Fifth Annual
Food Regulatory & Quality Assurance Summit

Tuesday, October 21st and Wednesday, October 22nd, 2014 | Toronto, ON

CFIA & FDA Updates | Prevent & Manage Recalls | Nutritional & Health Claims
GFSI Standards | Import & Export Compliance | GMO Labeling Trends | Traceability

ATTAIN crucial insights from 11 leaders:
1. Canadian Food Inspection Agency
2. U.S. Food & Drug Administration
3. Clif Bar & Company
4. Costco Canada
5. Walmart Canada Corp.
6. Monsanto Canada Inc.
7. John Morrell Food Group
8. Plats Du Chef
9. Olymel
10. Sensient Flavors Canada

TAKE AWAY 10 practical solutions to meet regulatory compliance and excellence:
1. Regulatory Modernization: Get updates and answers from CFIA and FDA
2. Health & Wellness Claims: Help your customers make informed choices
3. Recall Management: Implement processes to protect your customers and reputation
4. GMO Labelling: Source best practices to meet consumer demands
5. Sodium Reduction Trends: Provide healthier products and be the label of choice
6. Traceability: Improve your supply chain and ensure product quality
7. Risk Mitigation: Safeguard your company against costly disruptions
8. Retailers Roundtable: Keep abreast with retailers’ private policies and requirements
9. GFSI Certification: Stay compliant with industry harmonized standards
10. Quality Assurance: Achieve and exceed certification standards

www.foodregulationcanada.com
YOUR CUSTOMERS, BUSINESS AND REPUTATION ARE AT STAKE.
PREPARE YOUR COMPANY TO BE COMPLIANT WITH EVOLVING FOOD REGULATIONS IN CANADA.

Be the strongest link in an increasingly global network of food suppliers, manufacturers, processors, producers, and distributors.

Upcoming food regulatory changes will transform the way Canadian food companies do business. Arm yourself with the latest guidelines, best practices and tools to meet Canada’s new regulatory framework head-on.

Gain insights and clarity into the Canadian Food Inspection Agency’s (CFIA) focus for 2015 and new developments from the Food Safety Modernization Act (FSMA). Anticipate the implications of the latest food trends and how they will impact you.

Source the right policies and processes to better manage your recalls. Take away “natural,” “health” and “wellness” claim labelling best practices without the added liability costs. Get an inside look into retailer policies and other industry mandated certifications and requirements.

Attend this event to keep your company prepared and navigate through the upcoming changes. Walk away with guidance to ensure your company’s compliance.

Your next step to regulatory excellence:
THIS CONFERENCE!

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Our Five Conference Differentiators
1. One-of-a-kind food regulatory event in Canada
2. Dedicated Q&A with the CFIA and FDA
3. Three retailers and eight food brands
4. Open forum to facilitate quality peer interactions
5. Industry-vetted speakers and exclusive case studies

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8. Plats Du Chef
9. Olymel
10. Sensient Flavors Canada
11. Body Plus Nutritional Products Inc

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REGISTER TODAY
Space is Limited and Sure to Sell Out
Don’t miss your chance to participate in critical, industry-changing discussions. Make sure you are included.

Call 1-866-298-9343 or email registrations@strategyinstitute.com
Benefit from the guidance of leading regulators and industry innovators. Attend this high-level summit specifically designed for the following:

**Food Manufacturers; Processors; Producers; Retailers; Food Services; Wholesalers/Distributors**

- Regulatory Affairs | Quality Assurance | Quality Control | Food Safety | HACCP | Product Development | Risk Management
- **Assess** the impact of recent regulatory implementations
- **Anticipate** and prepare for upcoming regulatory changes
- **Maintain** quality excellence and certification standards
- **Improve** operational efficiency through better traceability programs
- **Exceed** consumer expectations and uphold your reputation

**Federal, Provincial, and Regional Government Agencies**

- Policy | Health Protection | Inspection | Standards Development | Trade and International Affairs
- **Gain** insights on the industry’s ability to meet and exceed your guidelines
- **Gather** feedback and respond to industry needs and concerns
- **Identify** opportunities and areas to enhance industry collaboration
- **Stay** on top of industry trends and realities to guide your work accordingly

**Auditors and Standards Companies; Inspections Monitoring/Traceability Devices; Sanitation and Pest Control; Laboratories; Food Packaging Companies; Legal; Consultants**

- Business Development | Sales | Account Management
- **Connect** with million-dollar spending budgets
- **Network** with decision-makers and be a supplier of choice
- **Establish** your leadership in facilitating food safety and regulatory compliance
- **Stay abreast** of industry developments to guide your service strategy
- **Contribute** to industry advancement and benefit from growth opportunities

