



Prevention of *E. coli* O157:H7 for Further Processors

A Conference for the North American Industry



With the support of the Beef Industry Food Safety Council and in collaboration with the USDA FSIS Office of Outreach, Employee Education, and Training



August 18 - 19, 2009
Chicago, Illinois

Register Online for this Important Conference at www.NAMP.com

LOCATION:

**Four Points by Sheraton Hotel-
Chicago O'Hare Airport**
10249 West Irving Park Road
Schiller Park, IL 60176
+1 847.671.6000

WHO SHOULD ATTEND: Producers of ground, blade-tenderized, marinated and injected products in the U.S., Canada, and Mexico.

WHY YOU SHOULD ATTEND: As the North American industry continues to focus on reducing the incidence of *E. coli* O157:H7, it is important that further processors understand their role in the food safety chain, and the processes that can be put in place to protect their businesses. Regulatory agencies in all three countries have focused their attention on plants producing non-intact beef products, and these establishments must be prepared to defend their decisions.

This conference will bring together the top experts on *E. coli* O157:H7 from academia, government, and industry to discuss the requirements and available options and technologies to control *E. coli* O157:H7 - and to meet consumer and government expectations.

E. coli O157:H7 continues to be challenging and frustrating for processors of beef products. In the U.S., with FSIS Food Safety Assessments being conducted at plants across the country, meat processors are dedicating unprecedented time and resources to develop control strategies and supporting documentation for their programs. Top experts will discuss the best ways to go about this.

Every major meat industry trade association and every trade media is supporting this Conference. Simultaneous English-Spanish translation will be provided if needed.

Thank you to everyone who makes this conference possible.

REVIEW THE SCHEDULE ON THE FOLLOWING PAGES AND REGISTER NOW. EARLY REGISTRATION ENDS JULY 17.

Early Sponsors:



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Preliminary Schedule (as of June 1, 2009)

Tuesday, August 18: Technical Session

11:30 am - 12:30 pm	Check in and Registration. Refreshments
12:30 - 12:45 pm	Welcome & Introductions
12:45 - 1:15 pm	<i>E. coli</i> O157:H7 - The Challenge for Further Processors In North America Where we've been, where we are now, and where we're heading in North America. Dr. James Marsden (confirmed) Regent's Distinguished Professor of Meat Science Kansas State University Manhattan, Kansas
1:15 - 2:15 pm	Testing 101 - What it All Means Focus on the basics so you can communicate effectively with labs, test suppliers, and government inspectors about what you need and what you are doing. Dr. Wendy Warren-Serna, Ph. D. (confirmed) Director of Technical Services Food Safety Net Services San Antonio, Texas This session also will refer to the types of testing offered by suppliers that will have exhibits at the reception. Applicable in the U.S., Canada and Mexico Dr. James Marsden (confirmed)
2:15 - 2:30 pm	Break
2:30 - 3:00 pm	Exploring Intervention Technologies Introduction and discussion of the available intervention options for further processors, with reference to the intervention suppliers who will have exhibits at the reception to answer further questions. Applicable in the U.S., Canada and Mexico. Dr. James Marsden (confirmed)
3:00 - 3:45 pm	Real World Use of Interventions and Testing Panel discussion moderated by Dr. Marsden Features further processors currently using an intervention and conducting some testing. Learn what has worked for them, what has not worked, challenges, and successes. Q&A with the audience. Applicable in the U.S., Canada and Mexico. Panelists to be determined

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Tuesday, August 18: Technical Session continued

- 3:45 - 4:00 pm** **Break**
- 4:00 - 5:00 pm** **USDA FSIS Policies - Current and Future**
- Dr. Dan Engeljohn (confirmed)
Deputy Assistant Administrator
Office of Policy and Program Development
Food Safety Inspection Service (FSIS)
U.S. Department of Agriculture
Washington, District of Columbia
- Karlease Kelly (confirmed)
Assistant Administrator for Outreach, Employee Education, and Training
Food Safety Inspection Service (FSIS)
U.S. Department of Agriculture
Washington, District of Columbia
- 5:00 - 6:00 pm** **Brief Presentations by Intervention and Testing Suppliers**
- Learn from some of North America's top suppliers of *E. coli* testing and consulting services and intervention processes. Includes brief presentations by representatives of Chad, Ecolab, and Ingersoll-Rand, among others.
- 6:00 - 7:30 pm** **Networking Reception with Tabletop Exhibits**
- Relax after the day's sessions. Meet with North America's top suppliers of *E. coli* testing and consulting services, and intervention processes.

Wednesday, August 19: Regulations & Risk

- 7:00 - 8:30 am** **Special Session for Canadian Further Processors**
- Open to all participants, but geared toward Canadian companies in attendance. Learn about the latest regulations that impact your business.
- 7:00 - 7:15 am** **Welcome and overview**
- Robert de Valk (confirmed)
NAMP Director of Canadian Government Affairs
De Valk Consulting
Ottawa, Canada

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Wednesday, August 19: Regulations & Risk continued

7:15 - 7:45 am Outlook on CFIA *E. coli* O157:H7 Regulations

Dr. Richard K. Arsenault Dmv, MSc (invited)
Vice-President, Policy and Programs
Associate Vice President, Programs
Agrifood, Meat and Seafood Division
Meat Programs Division
Canadian Food Inspection Agency
Ottawa, Canada

7:45 - 8:30 am Industry's Perspective in Complying with CFIA Regulations

James M. (Jim) Laws, P.Ag. (invited)
Executive Director
Canadian Meat Council
Ottawa, Canada

Other panelists to be determined

7:00 - 10:30 am Special Session for Mexican Further Processors

This session is open to all participants, but geared toward Mexican companies in attendance. Learn about the latest regulations in Mexico that impact your business.

