

# CONFERENCE REPORT



## GLOBAL FOOD SAFETY CONFERENCE 2011

16th - 18th February 2011 / Park Plaza Westminster Bridge Hotel - London, United Kingdom

### CREATING A GLOBAL **FOOD SAFETY** CULTURE



[www.tcgffoodsafety.com](http://www.tcgffoodsafety.com)

# GLOBAL FOOD SAFETY CONFERENCE: LONDON, 2011

The Consumer Goods Forum welcomed 745 delegates from 60 countries worldwide to the Global Food Safety Conference in London. The annual event, now in its tenth year and returning to Europe after its first North American event in 2010, has established itself at the centre of the world food industry's policy work on food safety. The programme is planned by the CGF's long standing programme for harmonisation, The Global Food Safety Initiative. What started in 2000 with a group of retailers believing that a shared

approach to food safety policy would deliver safer food for consumers has changed into a global network of professionals across the food industry that includes brand manufacturers and food service companies. The 2011 event also saw significant growth in the representation of policy makers from public authorities and academia from around the world. The regulators have definitely engaged with the private sector.

## QUOTES FROM DELEGATES

**Kevin McKinley**, Deputy Secretary General, International Standards Organisation, Switzerland

"I think the performance of the food industry in their collaboration through GFSI is excellent. Their work on convergence is driving simplicity in a complex world."

**Johannes den Hartog**, Managing Director, GMP+ International, The Netherlands

"I work in the animal feed industry and I believe there's a link between food and feed safety. I'm here to look and learn from the food industry about how we can improve our own scheme."

**Mariam Harib Al Yousuf**, Executive Director, Policy & Regulation Sector, Abu Dhabi Food Control Authority, Government of Abu Dhabi, U.A.E.

"It's my first GFSI conference and I'm impressed. There are people from so many different cultures and so much knowledge is shared. It's a great thing to see the public and private sectors working together because this really helps us to develop effective regulations."

**Richard Linton**, Professor of Food Science, Purdue University, USA

"I'm on the Advisory Board of the GFSI but this is my first conference. I'm surprised at the quality of the networking and this meeting is truly global. For this movement to succeed we must achieve a consensus. The hard piece is now regulatory, because the industry is most of the way there now."

**Les Bourquin**, Professor in the Department of Food Science and Human Nutrition, Michigan State University, USA

"I've been coming for a few years now because this really has helped our international development projects. GFSI has created a single voice, that's made an incredible difference to our work."

**Dionysis Dionysopoulos**, Quality Assurance Manager, AB Vassilopoulos, Greece

"I was at the very first GFSI meeting in Geneva. It seems a long time ago but it was only 10 years. Since then I've been to most of the conferences and even experienced the snowstorm in Washington DC in 2010. My company is a part of the Delhaize Group so it gives me a great chance to meet up with my colleagues."

**Adriana Traslavina**, Leader of Quality Private labels, Exito Group (Casino), Colombia

"It's my first conference. I feel that as a South American, with our rapidly growing exports, we must join in this conversation about food safety with the rest of the world.

I shall be attending the forthcoming GFSI focus event later this year in Sao Paulo, Brazil."

# Table of Contents

## Day 1 : Wednesday 16<sup>th</sup> February

Creating a Global Food Safety Culture .....4

### PLENARY SESSION

Global Food Safety Initiative - A Multi-Stakeholder Approach .....5

Building Consumer Trust and Confidence.....6

The Economic and Emotional Burden of Foodborne Illness.....6

Managing the Global Burden of Foodborne Disease .....7

## Day 2: Thursday 17<sup>th</sup> February

### PLENARY SESSION

Food Safety Starts at the Top.....8

Food Safety Culture Within Corporate and Country Culture .....8

Food Safety Culture: An Emerging Risk Factor.....9

Social Media Driving Change in Consumer Perception..... 10

Recent Scientific Discoveries Driving Change ..... 10

Foodborne Outbreaks and Lessons Learned.....11

Building a Food Safety Culture in a Multi-Cultural Society: the Role of Government ..... 11

### BREAKOUT SESSION 1

Modernisation of Food Safety Regulations and the Role of the Public Sector  
in Ensuring Safe Food for Consumers ..... 12

### BREAKOUT SESSION 2

Allergens, Nutritional Information, Traceability...  
Providing Information and Adding Value at the Right Time, Right Place..... 15

### BREAKOUT SESSION 3

Bringing Value To Your Business - Integrating GFSI..... 19

### BREAKOUT SESSION 4

Building Food Safety Capacity with GFSI ..... 21

### BREAKOUT SESSION 5

Developing Competency and Motivating your Workforce ..... 23

### BREAKOUT SESSION 6

Packaging and Food Safety ..... 24

## Day 3: Friday 18<sup>th</sup> February

### BREAKOUT SESSION 7

Emerging Food Safety Issues ..... 25

### BREAKOUT SESSION 8

Shaping the Future of Food Safety with New Technologies ..... 27

### BREAKOUT SESSION 9

Building a Food Safety Culture from the Top Down ..... 27

### PLENARY SESSION

Unwrapping the Future of Food Safety ..... 27

# Creating a Global Food Safety Culture

“There is a great opportunity to shape the future of food safety. 2 billion cases of food illness and 1.8 million deaths is not just a developing world problem, it’s a global issue. Traceability is not enough, it is not just about where the food came from. We should harness modern technologies to help us and there’s an improved ability both to detect food safety issues and also to prevent them.

Traditional food safety prescriptions of more training, more inspections and more testing are not enough. Making a bigger, better or stronger food safety program is not enough, we need a better food safety culture.

Having a strong food safety culture is a choice.”

**Frank Yiannas**, Vice President, Food Safety and Health, Wal-Mart Stores, USA  
and Chairman of the Global Food Safety Conference Committee

“A food safety culture is how and what the employees in an organisation think about food safety. It’s the food safety behaviours that they routinely practice and demonstrate.”



# Day 1: Wednesday 16<sup>th</sup> February

## PLENARY SESSION

### Global Food Safety Initiative – A Multi-Stakeholder Approach

Speaking at the Global Food Safety Conference in London, UK, to an audience of 745 leading food safety experts from 60 countries worldwide, Jürgen Matern explained that over the last 10 years, GFSI has built solid foundations. The initiative has established itself as a major global force in driving the continuous improvement process in food safety management systems and reducing food safety risks through third party certification and the use of recognised food safety schemes.

