food & Drug  
Polsinelli PC*



**Dennis Dobbels**  
*Co-Chair Food & Ag  
Polsinelli PC*



**Kathy Hardee**  
*Co-Chair Food & Ag  
Polsinelli PC*

2:35 - 3:10 pm

### WORKSHOP BREAKOUT ROOM 2 QUALITY & SAFETY

### Strategies for Recall: The Best Outcome Begins with Preparing for the Worst

- Making the business case that proactive planning and practice will always outperform a reactive response
- Going beyond the four walls of your own facility to collaborate and coordinate with suppliers and customers
- Running mock recalls: What makes training simulations a real learning experience for you and your team?
- How do you measure the ROI of an effective and efficient recall response plan?



**Mark Vare**  
*Senior Director, Recall Solution  
Inmar*

3:15 - 4:25 pm

### Pre-Arranged One-to-One Meetings

- 3:15 pm – 3:35 pm: Meeting Slot 4 / Networking
- 3:40 pm – 4:00 pm: Meeting Slot 5 / Networking
- 4:05 pm – 4:25 pm: Meeting Slot 6 / Networking



4:30 - 5:05 pm

### Driving Global Safety Innovations Through Customer Centricity and Diversity

- Defining how Amazon does business in general, and how that approach applies particularly to food with all of its complex variables
- Living up to Amazon's reputation for innovation: What can we bring to our customers in terms of quality, compliance, visibility, and delivery that will exceed their expectations?
- Bringing the best practices and institutional knowledge from a wide range of industry-leading Food Safety Cultures to cultivate our own people and processes
- What are we doing today to get ready for the realities of the food industry a decade from now?
- Walking through real-world examples where implementing a risk-based strategy and making risk management part of the culture works

amazon



**Anthony Auffray**  
Director, Global Product  
Food Safety & Compliance  
Amazon

5:05 - 5:50 pm

### Industry Panel Discussion with Town Hall Q&A

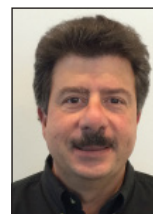
This panel will discuss current issues, challenges, and opportunities facing the industry. Please submit your questions for this panel in advance to [townhall@executiveplatforms.com](mailto:townhall@executiveplatforms.com) or through the NAFS18 event app. The panelists will attempt to address as many submissions as possible in the time allotted.

Cargill®



**Sean Leighton**  
VP Quality &  
Food Safety  
Cargill

glanbia®  
NUTRITIONALS



**Peter Poteres**  
VP, Quality Assurance  
Glanbia Nutritional

the  
Wonderful  
company™

**Wendy Maduff**  
VP, Corporate Food Safety  
and Quality  
The Wonderful Company

5:50 - 6:00 pm

### Chair's Closing Remarks

Cargill®



**Sean Leighton**  
VP Quality &  
Food Safety  
Cargill

6:00 - 7:00 pm

Drinks Reception



JUNE 6, 2018

7:30 - 8:20 am

### Registration and Breakfast

7:50 - 8:25 am

### How to Leverage Digital Traceability to Mitigate Food Fraud and Protect Your Brand

- Transforming your food fraud and counterfeiting challenges into a marketing engagement tool
- Discussing five ways digital traceability protects your brands and increase its value
- Understanding the technologies enablers: blockchain, AI, IoT for making end-to-end traceability possible
- Offering real-life examples of these tools in action

OPTEL



**Vanessa Grondin**  
VP – Food and Beverage Industry  
Optel Group

BREAKFAST  
BRIEFING  
BREAKOUT  
ROOM 2

8:30 - 8:40 am

## Chair's Welcome Address



**Sean Leighton**  
*VP Quality &  
Food Safety  
Cargill*

8:40 - 9:15 am

## Keynote: Building a New Food Safety Program

- If you could build a food safety program and a food safety culture in an organization from scratch, what would that look like?
- Discussing how Hostess Brands is working from both the top down and the bottom up to create and maintain effective and efficient food safety processes
- Highlighting new ways Hostess Brands is working with regulators and industry partners to go beyond compliance and improve the customer experience
- Offering lessons learned and best practices for other organizations who want to learn from our experience
- Talking about our Journey: What can we do now that we could not do before, and what are we going to do next?

