

# AGENDA



## NORTH AMERICAN FOOD SAFETY & QUALITY **NAFS24**

September 22-24, 2024 | Austin, TX



**The Hilton Austin Hotel**

### SEPTEMBER 22, 2024

5:00 pm - 6:00 pm

#### Welcome Day Panel: Planning for Food Safety and Quality of the Future: What are the Five Big Things We Need to Talk About?

- **Innovations in Technology:** How are blockchain, AI, and data analytics reshaping the landscape of the food supply chain. What impact are these innovations having on transparency and efficiency to ensure enhanced safety and quality?
- **Regulatory Compliance and Global Standards:** In the complex realm of regulatory compliance and evolving global standards, how can the food industry effectively navigate intricacies, foster collaboration for international cohesion, and fortify global food safety and quality?
- **Supply Chain Optimization:** What strategies can be employed to optimize the food supply chain, focusing on visibility, fraud prevention, and the implementation of policies to ensure a secure, transparent, and efficient system that ultimately heightens safety and quality?
- **Consumer Safety and Education:** How can the food industry ensure precision in allergen control and labeling to guarantee consumer safety? What role does fostering awareness play in demanding high-quality, safe food choices?
- **Sustainability and Resilience:** In the face of climate change challenges, how can the food industry integrate eco-friendly practices and promote sustainability? What is the symbiotic relationship between sustainability and food quality, and how can this contribute to a responsible future?



**Frank Yiannas**  
*Former Deputy Commissioner,  
Food Policy & Response  
FDA*



**Cloeann Durham**  
*VP, Quality, Safety and  
Environmental  
Manna Beverages & Ventures*

6:00 pm - 7:00 pm

### WELCOME *Drinks* RECEPTION



### SEPTEMBER 23, 2024

7:30 am - 8:15 am

#### Registration and Breakfast

8:15 am - 8:20 am

#### Opening Remarks and Important Announcements

8:20 am - 8:30 am

#### Chair's Welcome Address

# AGENDA

8:30 am - 9:05 am

## Propelling Progress: Leveraging a Distinctive Legacy of Food Safety and Quality Leadership to Shape the Future

- Analyzing contemporary trends, obstacles, and prospects in the food safety and quality ecosystem
- Empowering food safety and quality leadership: key takeaways and a forward-looking perspective
- Examining the evolving landscape for FSQ leaders and charting the course ahead
- Envisioning the future of food regulation and cultivating strategies to stay ahead of the curve
- Extracting best practices and valuable insights from industry and FDA case studies



**Frank Yiannas**  
*Former Deputy Commissioner,  
Food Policy & Response  
FDA*

9:05 am - 9:40 am

## Unveiling the Future: Revolutionizing Global Food Safety and Quality through Digital Innovation

- What are the key challenges faced by the food industry within the intricate web of today's global food network, and how do these challenges impact the safety and quality of our food supply?
- How can the food industry strategically set digitization priorities for food safety, ensuring a focus on impactful efforts that not only enhance safety but also bring about efficiencies in the overall system?
- In navigating the challenges posed by the global food network, how can technology be effectively leveraged to mitigate food safety risks across supply chains on a global scale?



**Mahir Bhagia**  
*Chief Food Safety and Quality  
Assurance (FSQA) Officer  
PepsiCo*

## ROOM 1 CHAIR



**Heidi Saunders**  
*Vice President Global  
Quality and Food Safety  
Schwan's Company*

## ROOM 2 CHAIR



TBA

## ROOM 3 CHAIR



**Kim Daniels**  
*Director, Crisis & Risk  
Management: Food and Beverage  
Products – US Based  
RQA*

# AGENDA

9:45 am - 10:20 am

## WORKSHOP BREAKOUT ROOM 1

### Enhancing Produce Safety: Unveiling Protocols and Collaborations for Preharvest Evaluation

- Explore the methodologies and significance of preharvest testing in ensuring the safety and quality of produce
- Unveil the tools and protocols employed for identifying and mitigating potential risks at the growing field level, emphasizing their role in enhancing food safety
- Address the importance of collaborative efforts among growers, regulators, and researchers to harmonize preharvest assessment protocols, ensuring consistency and efficiency
- Examine the broader impact of preharvest assessments on the entire supply chain, from improved traceability to reduced recalls and enhanced consumer trust