Matern stated that in consultation with food industry stakeholders, and other food safety experts from academia, government, international organisations and institutions, the following have been identified as areas where GFSI will be focusing efforts over the next few years:

#### Building Confidence in Food Safety

- ▶ Through the recently released Guidance Document Version 6 and subsequent benchmarking activities from farm to fork
- ▶ Auditor Competence

#### Forging Links and Collaborating with Key Organisations in both the public and private sectors

- ▶ To build capacity in food safety around the world through the Global Markets programme
- ▶ Through the creation of strategic liaisons with other key organisations

#### Better Communication

- ▶ Through building awareness, holding events, technology and measuring our success

**“We are now focusing on the next ten years and the key challenges ahead in order to be able to deliver our vision to strengthen consumer confidence in the food produced and sold around the world. Customers expect more than safe food, they expect quality and sustainability as well. Research tells us that consumers don’t trust governments, brand manufacturers or retailers. We need to improve this by building global awareness and by promoting a better food safety culture. Specifically, we must build confidence in certification based on solid facts.**

Food demand will increase by 70% by 2050 as the global population grows. That means we’re facing not only these increased consumer demands but also external challenges to the food supply such as competition from biofuels and animal disease outbreaks. GFSI covers the whole supply chain and through collaboration we can improve global systems and understand our data better.

The GFSI has provided a credible benchmark system to establish equivalence across the recognised schemes. We have also developed systems for developing supply chains in emerging economies and have provided support for capacity building.

I want to invite you all to join GFSI as your network for food safety and create with us a food safety culture where everyone can work together as partner.”

**Jürgen Matern**, VP Regulatory Affairs & External Relations QSHE, Metro AG, Germany and Chairman of the Global Food Safety Initiative



# Building Consumer Trust and Confidence

McGrath gave a talk about The Edelman Trust Barometer, now in its eleventh year. It covers 23 countries and 5000 individuals in the top quartiles that have significant media consumption and are engaged in business news and public policy.

■ There is good trust in the food and beverage industry at 66% that is close to the telecommunication and automotive sectors. Technology scores highest at 81%. Looking at trust by country, Mexico and Brazil score highest, both at 89% European countries scoring an average of 66% except Germany where the score was only 33%. America and China have seen a decline in scores at 54% and 52% respectively. Perhaps this is due to the major food safety outbreaks that have occurred recently in these countries.

However, trust has risen overall and is increasing steadily for the strongest food and beverage companies. Global food safety is a shared responsibility, trust comes from partnerships. ■

Jason McGrath, Vice President, StrategyOne, USA

## The Economic and Emotional Burden of Foodborne Illness

The Center for Foodborne Illness Research and Prevention was established as a not-for-profit corporation in 2007 to increase consumer trust and confidence in the contemporary U.S. food system. The scope is health and nutrition, food safety, worker care, the environment and animal well-being.

■ Food is produced in complex food chains and it all carries risk. The cost of getting it wrong can lead to tragic personal consequences for families and communities across the globe. Of course, nothing in life is risk free. We can't control all those risks when we do certain things in our daily lives, such as buying and eating food.

There is a shared responsibility, not just to produce safe food but to come together to create a coalition that reduces that risk. Governments can and should demand safer food but they can't do everything and be everywhere. Their scarce resources make the need for a scientifically driven food safety system even more important. Food safety is about trust between you and those that will consume the food that you have sold. Inspecting and testing methodologies are reactive and do not alone deliver the continuous improvement culture that is essential to maintain an integrated food safety management system. Quality processes using statistical data are essential to provide the solid evidence to support an informed and effective food safety culture.

Food producers have the responsibility to adopt integrated food safety systems that span from the board directors down to the line workers. ■

Barbara Kowalczyk, Director of Food Safety, Center for Foodborne Illness Research and Prevention, USA

# Managing the Global Burden of Foodborne Disease

Food safety is an international concern, with up to 1.9 million deaths per year due to food safety related issues in developing countries (WHO, 2008) and affecting up to 30% of the population in industrialized countries.

Studies show that the main risk factors lie in contaminated equipment, hands being contaminated with FB pathogens, undercooking and poor storage temperatures. The challenges of managing food safety in developing countries are particularly trying, with an increased number of large scale outbreaks of foodborne diseases. Data often only reflects a fraction of actual cases, it depends on national reporting and surveillance systems and is therefore often very varied or non-existent and it reflects poor linkages between surveillance systems (human, animal) and food control systems.

In response the WHO has outlined four objectives:

- ▶ To provide estimates on the global burden of foodborne diseases according to age, sex and regions for a defined list of causative agents of microbial, parasitic, and chemical origin.
- ▶ To strengthen the capacity of countries in conducting burden of foodborne disease assessments and to increase the number of countries who have undertaken a burden of foodborne disease study.
- ▶ To increase awareness and commitment among Member States for the implementation of food safety standards.
- ▶ To encourage countries to use burden of foodborne disease estimates (e.g. for cost-effective analyses of prevention, intervention and control measures).

By looking at the whole chain, an integrated and effective food safety system must prioritize consumer protection and prevention efforts have to integrate the full food production chain from farm to fork."

Peter Karim Ben Embarek, Food Safety, Zoonoses and Nutrition,  
World Health Organization, China



Global Food  
Safety Conference  
2011

# Day 2: Thursday 17th February

## PLENARY SESSION

### Food Safety Starts at the Top

**M**aple Leaf Foods is a leading consumer packaged food company, headquartered in Toronto with operations across Canada and in the United States, United Kingdom, Asia and Mexico.

McCain started the second day of the conference by sharing the story of his company's food safety problem in 2008:

"I lead 23,000 people, but I'm here as an individual who saw 23 people die on my watch because of a listeria contamination. We were accountable for the biggest recall in Canadian history. At the specific site we had an active environmental monitoring programme. We did 3,000 tests in the year before and we had a 95% score in an audit just one month before. That process made us complacent and we did not have rigour in our analysis. In fact, a problem with listeria was building in the heart of our plant.

I believe a food safety culture is rooted less in what you hear and more in what you feel. Because of our experiences we feel this at a very deep and personal level."

Michael H. McCain, President and CEO, Maple Leaf Foods, Canada

### Food Safety Culture Within Corporate and Country Culture

"The Peanut Corporation salmonella outbreak, identified through genetic fingerprinting, affected 3000 companies and resulted in 9 deaths and 4000 recalls. They had been audited and given a high rating. The failure grabbed the attention of the public and the industry because the product was on every table in America. The failure wasn't driven by external factors, it was all internal. The company showed this culture by how they went down: they just closed up and walked away leaving the victims without recourse.