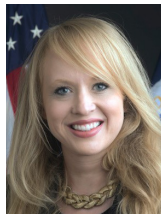


**Darryl Riley**  
*SVP, Quality, Food Safety & R&D  
Hostess Brands*

9:15 - 9:50 am

## Regulator Keynote: Meeting USDA Regulatory Requirements in Your Operation's Processes

- How should you prepare and respond to Food Safety Assessments and Notices of Intended Enforcement?
- Understanding what USDA inspections are looking for when you conduct your own internal inspections
- Offering key steps and best practices to improve your validation programs to align with USDA expectations
- Illustrating what the extra mile look like when we talk about commitment to public health, eliminating foodborne illnesses from the supply chain, and conducting effective product recalls



**Carmen Rottenberg**  
*Acting Deputy Under Secretary  
of Food Safety  
USDA FSIS*

9:55 - 10:30 am

## BREAKOUT ROOM 1 COMPLIANCE

## Canada's Safe Food Regulations: What Does Industry Need to Know?

- Discussing how Canada's revised regulations are being rolled out and what food safety executives need to know
- Walking through how these new food safety rules align with international standards for preventive control programs and requirements for product traceability and recalls
- Sharing information about compliance promotion resources to help businesses prepare and succeed under the new regime



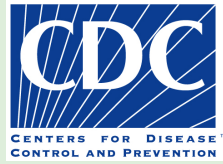
**Tammy Switucha**  
*Senior Director, Domestic Food Safety  
Planning and Requirements  
Canadian Food Inspection Agency*

9:55 - 10:30 am

**BREAKOUT  
ROOM 2**  
QUALITY  
& SAFETY

**The Next Generation of Sequencing for Foodborne Illnesses**

- What new capabilities does the US CDC PulseNet model offer over earlier surveillance methods for foodborne pathogens?
- Showcasing how whole genome sequencing works and how food safety professionals should best use this tool
- Discussing how the food industry should adapt and incorporate these new abilities into their existing quality and safety programs
- How will regulations change to incorporate this new technology?



**Arthur Liang**  
Senior Advisor for Food Safety  
Centers for Disease Control & Prevention

10:30 - 11:20 am

**Pre-Arranged One-to-One Meetings**

10:35 am – 10:55 am: Meeting Slot 7 / Networking

11:00 am – 11:20 am: Meeting Slot 8 / Networking

11:25 - 12:10 pm

**Panel: Developing Your Future Leaders - Promoting Professional Growth to Inspire your QA/QC Team**

- Evaluating and aligning your leadership style with the shifting needs of up-and-coming demographics within your QA/QC organization
- Best strategies for feeling fulfilled in your profession and getting the most out of your team by helping them to do the same
- Identifying and accommodating your personnel's changing aspirations for their careers
- Establishing group- and function-specific development resources to promote professional growth and maintain employee engagement even during times of business transformation



**Kris DeMoss**  
Director of  
Quality Assurance  
for WILD Flavors  
ADM



**Peter Begg**  
VP Quality  
and Food Safety  
Glanbia Nutritional



**Stacey Popham**  
VP, Quality Systems  
TreeHouse Foods



**David Abney**  
VP of Food Safety  
& Quality Assurance  
Sonic Drive-In

12:15 - 12:50 pm

**WORKSHOP  
BREAKOUT  
ROOM 1**  
COMPLIANCE

**The Myth of Out-of-the-Box Blockchain: Three Things to Know Now**

Considering a leap to a blockchain system for food safety? We'll cover:

- How do blockchain systems work?
- Will your workflow change? And if so, how?
- Three questions you should always ask before committing to blockchain systems
- Which complementary technologies magnify the power of blockchain systems—and which fail to fully meet food safety needs?
- Which similar powerful technologies are available in ready-to-use format today?