9:45 am - 10:20 am

## WORKSHOP BREAKOUT ROOM 2

### Transforming Food Safety and Compliance Through AI and Intelligent Automation

- How to implement AI-powered vision systems for real-time quality control, detecting defects and contaminants in food production processes, ensuring adherence to high standards
- Utilize blockchain technology for end-to-end supply chain transparency, integrating smart contracts to automate compliance checks and provide efficient traceability for regulatory purposes
- Employ AI-driven predictive analytics to analyze historical data, identifying potential risks in the supply chain and production processes, enabling proactive measures for maintaining food safety
- Implement intelligent automation to monitor and adapt to evolving food safety regulations, ensuring real-time compliance checks, efficient recall management, and streamlined employee training for a comprehensive and efficient compliance strategy



9:45 am - 10:20 am

## WORKSHOP BREAKOUT ROOM 3

### Strengthening Food Safety Through Advanced Traceability and Visibility Solutions

- Utilizing data driven approaches for early detection, traceability, predictive analysis, and effective recall management from farm to fork
- Leverage blockchain for secure, tamper-proof records across the supply chain, enhancing accountability and trust, and enabling quick response to contamination or recalls while minimizing impact
- Navigating challenges in supply chain food product management and leveraging technology for surpassing food safety and quality objectives
- Utilize data analytics to identify patterns and trends, fostering a proactive approach to food safety, and supporting compliance management through automated checks and adherence to evolving regulations



10:25 am - 12:05 pm

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

- 10:30 am – 10:50 am: Meeting Slot 1/Networking
- 10:55 am – 11:15 am: Meeting Slot 2/Networking
- 11:20 am – 11:40 am: Meeting Slot 3/Networking
- 11:45 am – 12:05 pm: Meeting Slot 4/Networking

# AGENDA

12:10 pm - 12:45 pm

## BREAKOUT ROOM 1 FOOD SAFETY

### Navigating Risk and Governance: Strategies for Food Safety Leadership in a Dynamic Landscape

- Explore strategies to effectively navigate and adapt to the rapidly changing landscapes of regulations, technologies, and consumer expectations
- Discuss advanced approaches to identify and assess risks in the food industry, incorporating data analytics, AI, and other tools for proactive risk management
- Examine governance models that ensure oversight and accountability in the face of evolving challenges, considering regulatory compliance and industry standards
- Frameworks that empower leaders to respond swiftly to emerging risks and uncertainties, maintaining a proactive stance in food safety
- The importance of industry collaboration to address and mitigate food safety risks through partnerships with stakeholders, regulatory bodies, and technology providers



**Mark Beaumont**  
*VP Quality and Food Safety  
Standards and Risk Management  
Danone*

12:10 pm - 12:45 pm

## BREAKOUT ROOM 2 FOOD QUALITY

### Shaping the Future: Strategic Insights for Ensuring Food Safety and Quality Excellence in the Years Ahead

- Embracing advanced technologies and analytics and predictive modelling for proactive risk analysis, enabling strategic planning to mitigate potential challenges in the evolving industry
- Diversifying suppliers and adopt collaborative supply chain management for increased resilience by building relationships with local suppliers, explore alternatives, and create contingency plans to address potential disruptions
- Incorporating feedback, new technologies, and innovative testing methods for continuous improvement to elevate food safety and quality standards for the future
- Staying proactive in regulatory compliance, anticipating and preparing for the future by creating future-proof strategies, including flexible technologies and a culture of continuous learning to stay adaptive



**Jorge Hernandez**  
*VP Quality Assurance  
The Wendy's Company*

# AGENDA

12:10 pm - 12:45 pm

## BREAKOUT ROOM 3 COMPLIANCE

### Precision Traceability: Ensuring Quality and Safety with Unique Package Tracking Codes

- Responding to industry regulatory pressures in packaging by exploring alternative materials for compliance by phasing out PFAS without significant cost changes
- Packaging innovations that enable traceability, ensuring the safety of food products by utilizing unique tracking codes for quick issue identification and recall source determination
- Smart packaging serves as a communication platform, fostering brand consumer interaction and providing a two-way communication channel.
- A focus on compostable or recyclable materials based off consumer demand for environmentally friendly packaging