This safety culture is similar to the layers of an onion. The symbols are at the surface; just below are the heroes. Close to the core are the rituals with the company values at the heart. The practices can be learnt and run across all the layers. There's a cultural context with its own layers as well such as national and regional or ethnic cultures, gender, generations, social class as well as the company's own culture.

The global marketplace is smoothing out some of these differences. I believe GFSI does play a role in driving convergence by providing an oversight of the benchmarking of standards with their requirements for training and education. GFSI is also bridging the gap between regulators and industry.

We have to think and act differently in the future. Changing nothing and expecting the results to be different is painful."

Sara Mortimore, Vice President, Quality Assurance and Regulatory Affairs, Land o'Lakes, USA

# Food Safety Culture: An Emerging Risk Factor

Outbreaks of foodborne disease are usually investigated to determine the causes although traditional approaches to identifying risk factors may not determine the real underlying causes. The term risk factor is defined as is the term emerging pathogen. These definitions are used to define an emerging risk factor. Evidence is presented from a range of industries that a business' food safety culture

Typically, food safety risks are from inadequate cooking, poor storage, cross contamination or infected food handlers. I often hear "If we put in good systems – we've done our job." I don't agree. What's much more difficult and important is getting compliance. That's not about systems, it's about culture.

Most food safety outbreaks are because of food handler error. They've all been trained and that's really important but it's not enough because people often don't do what they should. Many official reports into major food safety problems say that compliance failure is not about the individual, it's about management and the organisational culture.

Thousands of businesses are over-managed but under-led with a negative culture where safety is a low priority. Many more have a neutral culture of complacency. Big companies are especially prone to this. How many of you have a positive culture of passion and commitment?

To quote the Easyjet airline owner, Stelios Haji-loannou: "If you think that safety is expensive, try having an accident!"

can be considered as an emerging risk factor. Every food business has a food safety culture --whether this is known or not --and will lie on a continuum from strongly positive to strongly negative. Every business must be profitable to survive however the greatest enemy to a positive food safety culture can be the overriding desire to cut costs and save money.

Getting the right food safety culture is about what you feel, not just what you've learnt."



**Chris Griffith**, Editor British Food Journal and Head of Food Research and Consultancy Unit, University of Wales, UK and Technical Director of Von Holy Consulting, South Africa

# Social Media Driving Change in Consumer Perception

Vandenheede told the conference that social media is driving a fundamental change in consumer perception:

“Here's the news: There's something happening that you just cannot control. Those are the online conversations called 'social media'. A few facts:

- ▶ Social media is now the #1 online activity and it's free
- ▶ It takes up 10% of all internet time, there are 5bn minutes spent on Facebook each day
- ▶ All your competitors are doing it
- ▶ One-way marketing has had its day

Communication used to be a monologue. It was about driving messages; controlled, organised, exclusive and product driven. The new model is transparent; inclusive, authentic, vibrant and consumer driven. This is more than a little change – it's a revolution.

Who would a consumer trust in a food safety scare? It's going to be the social network. That's a great opportunity for you. Start off by being the best listeners. Then join in and learn. Then use what you have learnt.

Forget control – we have lost it!”

Jean-Jacques Vandenheede,  
Director, Retailer Insights,  
The Nielsen Company, Belgium

# Recent Scientific Discoveries Driving Change

“Food safety is affected by numerous factors. An increase in world temperatures is leading to variable water availability and therefore variable quality. New hazards are being induced by climate change such as vibrio parahaemolyticus in sea water and new zoonotic agents (Virus, Escherichia coli STEC...). Changes in consumption habits mean innovation in food processing technologies, contact with new products and ingredients as well as increased allergen issues. Trends in food innovation including health claims, the desire for organic products, extended shelf life, cheaper products and preservative-free foods further impact food safety.

Food can be made safer by moving from a system of surveillance to shelf-life and process validation using historical data and predictive models such as growth and destruction models for microbiology, proper indicators such as chemical compounds and sensory profiles and destruction or challenge studies.”

Michel du Peloux, Head of Biofortis Business Unit, Mérieux NutriSciences, France

Christophe Dufour, Scientific Director, Silliker, France

# Foodborne Outbreaks and Lessons Learned



“The food supply chain has changed from being local to becoming dispersed. This means that co-ordination amongst states and countries is even more important than before. Things can go wrong at any point and problems can multiply very quickly. Our foods aren't simple and we're seeing more ingredient driven outbreaks meaning it can be very difficult to quickly identify problems.

In the USA we have a shared system called PulseNet – this is a way for public health agencies to share what they find. Data comes through from many sources to create the opportunity for a new type of investigation and analysis.

The prevention measures of the future will be all about collaboration.”

**Ian Williams**, Acting Chief, Outbreak Response and Prevention Branch, Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention, USA

## Building a Food Safety Culture in a Multi-Cultural Society: the Role of Government

The development of a positive food safety culture has been identified as an important factor in improving food safety standards and public health. However, as food borne disease statistics demonstrate, there is yet no 'quick fix' to changing deep seated cultural norms. The Government of Abu Dhabi recently embarked on an ambitious training initiative to establish and

positively change what psychologists would term the 'social norms' of food handling practice. The project, based on international research and best practice, has taken innovative steps to deal with the unfolding reality of trying to achieve success with food handlers speaking over 150 different languages, with poor levels of literacy and with very different cultural norms.

“We are the local authority in charge of regulating food safety issues. 86% of our food is imported and we have 40,000 food handlers. One of our challenges for building a food safety culture is the high levels of illiteracy. We know that safety is about more than training but it is still the place to start.

Using a conventional training approach we faced low examination pass rates of just 39% so we developed pictorial assessments. This has worked well for the illiterate, not just because we could confirm comprehension but also because they really liked it. For many of them this was the first exam they had ever taken or passed so there was a good sense of personal achievement.”

**Mariam Harib Sultan Al Yousuf**, Executive Director Policy & Regulation Division, Abu Dhabi Food Control Authority, U.A.E.

# MODERNISATION OF FOOD SAFETY REGULATIONS AND THE ROLE OF THE PUBLIC SECTOR IN ENSURING SAFE FOOD FOR CONSUMERS

Moderator: **Mike Robach**, VP Corporate Food Safety and Regulatory Affairs, Cargill, USA

## ● 3 Days in London – Will Your Food Be Safe?

"Our regulatory framework puts responsibility entirely with the food business. We have three key themes: The food must be safe, there must be traceability up and down the supply chain and unsafe food must be withdrawn. We estimate that there are 1 million food safety related illnesses with 500 deaths per year. The main reasons are campylobacter for illness, and listeria for death.