**Matt Smith**  
Founder  
ICIX



12:15 - 12:50 pm

**WORKSHOP  
BREAKOUT  
ROOM 2**  
QUALITY  
& SAFETY

**Case Study: Using Real-Time Technology from Supplier to Store for Collaboration and Quality Improvement**

- Why real-time monitoring is a game-changer for collecting actionable quality data
- How real-time monitoring can be implemented to track fresh product from supplier to store
- Emphasis on objectives, implementation plan, challenges, key learnings, and possible next steps



**Marc Beasley**  
VP Strategic Marketing  
& Business Development – Food Industry  
**Sensitech Inc.**

12:50 - 1:50 pm

**LUNCH-AND-LEARN ROUNDTABLE DISCUSSION**

Themed lunches are sponsor- or delegate-led roundtable discussions on specific industry issues and challenges during Day Two's lunch hour. Each roundtable will be led by an expert in the field. Limited seating is available, so please sign up for your preferred topic on site. Choose from:

**FSMA Compliance: Revisiting  
Preventative Controls**



**Julia Ferrell**  
Director of Food Security  
& Regulatory Compliance  
**Sigita Baniulis Gudeika**  
Senior Manager Quality Assurance  
**Bay State Milling**

**Fostering Culture and Motivation  
with Your Technical Food  
Safety Team**



**Paul Thibodeau**  
National Senior Director,  
Food Safety  
**Loblaws**

**Supply Chain Best Practices**



**Jessica Hinkle**  
QC Analytical Lab  
Manager, Chemical  
Hygiene Officer  
**NOW Health Group**

**GFSI and Supply Chain  
Preventive Controls**

**LAND O'LAKES, INC.**



**Rosalind Zils**  
Director, External  
Supply Chain Quality  
**Land O'Lakes**

**Always Prepared: Building  
an Organization that is Ready  
for Unannounced Audits**



**BEACHBODY**



**Aaron Morton**  
R&D Group VP  
Quality Assurance  
**Beachbody**

**Best Practices in Strengthening  
Quality Culture**



**Anuj Mehta**  
Group Director  
Quality Assurance  
**Clearwater Seafoods**

**The ROI of Combining  
Risk Mitigation and  
Continuous Improvement**



**Palm Oil Challenges:  
How the GeoTraceability Solution  
Can Protect Your Brand and Offer  
a More Sustainable Product**



**Maintaining Foodservice  
Cold Chain Integrity**

1:50 - 2:25 pm

### Case Study: Maintaining Food Safety Standards from End to End Across the Supply Chain

- How should large organizations approach the challenges inherent in successfully managing food safety and quality across a global supply chain?
- Taking a holistic view of food safety as a never-ending process: What can we do to exceed expectations at all stages of the supply chain from raw materials, through the facilities and distribution centers, and all the way to the restaurants and the final customer?
- Illustrating the importance of an ongoing commitment to rigorous, science-based food safety and quality assurance standards that are effectively communicated, monitored, and enforced to all supply chain partners
- Working with suppliers to improve the visibility and transparency of the safety, quality, and consistency of the products they provide to us
- Making the commitment to continuous improvement: How do we hold on to what works while always seeking ways to do better?



**Cindy Jiang**

*Senior Director, Global Food and Packaging Safety |  
Global Supply Chain & Sustainability  
McDonald's*

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2:25 - 2:45 pm

### Open Forum Q&A

This town hall format will allow our attendees to follow up on key points and engage with one another through an interactive Q&A session.

Moderated by:



**Gary Swanson**

*SVP Global Quality  
Herbalife*

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2:45 - 2:55 pm

### Chair's Closing Address



**Sean Leighton**

*VP Quality &  
Food Safety  
Cargill*

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