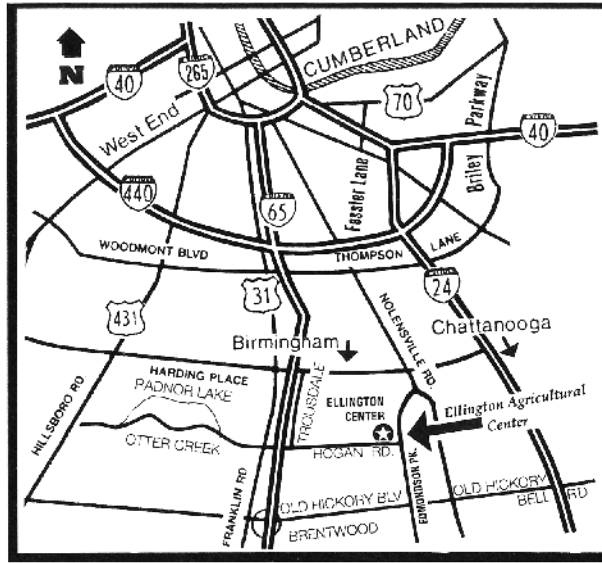


Organizations represented on the Tennessee Food Safety Task Force:

- Cracker Barrel
- Mayfield Dairy Farms
- McKee Foods Corporation
- Memphis-Shelby County Health Department
- Metro Nashville Public Health Department
- National Association of Consumer Agency Administrators
- Tennessee State University, Department of Family and Consumer Sciences
- Tennessee Department of Agriculture
- Tennessee Department of Health
- Tennessee Department of Education
- Tennessee Grocers and Convenience Store Association
- Tennessee Beef Industry Council
- Sodexo
- U.S. Food & Drug Administration
- U.S. Department of Agriculture, FSIS
- University of Tennessee, Department of Food Science and Technology



**Ed Jones Auditorium
Ellington Agricultural Center**

440 Hogan Rd.
Nashville, TN 37220-9029
(615) 837-5103

Driving Directions:

From I-65: Take Exit #78-A east on Harding Place. Take a right at the second light onto Trousdale Drive. Travel south on Trousdale for approximately 1.5 miles. Turn left on to Hogan Road at the four-way stop. Hogan Road ends at the front gates of the Ellington Agricultural Center. Note: all buildings have identifying lawn signs for your convenience.

From I-24: Take exit #56 west on Harding Place to the Nolensville Road intersection at Harding Mall. Turn left onto Nolensville Road and travel south 1/10 mile and turn right onto Edmondson Pike. Travel 1.5 miles on Edmondson Pike. The east entrance to Ellington Agricultural Center is on the right.

To the Ed Jones Auditorium: Enter the front gates from Hogan Road. Bear to your right. The Moss Building (antebellum-style mansion) will be on your left at the top of the hill. Follow the drive until you reach the auditorium (a large white barn-like structure that sits at the end of the lawn behind the mansion.)



THE UNIVERSITY of TENNESSEE



Food Recalls

February 19, 2009
Nashville, Tennessee

Recall Initiation,
Implementation,
Effectiveness
and Costs:

Enhancing
Communication Between
Industry, Regulators and
Public Health



Food Recalls

Recall Initiation, Implementation, Effectiveness and Costs:

Enhancing Communication between Industry, Regulators and Public Health

Ed Jones Auditorium
Ellington Agricultural Center
Nashville, Tennessee

Program

The one-day session will include high-level representatives from state and federal public health officials, the beef industry, food manufacturing and retail. Speakers will provide their perspective on the steps leading to initiation of food recalls, as well as the implementation and impacts of food recalls. Speakers will participate in a panel discussion focusing on ways to improve communication, data sharing and decision making. In addition, panel members will discuss their perspective on interaction with the media and release of public information.

Objectives

- Attendees will be able to describe the roles of state and federal public health officials, the beef industry, food manufacturing and retail food outlets as related to food recalls.
- Attendees will be able to describe information and investigations used by regulators public health officials and industry to initiate a recall.
- Attendees will be able to describe communication needs of the various stakeholders.

Program – Thursday, February 19, 2009

| | |
|-------------------------|---|
| 8:00 – 8:30 a.m. | Registration |
| 8:30 – 8:50 a.m. | Welcome/Opening remarks <i>Dr. Tim Jones</i> <i>State Epidemiologist</i> <i>Tennessee Department of Health</i> |
| 8:50 – 9:50 a.m. | Public Health Perspective TBA <i>Dr. William Keene</i> |
| 9:50 – 10:00 a.m. | Break |
| 10:00 – 11:00 a.m. | FDA Perspective Overview of recall activities from the FDA perspective <i>Armondo Zamora</i> |
| 11:00 – 11:15 a.m. | Break |
| 11:15 a.m. – 12:15 p.m. | Beef Industry Perspective Beef industry intervention, recall response and costs <i>Dr. Mandy A. Carr</i> |
| 12:15 – 1:15 p.m. | LUNCH |
| 1:15 – 2:15 p.m. | Manufacturing Perspective Production evaluation, information needs and decision making <i>Sarah Geisert</i> |
| 2:15 – 2:30 p.m. | Break |
| 2:30 – 3:30 p.m. | Retail Perspective Inventory, actions, consumer communication <i>Jeff Edelen</i> |

3:30 – 3:40 p.m. Break

3:40 – 4:30 p.m. **Panel Discussion: Audience Questions**
Panel topics: Stakeholder and consumer communications, data sharing, legal implications and recall costs

Dr. William Keene

Senior Epidemiologist, State of Oregon Department of Human Services, Adult Communicable Disease Program

Armondo Zamora

- Team Leader, Recall Operation Staff, Office of Regulatory Affairs – Office of Enforcement, FDA
- Monitors field investigations relating to all FDA recalls

Dr. Mandy A. Carr

- National Cattlemen's Beef Association Executive Director for Beef Safety Research
- Leads the Safety Nutrition and Consumer Well-Being Group in the Department of Research Education & Innovation at the National Cattlemen's Beef Association

Sara Geisert

- Senior Director, Head of Global Products Safety and Regulatory Affairs, General Mills, Inc.
- Establishes standards and assessment of product safety risks
- Identifies emerging issues, preventive strategies and management of regulatory affairs

Jeff Edelen

- Food Safety Manager, The Kroger Company – Mid-South Division
- Provides leadership for all Kroger food safety initiatives
- Provides employee food safety training, store inspections, stores with resource information, interfaces with state and local health departments and works with third-party auditors.

Registration Form

(Please print or type)

Last, First, Middle

Company

Mailing Address

City, State, Zip

Phone

FAX

E-mail

Duplicate this form as needed and complete separate form for each participant.

Pre-registration fee:
\$55 per participant (before February 11)
After February 11, \$65 per participant

Includes morning, afternoon break refreshments and lunch

Please make checks payable to
The University of Tennessee

For payment by credit card go to:
www.foodsafetytaskforce.org

Return form with payment to:

Nancy Austin
Department of Food Science and Technology
The University of Tennessee
2509 River Drive
Knoxville, TN 37996-4539
(865) 974-7331