Some things work well for us such as risk assessment through our scientific committees. Also, a market dominating supermarket sector really helps and they take their responsibilities very seriously.

We're working on better information for consumers and have introduced a rating system (0-5) against all catering establishments and their score must be displayed at the entrance. We aim to have this applied everywhere by the London Olympics in 2012.

Areas for improvement include building the effectiveness of our regulatory structure and the development of risk based regulation. Also, we're looking at our compliance and enforcement strategy and the recognition of farm and food assurance schemes is a part of that work."



**Alison Gleadle**, Director of Food Hygiene, Food Safety Authority, UK

## ● Future Challenges for Food Safety Regulation in a Global Market

"Agriculture contributes 23% to our economy and represents over half of our exports, led by dairy and then meat. We want to focus on outcome based standards and in our current regulatory approach we recognise audits by accredited third parties. We recognise that the private standards have more prescription. If we are to move forward then perhaps we can build our enforcement approach on top of these standards. After all, commercial audits exceed public audits by 10 to 1."



**Carol Barnao**, Deputy Director General (Standards), Ministry of Agriculture and Forestry, New Zealand

## ● Achieving Safer Food Through Collaboration

"We have systems of certification at the heart of our approach and we look after both local and regional approaches. So, that gives us responsibility for standards and we're authorised by the State Council to authorise, manage and administer. Specifically, so far we have 5000 or so factories with HACCP certification.



Accreditation and certification has contributed to the economic and social development of the People's Republic of China. We have really worked to develop an integrated approach with all the relevant international bodies. We have been very happy to have worked with the GFSI since 2004.

I believe that food is not like other products. We would like to control and manage each part of the process."

**Wenyi Che**, Deputy Chief Administrator, Certification and Accreditation Administration of the People's Republic of China (CNCA), China

## ● The US Strategy for Improving Food Safety in a Global Marketplace

"The development of food safety policy is a global movement. Consumers have their own role and so does government. But it's really about the food industry doing everything they can to fulfil their responsibility. GFSI has championed the idea that food safety must be woven through the fabric of food supply chains. We recognise this contribution and it has greatly helped us with our import risk assessment. With the new legislation, importers into the USA will have a clearly defined accountability for the first time. We recognise that creating partnerships internationally will support the capacity of the USA to get safe food.

We've established a system for recognising the competence of third party auditors, we did issue a voluntary guidance note on this in January 2009. The primary purpose of my trip to the UK is really to listen and learn. There are many possible roles for accredited third party certification. We are clear that we should be building on existing private sector work."



**Michael R Taylor**, Deputy Commissioner for Foods, Food and Drug Administration, USA

## ● Effective Food Safety Management through Public and Private Partnerships

"The leadership of GFSI has provided an opportunity to bring together policy approaches. We need to remain on this path of continuous improvement and we need to share this effort.

We're also involved in an innovative example of this. Established by the Asia-Pacific Economic Cooperation (APEC), the Food Safety Cooperation Forum's goal is to facilitate trade and protect public health by adopting international model standards and practices in food safety management from production to consumption. We use scientific risk based approaches such as improved laboratories, better risk analysis and a model for regulatory collaboration. Australia and China have really shown some leadership. Building capacity is a daunting task but we need to continue our work."



**Pamela Bailey**, President and CEO, Grocery Manufacturers Association (GMA), USA



# GLOBAL FOOD SAFETY CONFERENCE 2012

ADVANCING **FOOD SAFETY**  
THROUGH COLLABORATION



Share Knowledge and Network with  
over 700 Food Safety Experts  
from over 60 countries

15<sup>th</sup> - 17<sup>th</sup> February 2012  
Hotel Hyatt Regency Grand Cypress  
Orlando - USA

# ALLERGENS, NUTRITIONAL INFORMATION, TRACEABILITY... PROVIDING INFORMATION AND ADDING VALUE AT THE RIGHT TIME, RIGHT PLACE

Moderator: **Cenk Gurol**, General Manager, Re-engineering Department, Aeon Global SCM, Japan

## ● Managing Traceability and Recalls Worldwide

Yves Rey, who was announced later as the Chairman elect for GFSI to follow Jürgen Matern of Metro AG, started the session:

“The emerging use of social media can allow rapid damage to a brand when something goes wrong. It's time to simplify the multiple food safety initiatives. We need both local and global harmonisation and alignment to protect both consumers and brand image. Food safety is non-competitive and a problem for one could affect the whole sector. Can we harmonise risk communication as we do risk management? Well, we are thinking of making our database open.”

**Yves Rey**, Corporate Quality General Manager, Danone, France



### CASE STUDY

Providing Allergen Checks for Consumers

“Information on our website is not useful for the customer in the store. So, we're trialling an allergy check in a self-scan device that now uses data from our central specification database for private label products. Access to the GS1 data is needed so we can make information available to all consumers. How can we overcome mis-info?”

**Simone Hertzberger**, Vice President, Quality Assurance and Product Sustainability, Ahold Europe, The Netherlands

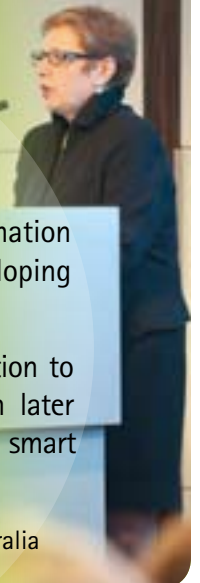
### CASE STUDY

Using Mobile Phones to Communicate Allergen and Nutritional Information: Extended Packaging Pilots in Australia

Consumers prefer to receive product information on the product label, but the problem is fitting it all on! A solution is a smart phone application that allows shoppers to access GSDN/GS1 ingredient information by scanning the barcode. GS1 is developing the Go-Scan application now.

GS1 'Recallnet' sends recall information to all those registered and will launch later this year, including applications for all smart phones.

