



Food Supply Chain Safety, I.E.Canada's 4th Annual Food Forum February 18 and 19, 2009

This year's Food Forum on Food Supply Chain Safety will give you the opportunity to learn from government decision makers and food manufacturers, retailers, importers and exporters who manage the safety of Canada's food supply chain. On day one, speakers from Health Canada, the Canadian Food Inspection Agency (CFIA), the U.S. Food and Drug Administration (FDA) and industry will address the issues and challenges faced by those involved in Canada's food supply. You will learn the latest on government policy and regulatory compliance requirements, discuss best practices with companies who are leaders in the field, and have an opportunity to network with other business people who share your concerns. On day two of the Food Forum, you will learn the food industry's best practices for effectively recalling unsafe food products from the supply chain.

When: Wednesday, February 18, 2009, – Food Supply Chain Safety

8:00 a.m. – 4:30 p.m., Reception: 4:30 p.m.

Thursday, February 19, 2009, – Food Product Recall Workshop 8:00 a.m. – 4:30 p.m.

Where: Renaissance Toronto Airport Hotel, 801 Dixon Road, Toronto, ON

Day One: Food Supply Chain Safety Sessions

You will learn about:

- Health Canada's emerging policy, program & compliance initiatives for 2009/2010: Food fortification, health claims, and the *Food-Natural Health Products Interface Policy*, trans fat, sodium, melamine and Health Canada's future approach to similar challenges.
- CFIA's new food safety compliance requirements under the Food and Consumer Safety Action Plan
- Imported food safety: CFIA's most significant challenges and what food importers can do to increase the safety of imported food
- U.S. FDA Food Protection Plan and U.S. initiatives to increase imported food safety and security
- Canada's allergen labelling regulations and emerging Health Canada requirements for food additives and processing aids
- Canada's new organic food labelling and production compliance requirements for organic food importers
- CFIA's new *listeria* testing requirements: implications for manufacturers and importers of ready-to-eat foods

Confirmed Speakers:

[Paul Mayers](#), Associate Vice President, Programs, **CFIA**, **Keynote Lunch Speaker**

[Janet Beauvais](#), Director General, Food Directorate, **Health Canada**

Rebecca Buckner, **U.S. FDA, Food and Administration**

Robert Charlebois, Director, **CFIA**

[Dr. Samuel Godefroy](#), Director, Bureau of Chemical Safety, **Health Canada**

Richard Arsenault, Director, **CFIA**

[Keith Mussar](#), Chair, **I.E.Canada's** Food Committee

Day Two: Supply Chain Food Product Recall Workshop, Recalling Products Today

Globally and in Canada during the last twelve months there have been a number of high profile product recalls. **Would you be able to recall all of your products from the supply chain in a timely fashion?** If not, you can't miss this session!

During the workshop you will learn from the CFIA, manufacturers, retailers and importers what your responsibilities are and the tools that you will require to effectively recall unsafe food products from the supply chain.

- Learn the responsibilities of food manufacturers and importers during a recall and what was learned from the recent Maple Leaf Foods *listeria* recall
- Learn the CFIA's roles and its expectations of manufacturers and importers during a food recall
- Learn your retail customers' expectations of you and what they will do for you during a recall
- Learn approaches to communication with your customers, the public and your employees when managing a recall
- Learn how to manage food allergens, the number one cause of food recalls in Canada
- Discover how to prepare for and execute a food recall through a product recall simulation exercise
- At the conclusion of this workshop, you will be able to execute a recall and will know how to plan and implement a recall strategy

Confirmed Speakers:

Ron Judge, Vice President, Food Safety and Quality Assurance, **Maple Leaf Foods Ltd.**
Don Lacey, Sr. Director Quality Assurance/Customer Relations, **Loblaw Companies Ltd.**
Linda Smith, Executive Vice President, Senior Partner, **Fleishman-Hillard Canada**
Joanne Allen, Senior Associate Principal, Manufacturing Quality, **Kraft Canada**
Linda Leblanc, Ontario Recall Co-ordinator, **CFIA**

For more information or to register, please visit: www.iecanada.com. or contact Jesse Arsenault at 416 595 5333 ext. 37 or 1-866-616-2243 ext. 37, or conference@iecanada.com

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