**Kenneth Odza**  
VP Regulatory Compliance, Crisis  
Management and Litigation  
WK Kellogg Co

12:45 pm - 1:45 pm

### Overflow Lunch Seating

12:45 pm - 1:45 pm

### Themed lunch Discussions

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

#### Why Do We Need To Prioritize Personal and Professional Development in Today's World?



**Sue Witeof**  
Director, Quality &  
Regulatory  
AAK

#### Transforming Compliance into a Competitive Advantage: A FSMA 204 Discussion



**Betsy Handelman**  
Director, Food Safety  
& Compliance, Fresh  
Services  
BEP

#### Fostering a Culture of Food Safety Through Effective Training Methods



**Amit Jagirdar**  
Director of Quality  
and Food Safety  
Bunge

#### Transparency & Trust: Building Consumer Confidence through Quality and Compliance



**Louise Bamber**  
VP, Quality & Compliance  
PetSmart



# AGENDA

## How are Distributors and Retailers Preparing for FDA's Food Traceability Final Rule?



**Julio Sandoval**  
Director of Food Safety & Regulatory Compliance  
URM Stores, Inc.

## Modernizing Food Facilities: Groundbreaking Technologies for Bacteria Mitigation and Facility Advancement



**Greg Birdsell**  
Global Quality and Food Safety Director  
Whole Earth Brands

## Revolutionizing Quality Culture: Shaping Behavior Through Performance Incentives

## Empowering Employees for Innovation and Regulatory Excellence

## Navigating the Regulatory Landscape: A Comprehensive Guide to Compliance in the Food Industry

1:45 pm - 2:20 pm

## Panel: Harmonizing Quality and Safety Excellence Across the Food Ecosystem: Perspectives from Retail, Foodservice, Restaurants & Manufacturers

- Overview of the current industry of food quality, regulatory and safety ecosystem and the interplay and evolution of regulatory frameworks, and consumers wants and needs
- The alignment of quality standards and the strategies employed to ensure consistent quality standards across various in house and purchase brands
- Exploring how to work closely with external suppliers to align their practices with our company's stringent quality requirements
- Examining the role of technology, collaboration and education in the quality assurance and food safety systems of the future



**Kerry Bridges**  
VP Food Safety  
Chipotle



**Marlenea Jackson**  
VP of Quality, North America  
Mondelēz International



**Mitch Gilgour**  
Sr. Director Quality Assurance  
Sysco



**John Burns**  
VP, Food Safety, Quality Assurance, and Compliance  
Whole Foods Market

# AGENDA

2:25 pm - 3:00 pm

## WORKSHOP BREAKOUT ROOM 1

### Regulatory Compliance in Allergen Labelling: Navigating Global Standards and Evolving Requirements

- Explore the challenges and opportunities in aligning allergen labelling compliance with evolving global standards, ensuring a unified approach for multinational operations
- Dive into the dynamic regulatory landscape, understanding the latest changes and updates in allergen labelling requirements across North America and other key regions
- Gain insights into proactive strategies for mitigating risks associated with allergen labelling non-compliance, emphasizing prevention, early detection, and continuous improvement
- Learn from industry best practices and real-world case studies, providing practical examples of successful allergen labelling compliance strategies implemented by leading organizations



2:25 pm - 3:00 pm

## WORKSHOP BREAKOUT ROOM 2

### Beyond the Basics: Advanced Testing Methods for Comprehensive Food Safety Assurance

- Explore cutting edge technologies like next generation sequencing and rapid microbiological testing for comprehensive food safety assurance
- Discuss the shift towards real time monitoring and its impact on swift responses to deviations, ensuring adherence to safety standards
- Investigate how sensor technologies and artificial intelligence enhance contamination detection, providing real time insights for proactive safety measures
- Delve into practical considerations, challenges, and successful case studies, empowering senior leaders to integrate advanced testing methods effectively into food safety protocols



