**AGENDA**

**JUNE 4, 2018**

6:00 - 7:00 pm

Drinks Reception

Proud Sponsor of the

**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
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

9:45 - 10:20 am
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
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

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11:40 am - 12:15 pm

**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

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**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

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**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

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- Illustrating the value of soft skills of change management and effective communications to your team
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**
  - RQA®
  - Lisa Thorsten
  - Director
  - Regulatory Affairs & PLM
  - Campbell Soup Company
  - Campbell's

- **Supplier Review: How to Prioritize Suppliers Based on Food Safety Risk**
  - Cinda Stricklen
  - SQA Director
  - North America
  - Mars Petcare

- **Balancing Food Safety and Sustainability**
  - Mario Leduc
  - VP, Operational Excellence
  - Diageo

- **How Clarity in Labeling Must Include an Ongoing Commitment to Consumer Education**
  - MARS petcare
  - Cinda Stricklen
  - Director
  - Regulatory Affairs & PLM
  - Campbell Soup Company

- **Putting the Customer’s Need at the Focal Point of Innovation**
  - 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**
  - rizepoint

- **Finding Compliant Suppliers: Who Said There’s No Such Thing as Guarantees in Food Safety Compliance?**
  - ReposiTrak®

- **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

**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

**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

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 or through the NAFS18 event app. The panelists will attempt to address as many submissions as possible in the time allotted.

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

Sean Leighton
VP Quality & Food Safety
Cargill

Peter Poteres
VP, Quality Assurance
Glanbia Nutritional

5:50 - 6:00 pm

Chair’s Closing Remarks

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

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

**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?
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:

- **GFSI and Supply Chain Preventive Controls**
  - **Rosalind Zils**
    - Director, External Supply Chain Quality
    - Land O’Lakes

- **Preventive Controls**
  - **Rosalind Zils**
    - Director, External Supply Chain Quality
    - Land O’Lakes

- **Best Practices in Strengthening Quality Culture**
  - **Anuj Mehta**
    - Group Director Quality Assurance
    - Clearwater Seafoods

- **Always Prepared: Building an Organization that is Ready for Unannounced Audits**
  - **Aaron Morton**
    - R&D Group VP Quality Assurance
    - Beachbody

- **The ROI of Combining Risk Mitigation and Continuous Improvement**
  - **Marc Beasley**
    - VP Strategic Marketing & Business Development – Food Industry
    - Sensitech Inc.

- **Palm Oil Challenges: How the GeoTraceability Solution Can Protect Your Brand and Offer a More Sustainable Product**
  - **Marc Beasley**
    - VP Strategic Marketing & Business Development – Food Industry
    - Sensitech Inc.

- **Maintaining Foodservice Cold Chain Integrity**
  - **Marc Beasley**
    - VP Strategic Marketing & Business Development – Food Industry
    - Sensitech Inc.

WORKSHOP BREAKOUT ROOM 2 QUALITY & SAFETY

**FSMA Compliance: Revisiting Preventative Controls**
- **Julia Ferrell**
  - Director of Food Security & Regulatory Compliance
  - Bay State Milling

**Fostering Culture and Motivation with Your Technical Food Safety Team**
- **Paul Thibodeau**
  - National Senior Director, Food Safety
  - Loblaw

**Supply Chain Best Practices**
- **Jessica Hinkle**
  - QC Analytical Lab Manager, Chemical Hygiene Officer
  - NOW Health Group
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

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

Chair’s Closing Address

Sean Leighton  
VP Quality & Food Safety  
Cargill