"Great experience to be updated with new technology and learn the new threats in our industry."
- Rebecca Kodin, Quality and Food Safety Manager, HMR Kitchen

"Very good overview of regulations that are changing and how it is to be implemented both in Canada and the US."
- Jeff S., QA Manager, The Little Potato Company

"Very well organized and speakers were great."
- Rachelle Catellier, Logistic Supervisor, Hemp Oil Canada

"Very informative presentations with a wide variety of topic areas."
- Grant Hackman, Manager, Training and Quality Assurance, Peak of the Market

"The conference was better than anticipated. I have learned a lot in these 2 days and hope to bring some new ideas to improve our regulatory compliance program."
- Doug Prior, Customer Supply Chain Regulatory Compliance, Tetra Pak Canada

**Ensure Your Leadership with a Customized Sponsorship/Exhibit Package**

Meet, network and present to a captive audience of quality assurance and food regulatory decision-makers. Use exhibit booths and the speaker podium to showcase your firm’s solutions and expertise to exactly who you need to meet. Select sponsorship packages are still available.

To learn more, contact Simon Wright at 1-866-298-9343 x 275, or email wright@strategyinstitute.com.

**Bring your team and benefit from special pricing:**

Ensure all members and staff of your organization understand the latest in food regulatory compliance, quality assurance and consumer trends. Take this opportunity to develop a shared vision with them. Send your entire team and grow your business.
D A Y  O N E  
Tuesday, October 21st, 2014

7:30 AM  Registration and Continental Breakfast

8:15 AM  Opening Comments From the Chair
Nicole Gourley,  
Senior Vice President, Industry Relations,  
GS1 Canada

8:30 AM  CFIA Special Address
Assess the Impact of Regulatory Changes in Canada and Know What to Expect for 2015

The food regulatory landscape continues to evolve to better protect Canadians. Stay up to date on the changes, what it means for your future planning, and how you can stay compliant. Take away a blueprint on:

- How the new changes will be implemented
- Progress made in the past year
- Forward regulatory plans for 2015

Be the first to know and fully prepare your organization for 2015 regulatory changes.

Colleen Barnes,  
Executive Director, Domestic Food Safety Systems & Meat Hygiene Directorate  
Canadian Food Inspection Agency

9:15 AM  FSMA 2014 Update
Food Safety Modernization Act Updates and Implications to Your Business

With the United States being Canada’s largest trading partner, Canadian food companies need to stay on top of the latest FDA regulatory requirements. Hear about the latest developments and what the new deadlines mean for you. Devise your best approach to stay compliant.

- Gain clarity in FSMA’s directions and expected updates
- Get familiar with Canadian food export and suppliers’ accountability
- Align your organization to prevent rather than respond to contamination

Be equipped with the latest USA updates to ensure compliance at your organization.

Rebecca Buckner,  
Senior Advisor for FSMA,  
U.S. Food and Drug Administration

10:00 AM  Mid-morning Networking Break

10:30 AM  Natural Health Product Update
The Future of Canada’s “Supplemented Foods”: Navigate the Transition of Food-like Natural Health Products to a New Regulatory Framework

Health Canada has been working on the transition of food-like Natural Health Product to the Food and Drug regulatory framework, with additional upcoming changes. Gain insights into the future of “supplemented foods” and prepare your company for the changes.

Source guidance on the:

- New definition of “supplemented foods” and identify affected products
- New fortification limits and how they will affect your products
- New requirements to achieve compliance

Gain clarity on the impact these food-like NHP regulatory changes will have for you.

Jon-Paul Powers,  
Director of Scientific Affairs,  
Body Plus Nutritional Products Inc

11:15 AM  CFIA REcall Process
Navigate a Recall Investigation and Process to Overcome Your Hurdles Before They Happen

You work everyday to ensure your foods are safe and meet your quality standards. But sometimes, food is contaminated or it does not comply with federal regulations. Hear directly from the CFIA on their recall investigation and classification process. Get firsthand insights to:

- Navigate the investigation process and how best to collaborate with the CFIA
- Identify steps to minimize the costs of the recall

Keep your company prepared and know what to expect based on your peer’s experience.

Tom Graham,  
Director, Domestic Inspection Division  
Canadian Food Inspection Agency

12:00 PM  SPOTLIGHT
New Metrics for Measuring Employee Behaviour

Streamline employee behavior for a more comprehensive inspection result. Get a closer look as to how automating inspections will improve quality man-hours, fulfill compliance for regulatory standards, and provide in-depth data and retrievable analytics.