2:25 pm - 3:00 pm

## WORKSHOP BREAKOUT ROOM 3

### The Psychology of Food Choices: Influencing Safe and Quality Decisions

- Delve into the psychological aspects that influence consumers' food choices, exploring the cognitive processes behind decisions related to safety and quality
- Explore how principles of behavioral economics can be applied to enhance food safety measures and encourage consumers to make informed choices
- Examine how leveraging psychological principles can contribute to building trust in food safety practices, emphasizing the importance of transparency and communication
- Discuss effective communication approaches for conveying food safety information to consumers, considering cognitive biases and emotional factors



3:05 pm - 4:15 pm

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

- 3:05 pm – 3:25 pm: Meeting Slot 5/Networking
- 3:30 pm – 3:50 pm: Meeting Slot 6/Networking
- 3:55 pm – 4:15 pm: Meeting Slot 7/Networking

# AGENDA

4:20 pm - 4:55 pm

## Regulatory Resilience: Revamping your Food Quality Systems to Meet Today's Standards

- Exploring the ever-evolving regulatory requirements that are shaping the food industry and understanding how we can proactively adapt our quality systems
- How can you strategically overhaul your quality systems to seamlessly align with current regulatory demands, ensuring both compliance and consumer safety?
- Mastering the art of conducting internal audits and how to empower your team to identify potential gaps that strengthens quality controls to comply with evolving regulatory standards
- Why the role of organizational culture is vital to maintaining regulatory compliance and discovering practical approaches to instill a shared commitment to quality throughout the workforce

**KraftHeinz**



**Pawel Rudzinski**  
*Global Chief Quality Officer  
The Kraft Heinz Company*

4:55 pm - 5:30 pm

## Transparency as a Competitive Edge: Building Consumer Trust through Visible and Controlled Supply Chains

- Explore how transparent supply chains become a strategic advantage, in fostering consumer trust and loyalty in the competitive market
- Discuss technologies and strategies for achieving comprehensive visibility from sourcing to distribution, ensuring controlled and transparent supply chains
- Delving into advanced technologies and strategic approaches aimed at achieving the utmost level of comprehensive visibility throughout the food chain — from sourcing to distribution
- Examine the role of transparency in mitigating risks, from contamination concerns to fraud prevention, and its impact on overall food safety
- Showcase how integrating transparency into supply chain practices not only meets regulatory requirements but also enhances operational efficiency and quality assurance

**Walmart** 



**Sara Mortimore**  
*Former VP Global Food  
Safety Compliance  
Walmart*



**Tejas Bhatt**  
*Sr. Director, Global Supply  
Chain Compliance, Technology,  
and Innovation  
Walmart*

5:30 pm - 5:35 pm

## Chair's Closing Remarks

5:35 pm

*Drinks* **RECEPTION**





# AGENDA

SEPTEMBER 24, 2024

7:30 am - 8:20 am

Registration and Breakfast

7:45 am - 8:20 am

**BREAKFAST  
WORKSHOP  
BREAKOUT  
ROOM 2**

## Navigating the Future: Empowering People in Digital Transformation

- Unveiling the complex landscape of challenges in today's global food network and their implications for the food industry
- Establishing food safety digitization priorities that emphasize impactful efforts, ensuring efficiency gains in the system
- Discussing the strategic use of technology to address challenges and reduce food safety risks across the global supply chain, focusing on the pivotal role of people in this transformative journey
- How the human factor plays a crucial role on successfully navigating the complexities of a digital transformation
- Showcasing examples and case studies that illustrate successful instances where alignment of people, processes, and technology has resulted in effective risk reduction and improved food safety

8:25 am - 8:35 am

Chair's Welcome Remarks

8:35 am - 9:10 am

## Navigating the Future: Advancing Food Safety Through Pragmatic Risk-Based Thinking

- Analyze traditional, current, and emerging food safety risks, considering historical challenges and emerging threats
- Discuss innovative strategies for managing food safety risks, including proactive measures, predictive analytics, and supply chain collaboration
- Emphasize the need to foster a culture of risk awareness and accountability within organizations to integrate risk-based thinking effectively
- Highlight the significance of collaboration among stakeholders, regulatory agencies, and academia to enhance food safety standards and practices continuously



**Greg Pritchard**

*Vice President Quality – Nestlé –  
Zone North America, Regulatory  
& Scientific Affairs – USA*  
**Nestlé**

