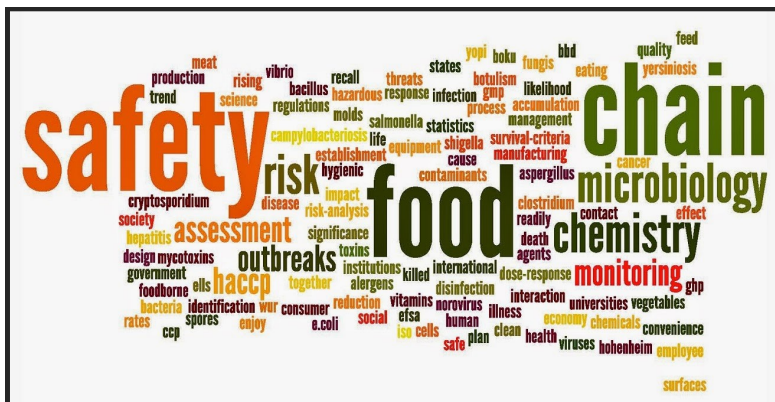




Food & Consumer Science Professionals *Invites You To Attend*

BEYOND THE BASICS

TRENDING TOPICS IN FOOD SAFETY



Professional Conference

8:00 am - 2:30 pm

February 23, 2018

www.fcsprofessionals.org

Edina Country Club 5100 Wooddale Avenue Edina, MN 55424

Complimentary Parking — Handicap Parking / Accessible



Beyond the Basics – Trending Topics in Food Safety

Friday, February 23, 2018

8:00 am—2:30 pm

Food professionals are on the front lines of ensuring a company maintains a strong reputation with its customers. As consumers become increasingly wary of the food industry and the safety of the products and services that are provided, organizations are seeking professionals who have the knowledge and expertise to gain consumer trust. This conference will provide you with an opportunity to expand your food safety knowledge so that you can become a better communicator, educator and advocate, not only for the organization you represent, but also for the consumers that you interact with each day. Hear from industry experts, engage in networking opportunities with peers, and position yourself as an informed, ethical and trustworthy leader, whether you work for or own a food company, teach food professionals or simply have an interest in a safer food supply.

At the conclusion of this program, participants will be able to:

1. Correlate the use of antibiotics with the growing threat that influenza and other infectious diseases present in our food supply.
2. Describe the term “clean label” from a consumer and an industry viewpoint and identify ways that companies are responding to this trend.
3. Describe the economic and ethical impact of the Food Safety Modernization Act and how this legislation is intended to prevent food fraud from causing harm to public health.
4. Summarize common consumer complaints that may lead to food safety litigation and ways that food companies can protect themselves.
5. Utilize information learned to create more effective and trustworthy methods of consumer communication on these issues.

Professional Development and/or Continuing Education hours have been requested/approved from the following organizations:

- ◇ American Culinary Federation (ACF) - pending
- ◇ American Association of Family Consumer Sciences (AAFCS) - 4 PDU's for CFCS or CNWE
- ◇ Certifying Board for Dietary Managers (CBDM) - pending 3 hours sanitation; 1 hour general
- ◇ Commission on Dietetic Registration (CDR) - 4 hours; Level 2 CPE
- ◇ MN Association of Family & Consumer Sciences (MAFCS) - pending 4 CE hours
- ◇ MN Dept. of Health - Food Manager Certification - 3 hours sanitation; 1 hour general
- ◇ MN Environmental Health Association (MEHA) - 4.5 food safety hours
- ◇ MN School Nutrition Association (MSNA) - 3 hours sanitation; 1 hour general

Note: It is the responsibility of the participant to determine if these contact hours comply with professional standards for continuing education or professional development units. Granting prior approval does not constitute endorsement of the program content or its program sponsor. Certificates will be available at the end of the program.