Robert A. Gleason, III,  
President/CEO, Board Member,  
Gleason Technology
1:15 PM SPOTLIGHT
Develop Your Roadmap to Support and Maintain Traceability Compliance Throughout Your Supply Chain
Supply chain traceability is coming. Are you ready for it? Walk away with an action plan to:
- Learn where supply chain traceability is at now and current industry trends
- Use traceability benchmarking and GS1 protocols to support your own abilities to quickly track and recall products
- Update your internal programs and policies to reflect upcoming trends and changes

Improve efficiencies within your own business and along the supply chain when tracking traceability information.

Judith Kirkness,
Traceability Specialist,
Traceability Matters

2:00 PM Retailers’ Panel
Protect the Quality and Integrity of Your Food Chain to Meet Retailer Expectations
Over the years, retailers have tightened the requirements and standards they ask of their suppliers, shaping industry standards from within. Better understand what retailers expect from you and how you can collaborate to ensure food safety and quality. Take away information on:
- Retail food safety and recall management
- Vendor audits, traceability, and GFSI certifications
- Import licensing requirements, importers’ accountabilities and new supplier requirements
- Business and regulatory considerations for contracting suppliers

Ensure you comply with your retailers’ requirements to sustain working relations.

Marcelle Lavergne,
Director, Product Safety & Quality Assurance,
Costco Canada

Katherine Di Tommaso,
Director, Food Safety & Quality Control,
Walmart Canada

2:45 PM Mid-afternoon Networking Break
Interact with conference speakers and fellow attendees.

3:15 PM Case Study: Olymel (Award Winner)
Sodium Reduction Food Trends: Overcome the Challenges to Meeting Consumer Demands for Healthier Products
Sodium is not harmful in itself. However, studies show that most consumers absorb excessive amounts of sodium, which can cause health problems. Seize the opportunity to meet your customers’ demands for healthier products without compromising taste and safety. Learn how one company rose to the challenge.

- Assessing the factors involved in tackling a sodium reduction program
- Providing consumers with a product that has the organoleptic attributes
- Preserving integrity and safety, while creating healthier products

Innovate your products and promote healthy eating habits.

Dr. Sylvain Fournaise, V.M., M.Sc.,
VP Food Safety & Technical Services,
Olymel s.e.c./l.p.

4:00 PM GMO Labelling Panel
Decipher the Key Issues, Guidelines and Implications of Current Trends of GMO Labelling
GMO labelling is not mandatory in Canada. However, with the recent Vermont GMO labelling law coming into effect in 2016, trends may begin to shift. Prepare your company to meet emerging changes. Leverage industry knowledge and insights to:
- Identify GMO labelling trends in Canada and the USA
- Assess key challenges and the impact of GMO labelling
- Improve consumer education and trust

Source intelligence on GMO labelling trends and how these may impact your business.

Priya Singer,
Senior Director of Quality Assurance & Regulatory Affairs,
Plats Du Chef

Estelle Parnell-Clunies, Ph. D,
Technical Director - R&D,
Sensient Flavors Canada

Nancy MacLeod,
Regulatory Affairs Manager,
Sensient Flavors Canada

Andreas Boecker,
Associate Professor,
University of Guelph

(MODERATOR)
Sara Zborovski
Partner (Toronto)
Davis LLP

5:00 PM Evening Social Activities
Network with industry leaders and stakeholders while enjoying some of the best Toronto has to offer. Start by joining delegates and speakers for complimentary appetizers.
DAY TWO
Wednesday, October 22nd, 2014

7:45 AM  Registration and Continental Breakfast

8:15 AM  Opening Comments From The Chair

Peter Warmels,
Risk Management Consultant,
GS1 Canada

8:30 AM  CFIA Complaints and Appeals Office

Further Steps in Transparency, Collaboration, and Stakeholder Engagement

Established in April 2012, the Complaints and Appeals Office (CAO) is part of CFIA’s transformation to becoming more service-oriented, responsive and accountable. As a stakeholder in food supply, be knowledgeable on how you can register complaints, compliments, and comments related to CFIA service delivery, administrative errors, and regulatory decisions. Examine:

- How and when to submit a complaint, comment or compliment regarding your dealings with CFIA
- Progress and updates in the last year, including a review of metrics
- Future plans and improvements

Gain insights and updates into this important administrative redress process for your benefit.

Eric Jeaurond,
Senior Complaints and Appeals Analyst,
Complaints and Appeals Office,
Canadian Food Inspection Agency

9:15 AM  Safe Food Canada: The Learning Partnership

Creating a Partnership to Enhance Collaboration Across the Canadian Food Sector

The Learning Partnership initiative advocates for industry, government and academia collaboration in an effort to promote a food safety learning framework and identify competencies and associated learning needs. This presentation will provide examples of competency-based curriculum frameworks that will be developed. Take a closer look at the establishment of standards for the design, development and delivery of training initially for the food safety sector and this proposed partnership launching 2015 timeline. Hear how this partnership can:

- Reduce industry learning and in-house training costs with standardization of courses
- Strengthen Canada’s food safety system in a cost-effective manner
- Enhance personnel career development, increase retention and create competency-based career paths

Take this opportunity to shape these efforts and become a part of this partnership

Dr. Michael Trevan,
Head and Professor, Department of Food Science
University of Manitoba

10:00 AM  Mid-morning Networking Break

Interact with conference speakers and fellow attendees.