7:00 - 7:45 am Welcome and Perspective on Controlling *E. coli* O157:H7 by Further Processors in Mexico

Dr. Jesus Velazco (confirmed)
Director of Fresh Products
Mexican Division
H.E. Butt Grocery Co.
Monterrey, Mexico

Previously, Dr. Velazco served for 10 years as a professor and researcher at the Monterrey Technical and Superior Studies Institute. He has 25 years of experience as a consultant in cattle nutrition and management. He has 15 years of experience as a meat industry consultant. He received his Ph.D. in Animal Nutrition and Meat Science from Kansas State University in 1991, and a B.S. in Animal Husbandry in Agronomy and M.B.A. at Monterrey Technical and Superior Studies Institute in Monterrey, Mexico.

7:45 - 8:30 am Panel Discussion, Question & Answer Session

Panelists to be determined.

GENERAL SESSION

8:30 - 9:30 am USDA FSIS Field Operations - What We've Learned and Where We're Going

Dr. Kenneth E. Petersen (confirmed)
Assistant Administrator
Office of Field Operations
Food Safety Inspection Service (FSIS)
U.S. Department of Agriculture
Washington, DC

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Wednesday, August 19: Regulations & Risk continued

9:30 - 10:30 am ***E. coli* Adulteration and Deciphering USDA FSIS Policies and Regulations**

An explanation and discussion of FSIS regulations, policies, notices, directives, compliance guidelines, etc.: What they say and what they mean for meat processing companies. Also includes a brief discussion of *E. coli* adulteration from a legal perspective.

Robert G. Hibbert (confirmed)
Partner
K & L Gates LLP law firm
Former senior USDA attorney who directed USDA's standards and labeling staff
Washington, DC

10:30 - 10:45 am **Break**

10:45 - 11:30 am **Identifying Risk and Exposure in Your Process**

A step-by-step examination of a Hazard Analysis/HACCP plan of a further processor - to highlight points in the process that can increase risk/exposure and possible solutions for each step.

Focuses on critical points such as receiving, processing, sanitation, lotting and testing. Applicable in the U.S., Canada and Mexico.

Speaker to be determined.

11:30 am - 12:30 pm **Lunch**

12:30 - 1:15 pm **Preparing for a Recall: Lessons from the Past**

Sharing experience from working with meat processing companies in conducting recalls.

Dr. Barbara J. Masters (confirmed)
Senior Policy Advisor
Olsson Frank & Weeda, PC
Former FSIS Administrator
Washington, DC

1:15 - 2:00 pm **Communicating with Suppliers: Tools and Strategies**

Learn the latest efforts by packers to meet the needs of their processor customers seeking food safety information as processors comply with FSIS Notice 05-09. Brief presentations by packers and processors, followed by discussion.

Speakers to be determined.

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Wednesday, August 19: Regulations & Risk continued

2:00 - 2:30 pm **Lessons Learned from *E. coli* O157:H7 Food Safety Assessments**

Get even more valuable practical advice on how to handle FSA's.

Bobby Palesano (confirmed)
Vice President of Technical Services
International HACCP Alliance
College Station, Texas

2:30 - 3:00 pm **Speaker Panel, Wrap Up**

Wrap up conference with all of this day's speakers.

3:00 pm **Adjourn**

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Registration Form

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visit www.NAMP.com

*Fee includes all course materials, first night networking reception, and second day lunch.
A valid e-mail address for each attendee is required.*

Members of NAMP, AAMP, AMI, AMSA, BIFSCo, CMC, CMMA, CoMeCarne, EMPA, International HACCP Alliance, NMA, SEMA, and SMA U.S. \$449 (Before July 17, 2009) U.S. \$549 (After July 17)
Non-members: U.S. \$549 (Before July 17, 2009) U.S. \$649 (After July 17)

PLEASE USE ALL BLOCK LETTERS

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Signature: _____

____ Check (please make checks payable to NAMP)

Make your reservations directly with the hotel.

Ask for the special NAMP Conference rate of \$99/night

Four Points by Sheraton, 10249 W. Irving Park Rd.
Schiller Park, IL 60176 Phone: +1 847.671.6000

Paying by credit card? Mail, fax, e-mail this form to NAMP. If paying by check, attach check to form and send to: North American Meat Processors Association, 1910 Association Drive, Reston, VA 20191 USA.

Fax: +1 703.758.8001 E-mail: Communications@NAMP.com

Cancellation/Refund Policy: Fees will be refunded in full if attendance is canceled in writing 30 days or more prior to the start of the event. All but U.S. \$50 will be refunded for cancellations between 29-15 days prior and 50% will be refunded for cancellations received 14 days or less prior to the event. Exceptions are granted under certain circumstances.