# AGENDA

9:10 am - 9:45 am

## Navigating the Impact of Corporate Food Technology on Safety and Quality

- Exploring how corporate food technology integrates advanced automation protocols to streamline processes
- Discover how modern technologies are redefining traceability in the corporate food landscape, enabling precise tracking from farm to fork, and thereby bolstering safety measures and maintaining high-quality standards
- Leveraging vast datasets to identify potential safety hazards and quality deviations, facilitating swift corrective actions
- Understanding why and how food technology enhances transparency across the food chain, allowing stakeholders and consumers alike to access detailed information about sourcing, production processes, and quality assurance practices



**Howard Popoola**  
VP Corporate Food Technology  
and Regulatory Compliance  
Kroger

## ROOM 1 CHAIR



**Heidi Saunders**  
Vice President Global  
Quality and Food Safety  
Schwan's Company

## ROOM 2 CHAIR



TBA

## ROOM 3 CHAIR



**Kim Daniels**  
Director, Crisis & Risk  
Management: Food and Beverage  
Products – US Based  
RQA

9:50 am - 10:25 am

## BREAKOUT ROOM 1 FOOD SAFETY

## Giving People the Right Tools: Tackling Recalls and Outbreaks in Ready to Eat Foods

- Overview of the importance of recalls and outbreaks in the food industry with an analysis of recent challenges and incidents
- Pathogen control implementation across countries with a focus on listeria and salmonella outbreaks and identifying the root causes of recalls and outbreaks
- A deep dive into RBI's strategies to tackle ready to eat foods with various global regulations and supply chains
- The role of training and empowerment in creating a food safety culture to ensure employees are across the evolving food safety standards



**Patrick Sanchez**  
VP Global Food Safety,  
Quality and Regulatory  
Dole Sunshine

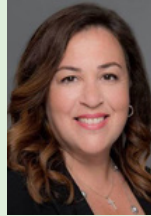
# AGENDA

9:50 am - 10:25 am

## BREAKOUT ROOM 2 FOOD QUALITY

### Cultivating a Culture of Safety and Excellence: Transformative Measures

- Overview of Maple Leaf Food's commitment to a conscience food safety and quality culture
- Exploring the impact of digital transformations on reshaping processes for better food safety and quality
- Connecting the use of metrics to the organizational commitment to making decisions based on factual information rather than just business risk
- Leadership in developing and motivating talent, driving continuous improvement through benchmarking and external best practices
- Insights for the audience on fostering a culture of safety, growth, and excellence in their respective organizations



**Spir Marinakis**  
*VP of Food Safety, Quality Assurance,  
Technical Services and Sanitation  
Maple Leaf Foods*

9:50 am - 10:25 am

## BREAKOUT ROOM 3 COMPLIANCE

### Sustainable Leadership: A Journey on Navigating Change and Cultivating Excellence

- Aligning cross-industry expertise with Cargill's commitment to sustainable agriculture
- Insights into fostering a culture of innovation in supply chain quality and product safety
- The impact of strategic planning on elevating product safety, quality, and regulatory compliance
- Key takeaways on strategic leadership, cross-industry expertise, lifelong learning, and innovation at Cargill



**Fabian Smith**  
*Global Head of Product Safety,  
Quality and Regulatory Compliance  
Cargill*

10:25 am - 11:15 am

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

10:30 am – 10:50 am: Meeting Slot 8/Networking

10:55 am – 11:15 am: Meeting Slot 9/Networking

10:45 am - 11:15 am

### Focus Group

Focus group is informal moderated conversations among peers that occur during networking time outside the regularly scheduled conference agenda. There is no sign up. Delegates and speakers are welcome to opt into any focus group that interests them. The focus group will take place in the corners of the Exhibition Hall in well-marked areas that include a sound barrier. All participants will be provided with wireless headphones to ensure everything said can be heard over the background noise of the Exhibition Hall.

**Empowering Women in FSQA Leadership**

# AGENDA

10:45 am - 11:15 am



## INTERACTIVE THINK TANKS

During the Day Two Networking Break there will be three different 'Interactive Think Tank' topics set up in the Exhibition Hall. These are informal and unmoderated networking opportunities for like-minded attendees to get together in small groups to brainstorm and discuss issues of common interest. Icebreaking questions and topics of possible conversation will be provided but are by no means mandatory.