Beyond the Basics – Trending Topics in Food Safety - Agenda and Program

8 AM – 8:45 AM	Registration & Coffee
8:45 AM	Welcome / Announcements
9 AM – 10 AM	Keynote Address - Deadliest Enemies: The Role of Influenza and Antimicrobial Resistance in the Food Supply – Dr. Michael Osterholm Outbreaks of avian influenza have raised concerns about multiple sources of infection and risk to humans. In addition, the use of antibiotics to treat disease in both humans and animals is coming under increased scrutiny. How do both of these issues affect the safety of our food supply; and how great is the risk to human health? Presenter, Dr. Michael Osterholm will discuss these public health challenges and the actions we need to take to prevent a global crisis.
10 AM- 11 AM	Brunch <i>Fresh Fruit, Scrambled Eggs with Cheddar Cheese, Cherrywood Sliced Bacon, Sausage Links, Assorted Breakfast Pastries, Water, Orange Juice, Coffee</i> Book Signing by Dr. Osterholm - <i>Deadliest Enemy, Our War Against Killer Germs</i> Published March 2017. <u>Books will be available for sale.</u>
11 AM – 12 PM	Getting Clear on Clean Labels – Annette Maggi, MS, RDN, LD, FAND, President of Annette Maggi & Associates, Inc. For nearly 10 years food companies and restaurants have been responding to consumers' demand for clean labels. Presenter Annette Maggi, MS, RDN, LD, FAND will discuss the origin of this movement, how companies are defining clean labels, regulatory considerations, results of retail registered dietitian focus groups, and efforts underway by the food industry to provide greater transparency to consumers.
12 PM – 12:15 PM	Break
12:15 PM – 1:15 PM	Food Adulteration and Economically Motivated Hazards – Justo Garcia , Environmental Health Specialist, City of Minneapolis Health Inspector Food fraud, or the act of defrauding buyers of food or ingredients for economic gain has vexed the food industry throughout history. Some of the earliest reported cases of food fraud, dating back thousands of years, involved olive oil, tea, wine, and spices. Although the vast majority of fraud incidents do not pose a public health risk, some cases have resulted in actual or potential public health risks. Presenter Justo Garcia will describe the implementation of the FDA Food Safety Modernization Act (FSMA) and efforts to prevent food fraud from disrupting our food supply and/or causing harm to public health.
1:15 PM – 1:30 PM	Break
1:30 PM – 2:30 PM	Hot Topics in Food Safety & Labeling Litigation Alyssa Rebensdorf, Attorney, Faegre Baker & Daniels, LLP Peter J. Goss, Attorney, Blackwell & Burke, P.A. The food industry faces constant litigation and regulatory challenges. In this session presenters Alyssa Rebensdorf and Peter Goss, both attorneys who specialize in this area, will discuss nationwide developments in foodborne illness litigation and class actions over package labeling claims.



Beyond the Basics – Trending Topics in Food Safety

February 23, 2018 8:00 am - 2:30 pm

REGISTRATION

Early Registration is available through 12:00pm February 13, 2018. After February 13th deadline, the full fee will apply. Registration must be completed no later than 12:00pm February 19, 2018. No refunds after February 19th.*

REGISTRATION IS THROUGH EVENT BRITE AT:

https://fcsp_beyondthebasics.eventbrite.com

Fee includes morning coffee and brunch. Any speaker handouts will be emailed approximately one week prior to the conference. Participants are responsible for their making own handout copies.

FCS Professional Members before 12:00pm February 13th	\$75.00
Non FCS Professional Members before 12:00pm February 13th	\$90.00
After 12:00pm February 13th and At-The-Door	\$105.00

Receipt and confirmation is sent directly from Event Brite with purchase.

To register by mail use the included form. **NOTE:** Only cash or check can be accepted At-The-Door

*Full refund less a \$10 processing fee will be given for any cancellation prior to 12:00pm February 19, 2018.

If you would like to take advantage of FCS Professional member pricing for this conference consider joining the organization! The annual fee is currently prorated for the balance of the member year ending June 30th. See the FCS website at <https://fcsprofessionals.org/> for member benefits details and to join.

Brunch will be served buffet style. Menu will accommodate gluten free and vegetarian diets. For any other dietary concerns please contact hello@fcsprofessionals.org.

About Edina Country Club—this venue is handicap accessible; including handicap parking

5100 Wooddale Ave

Edina, MN 55424

Phone: 952-927-7151

Questions? Contact hello@fcsprofessionals.org or call/text 612-916-1049

Beyond the Basics – Trending Topics in Food Safety

About the Speakers

Dr. Michael Osterholm is Regents Professor, McKnight Presidential Endowed Chair in Public Health; the director of the Center for Infectious Disease Research and Policy (CIDRAP); Distinguished Teaching Professor in the Division of Environmental Health Sciences; School of Public Health; a professor in the Technological Leadership Institute, College of Science and Engineering; and an adjunct professor in the Medical School, all at the University of Minnesota. He is also on the Board of Regents at Luther College in Decorah, Iowa. In addition, Dr. Osterholm is a member of the National Academy of Medicine (NAM) and the Council of Foreign Relations. In June 2005 Dr. Osterholm was appointed by Michael Leavitt, Secretary of the Department of Health and Human Services (HHS), to the newly established National Science Advisory Board on Biosecurity. In July 2008, he was named to the University of Minnesota Academic Health Center's Academy of Excellence in Health Research. In October 2008, he was appointed to the World Economic Forum Working Group on Pandemics. Dr. Osterholm is the author of the 2017 book, [*Deadliest Enemy: Our War Against Killer Germs*](#), in which he not only details the most pressing infectious disease threats of our day but lays out a nine-point strategy on how to address them, with preventing a global flu pandemic at the top of the list.

