

Agricultural & Food Traceability Conference

Agenda

Tuesday, June 9, 2009	
8:00AM – 8:45AM	Registration and check-in
8:45AM – 9:15AM	Welcome and Introductions
9:15AM – 10:15AM	Keynote speaker – John Butler , Beef Marketing Group – “Challenges and Incentives of Traceability Programs for Meat Products”
10:15AM – 10:30AM	Break
10:30AM – 12:00PM (2 sessions of 45 minutes each)	Steve Rockhold – Miller Coors – “Sourcing Brewing Materials for High Quality Beer” Alan Reab – Sysco Iowa – “Distribution Perspective on Processes Used to Differentiate Quality, Add Value, and Increase Traceability”
12:00PM – 1:00PM	Lunch
1:00PM – 2:45PM (2 sessions of 45 minutes each)	Tim Sullivan - West Central Cooperative – “Use of Quality Management Systems to Promote Traceability in Commodity Grains” Scott Saienga - MBS Genetics, LLC – “Using ISO to Improve Purity and Quality of Seed”
2:45PM – 3:00PM	Break
3:00PM – 4:30PM (2 sessions of 45 minutes each)	Gary De Long – Novecta – “Use of Third Party Audit to Verify Sources from Farm to Supplier” Petter Olsen – Nofima – “Using Process Mapping to Facilitate Traceability”
4:30PM – 5:30PM	Reception and Networking Session; Exhibitions, Posters
5:30PM – 7PM	Dinner Banquet
Wednesday, June 10, 2009	
8:00AM – 8:30AM	Breakfast
8:30AM – 10:00AM (2 sessions of 45 minutes each)	Richard Ross – TraceGains, Inc – “Regulatory Compliance and Legislative Requirements of Traceability” Stephanie Mercier – Senator Tom Harkin’s Office – “Economic Aspects of Regulation and Legislative Requirements”
10:00AM – 10:15AM	Break
10:15AM – 11:45AM (2 sessions of 45 minutes each)	Sherri McGarry – U.S. Dept of Health & Human Services – “Integration of Food Safety and Traceability” Director of Quality Assurance – HyVee Grocery Store – “Retail Perspective on Using Traceability for Added Quality and Value”
11:45AM – 1:00PM	Lunch and Exhibitions
1:00PM – 1:45PM	Bill Northey – Iowa Secretary of Agriculture – “Agricultural Traceability – Opportunities and Challenges”
1:45 – 2:30PM	Panel Discussion – Where do we go from here?
2:45PM – 3:00PM	Closing and Wrap-up