### TOPIC 1

Technology Challenges and Opportunities Shaping the Future of Food

### TOPIC 2

Workforce Challenges and Opportunities Shaping the Future of Food

### TOPIC 3

Compliance Challenges and Opportunities Shaping the Future of Food

11:20 am - 11:55 am

### WORKSHOP BREAKOUT ROOM 1

#### Fostering Excellence: Cultivating a Culture of Quality and Food Safety Throughout your Supply Chain

- Demonstrate a top-down commitment to quality and food safety, allocating resources for training, technology, and robust management systems
- Prioritizing the role of leadership and employee engagement in fostering a culture that prioritizes safety and quality
- Establishing clear communication channels, comprehensive training programs, and collaborate with supplies to ensure alignment on quality and safety standards
- Introducing recognition programs and incentives to celebrate exemplary commitment to quality and food safety, reinforcing desired cultural values
- Uncover the latest methodologies, technology advances and innovative approaches to seamlessly integrate food safety practices throughout the supply chain

11:20 am - 11:55 am

### WORKSHOP BREAKOUT ROOM 2

#### Guarding the Food Chain: Modern Strategies and Technologies for Proactive Food Fraud Prevention

- Apply data analytics and predictive modelling to analyze large datasets, identifying patterns indicative of potential fraud and providing early warnings for a proactive food chain defense
- Examine innovative tools like blockchain and AI, ensuring real-time monitoring and traceability for fraud prevention to enhance supply chain transparency
- Foster industry collaboration, participate in global information networks, and engage with regulatory authorities to share insights on emerging fraud trends, advocate for stronger regulations, and ensure adherence to food safety and quality standards
- Explore the intersection of fraud prevention strategies with evolving regulations, ensuring both effectiveness and legal compliance

# AGENDA

11:20 am - 11:55 am

## WORKSHOP BREAKOUT ROOM 3

### Empowering Consumers: The Role of Education in Food Safety Awareness

- Educating and empowering consumers on basic food safety principles, including hygiene practices, temperature control, and proper handling, fostering foundational knowledge to prevent contamination
- Encourage participation in government and community based programs, workshops, and school curricula, ensuring widespread education and fostering a culture of food safety responsibility among consumers
- Emphasizing transparent communication to build consumer trust, highlighting successful initiatives that provide clear insights into food safety practices
- Showcasing collaborative efforts with industry, regulators, and advocacy groups to amplify the impact of educational campaigns through unified industry collaboration
- Integrate digital tools like mobile apps and social media for information dissemination to ensure accessibility and understanding of food safety information for diverse consumer demographics

12:00 pm - 12:35 pm

## BREAKOUT ROOM 1 FOOD SAFETY

### Regulator Keynote: New Era of Smarter Food Safety – A Progress Report

- Overview of initiative
- First year accomplishments
- A look ahead



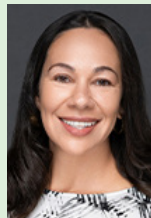
12:00 pm - 12:35 pm

## BREAKOUT ROOM 2 FOOD QUALITY

### Risk Management and Governance Approaches in a Rapidly Changing World

- Utilize proactive risk assessment methodologies leveraging advanced tools and predictive analytics to identify and mitigate emerging risks in the supply chain
- Establish robust governance frameworks emphasizing transparency, accountability, and traceability across the value chain to ensure stakeholders are informed about potential risks
- Implement agile risk management strategies that can swiftly adapt to changing circumstances through continuous monitoring and adjustment of protocols
- Foster collaboration with industry peers, regulatory bodies, and supply chain partners to enhance collective resilience and effectively address shared challenges in a rapidly changing world