Annette Maggi, MS, RDN, LD, FAND is the President of Annette Maggi & Associates, Inc., a strategic nutrition marketing and communications consulting firm specializing in the interface between food manufacturers and retail grocers, and nutrition and regulatory issues. Today's environment revolves around serious health issues and implications; Annette Maggi & Associates, Inc. responds by taking a real and yet refreshing approach to creating and implementing infinitely stronger nutrition strategies that deliver results. Maggi is a sought after resource in the nutrition and regulatory field with experience at Fortune 500 companies including Pillsbury, General Mills and Target. Current clients include the Retail Dietitians Business Alliance, Dow AgroSciences, Jennie-O, Produce for Better Health and Monsanto. Maggi is recognized as a distinguished speaker and writer, and has a reputation as a driven performer and partnership builder. Her company's mission is to help food companies, retailers and related industries improve brand loyalty and increase sales by blending nutrition, regulatory and business sense to deliver credible and audience-right solutions.

Justo Garcia is originally from Tumaco Nariño in southwestern Colombia where he lived for most of his life. He studied biology at Jorge Tadeo Lozano University in Bogota and food science at the University of Minnesota. Justo is a registered Environmental Health Specialist in the state of Minnesota and currently works for Hennepin County in the City of Minneapolis as a Public Health Inspector. Garcia is a Certified HACCP trainer listed with the International HACCP Alliance and has extensive knowledge and experience with the US regulatory system. He is a Preventive Control Qualified Individual (PCQI) and a SQF Practitioner plus is an industry co-trainer for both HACCP and FSMA (Food Safety Modernization Act). Some of Justo's additional work experience includes teaching science to high school students and working as an environmental consultant for Geo-Ambiental. He loves sharing his Spanish culture and has a passion for teaching adults.

Alyssa Rebensdorf, Attorney, Faegre Baker & Daniels, LLP leverages more than a decade of experience to help food industry clients solve litigation and regulatory challenges. She provides client-centered counsel during litigation in state and federal courts nationwide and advises clients on risk management and compliance to avoid litigation. Alyssa develops practical strategies to help clients, including entrepreneurial natural and organic food companies, comply with state and federal statutes, regulations and guidance documents, including those from FDA, USDA and OSHA. She is experienced in handling foodborne illness claims as well as product recalls, including root cause investigation, supply chain concerns, evidence preservation protocols and claims resolutions strategy. Alyssa is a member of the firm's nationally ranked food regulatory and litigation practice as well as the firm's national food and agriculture industry team. She has represented food companies in product liability, consumer fraud/false advertising class actions and toxic torts. She is experienced in alternative dispute resolution and has extensive successful mediation and settlement negotiation experience. She also drafts and negotiates commercial agreements and analyzes insurance coverage for food companies.

Peter J. Goss, Attorney, Blackwell & Burke, P.A. focuses his national practice on pharmaceutical and medical device product liability litigation and toxic torts. He has represented major pharmaceutical, medical technology, and chemical firms in hundreds of cases. Mr. Goss, who has won several published *Daubert* decisions, often serves as "science counsel" in life sciences litigation. He collaborates with leading experts to present complex medical and scientific evidence, both in dispositive motions and at trial. He is a frequent commentator on scientific evidence and legal developments of interest to FDA-regulated industries. Mr. Goss is devoted to pro bono and community service. He has served on the Board of Directors of Volunteer Lawyers Network, a Minneapolis-based civil legal services organization since 2008, and served as their Board Chair for the 2011-12 term.

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REGISTERING BY MAIL

If multiple individuals are attending under one business payment, please complete one form for each person.

Name (Please print clearly. This will be used for you name tag.)

Address

City / State / Zip

Phone

Make sure we can contact you. Program information; including speaker handouts will be sent via email.

Email (Please Print Clearly)

	Cost	Qty	Sub Total
FCS Professional Members before 12:00pm February 13th	\$75.00	_____	\$_____
Non FCS Professional Members before 12:00pm February 13th	\$90.00	_____	\$_____
After 12:00 pm February 13th or after February 19th At-The-Door	\$105.00	_____	\$_____

Total Enclosed \$_____

Make Checks Payable to “FCS Professionals”. Please keep a copy for your records. No receipts will be sent. Full refund less a \$10 processing fee will be given for any cancellation prior to noon February 19, 2018.

Registrations must be postmarked by the above deadline and no later than February 19th. Mail to:

FCS Professionals
c/o Debra Zwiefelhofer
376 132nd Ave
Houlton, WI 54082

Questions? Contact us at hello@fcsprofessionals.org or call/text 612-916-1049