**Maria Palazzolo**, CEO, GS1 Australia, Australia



# Networking



# Social Events



# Sessions



# Exhibitors Area




**GFSI FOCUS DAY**  
**LATIN AMERICA**



Share Knowledge and Network with  
 over 300 Food Safety Experts  
 From Latin America

2nd September 2011  
 Sao Paulo  
 BRAZIL


**JAPAN**  
**FOOD SAFETY DAY 2011**

**BUILDING THE FUTURE**  
**FOR SAFER FOOD GLOBALLY**  
 HOW JAPAN CAN PLAY A ROLE



Share Knowledge and Network with  
 over 400 Food Safety Experts  
 from Asia

Tuesday 11<sup>th</sup> October 2011  
 Tokyo  
 JAPAN

# BRINGING VALUE TO YOUR BUSINESS - INTEGRATING GFSI

Moderator: **Hugo Byrnes**, Director Product Integrity, Royal Ahold, The Netherlands

## ● Wegmans' Perspective on GFSI Supplier Certification

“Cooperation from our own employees and engagement from our suppliers is key to delivering our commitment to safe food. Consistent standards governed with the right checks and balances meaning fewer audits are some facets of the GFSI approach that we recognise as adding value to the business.

In 2008 a letter was sent to our suppliers inviting them to select any one of the GFSI recognised schemes. They recognised the benefits and have communicated this to us through letters of commitment. 75% of Wegmans brand suppliers are currently certified to a GFSI scheme and at the end of 2011 that number will be 92%. Both of our own facilities (the innovation centre and bake shop) are certified to SQF, so this is not one rule for the company and one for the supply base.

Wegmans are fully committed to GFSI and see the initiative as raising the bar and promoting best practice.”

**Gillian Kelleher**, Vice President of Food Safety and Quality Assurance, Wegmans Food Markets, USA



## ● Implementing GFSI Recognized Schemes Upstream in the Supply Chain

“We own 500 brands, with 3000 products in 206 countries, 1.6 billion servings a day. We have a range of production partners ranging from large anchor bottling companies to micro businesses and franchises. We're also the largest juice business in the world and are now moving into the dairy business. Food safety is very much at the heart of the way we do business and standards give us the discipline to get things right.



We believe that the GFSI recognised schemes give us: Comparable audits, reduced duplication, continuous improvement, cost efficiency, confidence and safer food. All manufacturers globally and all ingredients suppliers will need to be certified to a GFSI recognised scheme. All bottling plants will be FSSC 22000. This is specified because bottling plants need to provide comparable metrics.”

**Carletta Ooton**, VP Chief Quality & Product Integrity Officer, The Coca-Cola Company, USA

## CASE STUDY

### The Impact of GFSI Recognized Schemes to the Business

US Food Service sells 300,000 different food and non food products to around 250,000 customers across the USA. They have their own private label called Monarch Foods.

“ Previously we approved the facility using 2nd and 3rd party audits with clear performance metrics.

In 2006 we discovered the GFSI benchmarking system. It addressed our concerns when trying to compare audit systems and audit companies. This means that by the end of 2011 all our suppliers must be certified against a GFSI recognised scheme. Right now, 60% of private label are with 30% scheduled to be certified by June 2011. 5% will be later and a final 5% said they would not comply.

Our suppliers tell us that barriers to certification included not just cost and time but also 'understanding GFSI', which includes how certification works. Benefits for us have included more focussed teams working on the areas where people are needed. Pre audits are less likely because suppliers have to have certification before entry.

GFSI recognised schemes provide a better tool for assessing a supplier's food safety system.”

**Jorge Hernandez**, Senior VP Food Safety and Quality, US Foodservice, USA



# BUILDING FOOD SAFETY CAPACITY WITH GFSI

Moderator: **Jan Kranghand**, Director International External Infrastructure, Strategic Quality Management, Metro AG, Germany

Kranghand, Chairman of the GFSI Global Markets Technical Working Group, said that auditing in emerging markets was still a challenge. GFSI has developed a programme to help small suppliers and suppliers in developing countries to build a pathway to certification, through a continuous improvement programme. Over the last 18 months, these programmes have been tested rigorously in different markets across different parts of the supply chain, in different countries.

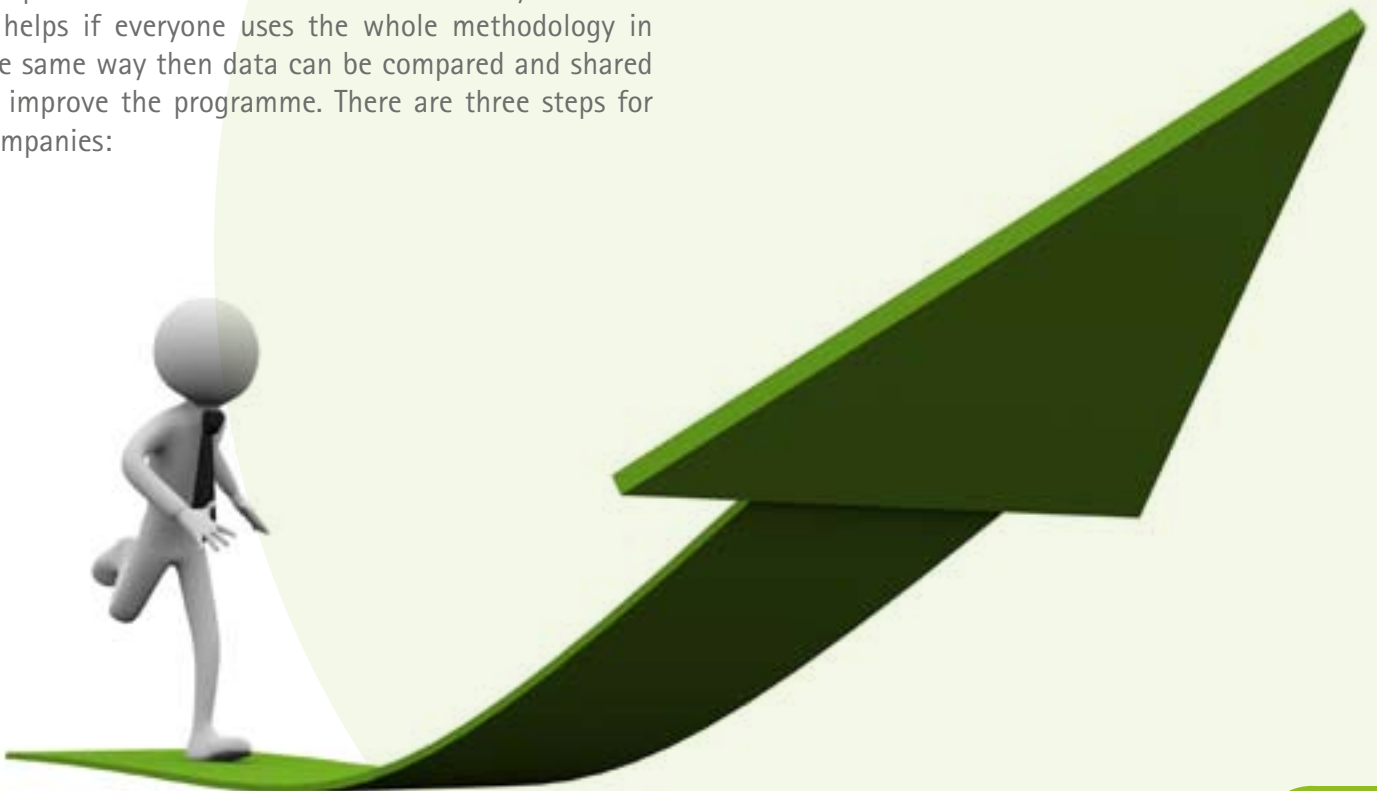
Sub-groups worked on Basic and Intermediate level requirements for processed foods, fresh foods and a guidance protocol to accompany the programme. The term 'small and/or less developed business' was adopted rather than 'emerging markets' as it became clear that this was not just an issue in developing countries and the focus is on the status of the food safety management system, rather than the turnover of the company or number of employees.