## MARS



**Jaime Boyes**  
*Vice President Quality & Food Safety*  
*Mars Wrigley North America R&D*  
**Mars**



# AGENDA

12:35 pm - 1:35 pm **Overflow Lunch Seating**

12:35 pm - 1:35 pm **Themed lunch Discussions**

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

**Navigating Auditor Engagements: Essential Strategies for Achieving Compliance Success**

**Preserving Institutional Wisdom Amidst High Workforce Flux**

**Addressing Challenges in Managing Actionable Levels of Foreign Materials**

**Essential Soft Skills for Success in the Rapidly Evolving Food Safety Sector**

**Ensuring Consistent Food Safety and Quality Standards Across Diverse Brands**

**Safeguarding Microbial Safety in Frozen Produce: Significance, Approaches, and Future Trends**

1:35 pm - 2:10 pm

**BREAKOUT ROOM 1**  
**FOOD SAFETY**

## **From Farm to Fork: Developing Supply Chain Visibility for Enhanced Food Safety**

- The role of blockchain technology in reducing food fraud and expediting responses to contamination, fostering a more transparent and traceable record from farm to fork
- The importance of industry wide collaboration and how relationships and adherence to interorganizational technologies enhance transparency, facilitating regulatory compliance and showcasing commitment to food safety
- Proactively manage risks by utilizing the power of data analytics and predictive modelling to enable early identification or potential issues, driving continuous improvement in processes and its contribution to enhanced food safety standards
- Insights and strategic considerations for implementation and how leaders can champion the adoption of blockchain, data analytics, and IoT integrations to enhance supply chain visibility to elevate food safety and quality standards



**Jason Richardson**  
*VP Global Quality and Food Safety*  
**Coca-Cola**

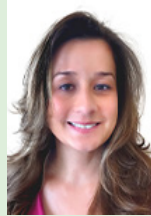
# AGENDA

1:35 pm - 2:10 pm

## BREAKOUT ROOM 2 FOOD QUALITY

### Beyond Labels: A Comprehensive Approach to Allergen and Adulteration Detection in Food Products

- Exploring innovative methods, including DNA- based testing, protein and immunoassay techniques and mass spectrometry for accurate allergen and adulteration detection, showcasing the latest advancements in food safety technology
- Discussing supplier verification and allergen management programs and quality control as essential components of a holistic approach to managing allergen risks from sourcing to production
- The importance of accurate and transparent labelling practices, including allergen-free certifications, to meet regulatory requirements and empower consumers to make informed decisions beyond traditional labels
- The use of blockchain technology to enhance traceability and exploring the rapid detection technologies for on-site testing, enabling quick responses to potential allergen and adulteration issues
- Learn from practical cases, discovering how companies have successfully implemented advanced detection methods, overcoming challenges in allergen and adulteration detection management



**Audrey Kreske**  
*Sr. Director Global Food Safety*  
**Restaurants Brand International**

1:35 pm - 2:10 pm

## BREAKOUT ROOM 3 COMPLIANCE

### Cultivating Enduring Food Safety Excellence: A Holistic Approach from Behavior to Productivity

- Ensure comprehensive awareness of food safety importance across all organizational levels and a shared sense of responsibility and commitment to food safety principles
- Implementing a behavior-based management system for robust food safety practices and aligning individuals behaviors with food safety goals to strengthen overall adherence
- Emphasize the necessity of continuous improvement, adaptability, and learning from experiences and practical insights and the positive correlation between a robust food safety culture and enhanced organizational productivity
- Highlight success stories illustrating how prioritizing food safety principles contributes to overall efficiency and performance and lessons learned in developing effective Food Safety Management Systems



**Rishi Banerjee**  
*Sr. Director & SmartLabel Lead*  
**Consumer Brands Association**

2:10 pm - 2:55 pm

### Panel: Navigating the Evolution of Traceability and Unravelling the Impact of FSMA 204 on Food Safety and Quality Assurance

- Exploring different perspectives on how technologies are shaping the future of traceability, providing unique insights into the journey of food products from source to consumer
- Delving into the main provisions of FSMA 204 and unravelling the potential implications on food safety and quality, anticipating how these regulations will influence the entire food chain in the years to come
- What are the implications of regulatory changes, as the food industry adapts to meet evolving standards, and understand how this impacts international trade and partnerships
- Examining how increased traceability and adherence to FSMA 204 can enhance transparency in the eyes of consumers, fostering trust and loyalty in a market increasingly conscious of food safety and quality

2:55 pm - 3:00 pm

### Chair's Closing Remarks