Companies are free to adopt any or all of the parts of the process and use them in their own way. However it helps if everyone uses the whole methodology in the same way then data can be compared and shared to improve the programme. There are three steps for companies:

1. **Basic:** Unaccredited assessment of the supplier against basic level requirements. There's a report not an audit.
2. **Intermediate:** Unaccredited assessment of the supplier against intermediate level requirements
3. A certified audit against a GFSI recognised scheme (this step cannot be reversed)

The basic level requirements comprise only 30% of the requirements set out in the GFSI Guidance Document, the Intermediate level requirements are at 70% of the requirements in the Guidance Document.

Pilot programmes in Malaysia, Mexico, Chile, Egypt, India, Ukraine and Russia against the basic level requirements showed that average scores reached were only at 30% of basic level. That's only one third of one third of the GFSI Guidance Document requirements. With training the results are reversed and 66% pass the basic test.



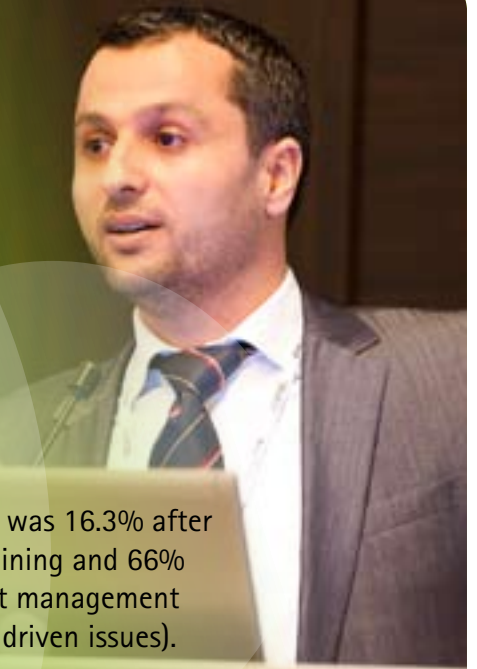
## CASE STUDY

### Learnings from the Egypt Pilot Programme

“The Egypt project was a collaboration between Metro, UNIDO and the Egyptian Traceability Centre for Agro-Industrial Exports (ETRACE) and was open to any supplier who wished to supply to Metro. Many already had certifications to HACCP or ISO 22000. ETRACE were trained on the protocol and training materials which were developed with Michigan State University. Three days face to face training for suppliers was followed with a one day company mentoring for each supplier. Later feedback showed that this should be extended. Average increase in knowledge was 16.3% after training. As in all of the other pilots 33% was the pass rate before training and 66% after training. Allergen control, food defence, traceability and incident management were the most common non conformities (these are all private sector driven issues).

Establishing a genuinely local context is key to success. The market opportunity provides the power to drive change in the chain and it can equally be approached with prospective suppliers as well as existing ones. UNIDO will continue to develop the GFSI relationship and work on more food safety programmes, both in processed and pre farm gate protocols. It's also crucial that a local retailer is involved. The programme can be duplicated and scaled up.”

**Ali Badarneh**, Industrial Development Officer, UNIDO, Austria



## CASE STUDY

### Learnings from the Ukraine

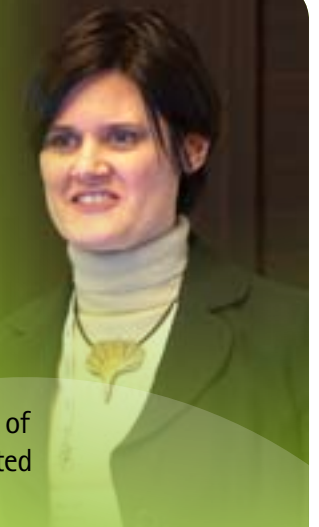
“Ukraine has been identified as a country that could make a major contribution to alleviating food shortage. Food safety is a key barrier to developing agricultural and food businesses. There are multiple agencies and multiple messages. There are 20,000 registered food businesses with minimal certification. The GFSI has provided the IFC with the capacity building tools that they needed to tackle this food safety challenge.

Nine meat companies were selected and they all failed the first assessment, despite one of the companies being certified against ISO 22000. After training, all companies demonstrated improvement with a range from 49% to 93%.

Traceability is not a known concept but is a key concern. Simple tools like journals were used to demonstrate that effective traceability does not have to be expensive or complicated. Learnings included putting more emphasis on product contamination. Also food safety culture was at the heart of the failure of one of the companies. It was wholly down to people's acceptance and commitment to the project.

An incremental approach is key for smaller and less developed suppliers.”

**Sarah Cruikshank Ockman**, Manager Ukraine Food Safety Project, International Finance Corporation (IFC – member of World Bank Group), Ukraine



# DEVELOPING COMPETENCY AND MOTIVATING YOUR WORKFORCE

Moderator: **DV Darshane**, Director, Policy, Product & Technology, Global Quality & Product Integrity, The Coca-Cola Company, USA

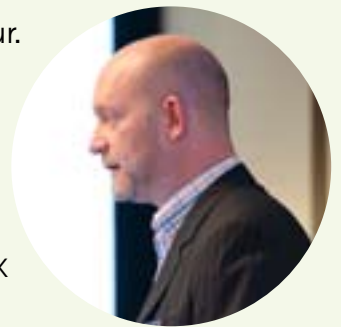
Enhancing the skills and knowledge of the individuals who are responsible for ensuring food safety is key to the credibility and integrity of business. This session looked at innovative work that has been done to create low cost interventions that drive safer behaviour.

## ● Behaviour Based Food Safety Store Interventions

“Cultural, attitude and knowledge factors are the key drivers for employee behaviour.

A behaviour based approach to changing company culture includes training, providing the relevant tools for the job, and establishing a realistic timeframe. Conclusions have shown that having the right tools in place (as simple as having more jackets in the chilled warehouse) improved understanding and the confidence of employees.”

**Dan Fone**, Director Consulting and Advisory Services, NSF-CMi, UK



## ● Online Assessment of People Based Risk



“Go with the human behaviour, not against it. Well-run businesses reflect their leaders and if we are to drive change then we need to start with them. It's the middle managers who face the reality of balancing food safety requirements with the demands of profit or safety. The highest risk people have high confidence and poor knowledge. The lowest risk people have good knowledge combined with good confidence. Using online assessments you can start to target interventions and help people.”

**David Edwards**, Executive Director, NSF-CMi, UK

## ● Developing Food Safety Communication Tools for Food Handlers

“We can demonstrate knowledge change but that doesn't result in behaviour change. It's difficult to get through to food handlers in a kitchen with a manual. Storytelling and current affairs is prevalent in their workplace so tap into that. Be eye-catching with the graphics and highlight what they can do as a food handler through your stories. Messages need to be compelling and based on evidence that can prove risk is reduced.”

**Benjamin Chapman**, Assistant Professor, Food Safety Specialist, Department of 4-H Youth Development and Family & Consumer Sciences, North Carolina State University, NC Cooperative Extension, USA



## ● Japan Food Communication Project: Changing Corporate Food Safety Culture to Build Consumer Trust.

"Our project is encouraging collaboration in the food supply chain between public and private sector with voluntary participation of the stakeholders. We launched it to drive change in a long and complex supply chain with advanced consumer needs. Consumer trust in food was low, and the project aimed to increase the amount and frequency of information between the business operators. Project participants included manufacturing, wholesale, retail, food service and academia, research institutions and government organisations. The expected results will be increased transparency in the whole food chain while the social cost of low trust will decrease."



**Yutaka Arai**, Director of Food Industry Policy Division, General Food Policy Bureau, Ministry of Agriculture, Forestry and Fisheries, Japan

### Breakout Session 6

## PACKAGING AND FOOD SAFETY

Moderator: **Carol Ciszek**, VP Worldwide Quality, Food Safety & SARA, Kraft Foods Inc, USA

## ● Safe Food Packaging of Food: Rewards Without Risks?

Each second, the world packages 100.000 products and food packaging is assumed to account for at least 2/3 of that. Many of the external functions required, depend on the use of packaging materials, ingredients and additional substances like printing inks, adhesives or even RFID-labels. Integrating these with the food poses some inherently contradictory questions in terms of rewards and risks. Basically, the aim should be to benefit from the positive aspects of the integration process (i.e. the packaging activity) while minimising or even eliminating any negative aspects. How can we continuously balance the rewards and the risks and thereby contribute to the sustainable development of our society in the coming years?



**Michael Nieuwesteeg**, Managing Director, NVC Netherlands Packaging Centre, The Netherlands



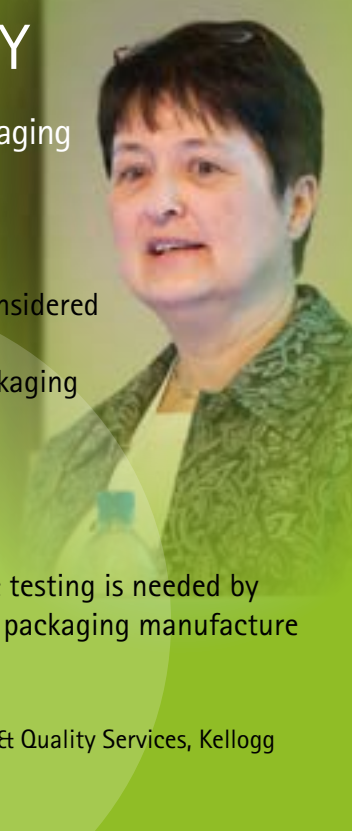
## CASE STUDY

### The Impact of Packaging Supply Chain on Food Safety

A case study that considered emerging chemical contaminants in packaging was shared.

“More organoleptic testing is needed by training testers at packaging manufacture plants.”

**Linda Pell**, VP Consumer & Quality Services, Kellogg Company, USA



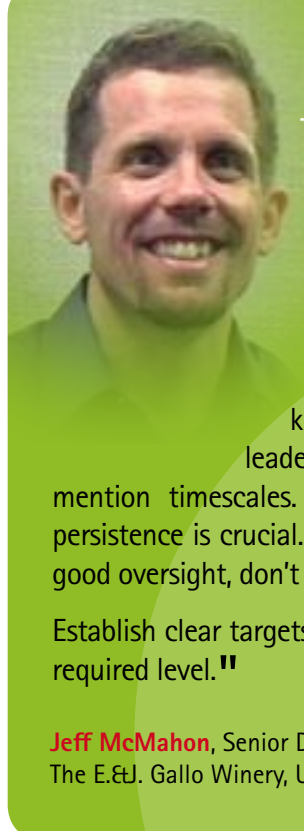
## CASE STUDY

### Transferring a Food Safety Culture to your Packaging Suppliers

“Our approach starts with the choice of a progressive supplier. Find the knowledgeable and influential leaders at the supplier and don't mention timescales. Patience, participation and persistence is crucial. While making sure you keep good oversight, don't push the supplier too hard.

Establish clear targets once you have achieved the required level.”

**Jeff McMahon**, Senior Director, Global Quality Services, The E.&J. Gallo Winery, USA



## Day 3: Friday 18<sup>th</sup> February

### Breakout Session 7

## EMERGING FOOD SAFETY ISSUES

Moderator: **Bizhan Pourkomailian**, Senior Food Safety and Social Accountability Manager, McDonald's Europe, UK

### ● Process-induced Contaminants: The Good News and the Bad News



“The main areas of current concern are acrylamide, PAH/benzo(a)pyene, chloropropanols (3-MCPD/ -esters). An emerging concern is the hot topic of ethyl carbamate glucidol fatty acid esters.

Chloropropanols (3-MCPD) can be eliminated by moving to enzyme hydrolysis. However, 3-MCPD esters are taking longer to eliminate with no data available on toxicity. It's just not possible to eliminate all the process contaminants, but by working together we can reduce the levels.”

**Michèle Lees**, Director Collaborative Research, Eurofins Analytics, France

## ● Challenges for the Prevention of Foodborne Viruses

“Unlike bacteria, viruses don’t change the appearance of food. However, some food viruses are resistant to disinfectant. It is time to include work on viruses in food safety culture. How is it possible to solve the problem of sampling for something that can be toxic in very low levels? Well, we use the same sampling as for bacteria.”

**Fabienne Loisy-Hamon**, Chief Scientific Officer, Ceeram, France



## ● Quantitative Analysis of Global Animal Health (Trends)



“In summary, you can’t get safe food from unhealthy animals. From 2006 - 2009 there has been a good decrease in deaths from illness for livestock, though there is some under-reporting due both to inability and unwillingness. We need better surveillance and data interpretation because an early warning system is very possible.”

**Ulrich Sperling**, Executive Director, TAFS, Switzerland

## ● Applied Risk Management - Best Practice Methodology & Solutions



“We need to bring the principles of HACCP into helping us with plant design. We can move to a ‘bottom up’ risk register instead of what we tend to use, a ‘best guess’ risk register. Integrated risk management can allow us to use one framework that is applied to all risk types and sites. We can have HACCP all in one system: Framework, execution, reporting and customer feedback.”

**Peter Gillson**, Director Global Relationships, SFI International, Australia



**Joe Giblin**, Founder & Director, Icon Global Link, Australia



## Breakout Session 8

# SHAPING THE FUTURE OF FOOD SAFETY WITH NEW TECHNOLOGIES

Moderator: **Robert Gravani**, Professor, Department of Food Science, Cornell University, USA

“DNA fingerprinting allows food borne illness outbreaks to be quickly traced back to sources.

Using isolates it is possible to trace illness back to a common source of the bacteria. Bacteria can be traced back to a plant, even to floor mats and other component plants showing where harmful organisms are persisting even when apparently good cleaning procedures are in place.”

**Martin Wiedmann**, Associate Professor, Department of Food Science, Cornell University, USA



“Problems over recent years with fresh cut produce, ready to eat food and blended spices have all proved that it is impossible to eliminate pathogens from all commodities. Food irradiation is not new and after 100 years we are still debating whether to use this technology or not. It is approved and recommended by Codex, WHO and FDA but anecdotal references to consumer resistance are erroneous. The concept that Europe does not accept irradiated food is also wrong. France, Belgium and the Netherlands are the largest users of irradiated food. It is harmonisation across the EU that needs to be addressed. The future of food irradiation should be seen in the context of technology, applications, regulations and globalisation. Each area requires further work and coordination to progress this technology.”



**Suresh Pillai**, Professor and Texas AgriLife Faculty Fellow and Director, National Center for Electron Beam Research, Texas A&M University, USA

## Breakout Session 9

# BUILDING A FOOD SAFETY CULTURE FROM THE TOP DOWN

Moderator: **Tom Ford**, Vice President Food Safety, Ecolab, USA

“Do you have a vision? Or does your company have a vision? Is that the same? Do you have skills in motivation, in communication? If you want to get people to share your vision, you need to work on getting your message over. The scientist within us wants to train everybody, but food safety culture isn't just about training. Every organisation has a unique culture so you can't just take something off the shelf. Organisations always have silos so you need to work across them.

Remember, people don't want to know how much you know, they want to know how much you care. Find out who are the champions. If you can recognise one, then others will identify themselves. Safe food is just good service. I think we all know that. It's quite simple really!”

**Cory Hedman**, Director, Corporate Food Safety, Meijer, USA



# CLOSING PLENARY SESSION

## Unwrapping the Future of Food Safety

"We can't see the future, but we can help make it happen. We've talked about the way the world is changing and how we need to accelerate our response for food safety. This conference is about human behaviour – it's about people. We must go beyond our traditional tools of testing and measurement. Let's make creativity a priority and celebrate imagination and innovation. It's about leadership not management. We need to work on the system, not in it. Never before in history have we, as a profession, been so well suited to advance food safety through innovation, leadership and collaboration.."

"That's my personal take home message: Food safety = human behaviour."

**Frank Yiannas**, Vice President, Food Safety and Health, Wal-Mart Stores, USA and Chairman of the Global Food Safety Conference Committee

## FOOD SAFETY – PROTECTING YOUR BRAND, YOUR REPUTATION AND YOUR FUTURE



In the closing session, celebrity chef James Martin made an entertaining guest appearance. As a restaurateur and consultant for the UK Food Standards Agency, this TV icon gave the audience his perspective on Food Safety based on his various experiences within different parts of the industry.

**James Martin**, Celebrity Chef, Restaurateur, Food Writer, Journalist and Presenter, UK

GFSI Advisory Council, Board,  
Technical Working Groups  
and Team



# CONFERENCE EXHIBITORS

The Consumer Goods Forum would like to thank the following exhibitors for their contribution in making this event a success:



# CONFERENCE PARTNERS & SPONSORS

The Consumer Goods Forum would like to thank our Partner for their longstanding support



The Consumer Goods Forum would like to thank the Sponsors for their ongoing contribution to this event

Diamond Sponsor



Platinum Sponsor



Premium Sponsor



Gold Sponsor



Silver Sponsor



Bronze Sponsor



Do  
Not  
Miss...

# GLOBAL FOOD SAFETY CONFERENCE 2012



## ADVANCING FOOD SAFETY THROUGH COLLABORATION

Share Knowledge and Network with  
over 700 Food Safety Experts  
from over 60 countries

15<sup>th</sup> - 17<sup>th</sup> February 2012  
Hotel Hyatt Regency Grand Cypress  
Orlando - USA

### International Headquarters

Paris, France  
Tel: (+33) 1 82 00 95 95  
email: [info@theconsumergoodsforum.com](mailto:info@theconsumergoodsforum.com)

### Japan Office

Tokyo, Japan  
Tel: (+81) 3 62689477  
email: [tokyo@theconsumergoodsforum.com](mailto:tokyo@theconsumergoodsforum.com)

### The Americas Office

Washington, USA  
Tel: (+1) 301 563 3383  
email: [washington@theconsumergoodsforum.com](mailto:washington@theconsumergoodsforum.com)

[www.tcgffoodsafety.com](http://www.tcgffoodsafety.com)