10:30 AM  Industry Expert: Food Litigation

Don’t Get Burned: Avoiding Liability in the Food Industry

With food litigation on the rise in Canada, there is a growing need for companies involved in the food industry to recognize their potential exposures to different types of claims. Possible risks to you and your business include lawsuits arising out of allegations of product liability, breach of contract, fraud, misrepresentation, and nuisance, among others. Learn about some of these types of claims, who can be sued and some available measures to help protect your company such as:

- Ensuring comprehensive and adequate insurance coverage
- Ensuring compliance with regulatory and statutory obligations and industry practices
- Ensuring proper review of contracts
- Maintaining accurate records
- Seeking knowledgeable advice and support

Learn about the range of legal exposures and some strategies for mitigating your risks.

Amy Pressman,
Partner,
DAVIS LLP

11:15 AM  Case Study: Monsanto Canada Inc.

How to Manage the Regulatory Challenges of Evolving Science

Genetically modified organisms are an evolving science in an outcome-based regulatory environment. How do you work with regulators to help them adapt and move the industry forward? Source strategies to:

- Establish a productive relationship with regulators
- Leverage new analytical techniques to deliver submissions in a timely manner
- Confront the regulatory hurdles to launching innovative products

Take away new perspectives to overcome regulatory hurdles to your innovations.

John A. Lynch
DVM, MSc, DVSc, MBA, Diplomate ACVM,
Vice-President, Regulatory Affairs,
Monsanto Canada Inc.

12:00 PM  Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1-866-298-9343 | registrations@strategyinstitute.com
Recognize and Control Your Risks to Safeguard Your Company Against Disruptions

Food companies are inherently exposed to all kinds of risks, from supply chain disruptions, to food contamination and recalls, to consumer lawsuits. Ensure your business continuity with preventive strategies. Learn from international food companies on how you can:

- Manage your supply chain to reduce contamination risks and protect against recalls
- Minimize your labelling risks and prevent costly lawsuits
- Analyze insurance and other contract-based vehicles to spread food-related risks
- Negotiate the recovery of your losses and secure payments for your claims

Get an international perspective on protecting your business against costly disruptors.

Amy Norris,  
Chief Legal Counsel,  
Clif Bar & Company

Jonathan Cohen,  
Partner,  
Gilbert LLP.

Develop a Roadmap to Protect Your Brand, Your Business and Your Customer - Pre, During and Post Recall

Product recalls impact thousands of food companies every year. Gain knowledge to navigate the recall process to protect your brand and your customers. Create a strategy to:

- Ensure you are sufficiently prepared for effective recalls
- Minimize the impact to your brand and bottom line
- Develop the art of recall management in all levels of the organization

Establish an action plan for your recall strategies.

Frank Schreurs  
Global Managing Director, Consulting & Technical Services,  
NSF International

How to Control Hazards in Your Production to Prevent Product Recalls

The safety of your food products largely depends on your ability to control the hazards in your production facilities. Develop a blue print to improve the safety of your food and manage the hazards that are within your control. Source practical examples and guidelines to:

- Develop effective validation and verification methods
- Assess key pre-requisite programs to improve your hazard controls
- Establish proven control mechanism solutions

Take back tactics to enhance the quality and safety of your food products.

Gene Bartholomew,  
Corporate Director of Food Safety,  
John Morrell Food Group

2:45 PM Mid-afternoon Networking Break

Interact with conference speakers and fellow attendees.

Book your accommodation by Monday, September 29th, 2014 for our exclusive conference rate of $169/night by mentioning “Food Regulatory Summit by Strategy Institute”

To make your reservations, please contact Toronto Airport Marriott Hotel:

Toronto Airport Marriott Hotel  
901 Dixon Road | Toronto, ON M9W 1J5 Canada  
Phone: 1-416-674-9400  
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**CONFERENCE PRICING**

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**Registration Fee:**
The registration fee includes luncheon, receptions, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to the Strategy Institute Inc. and write the registrant’s name on the face of the cheque.

**Early Bird Special:**
Expires on August 15th and September 12th, 2014. Cannot be used with group discount.

**Group Discount:**
A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the regular conference cost.

**Cancellations:**
Cancellations must be received in writing by October 7th, 2014. Cancellations received by this date will be eligible for a prompt refund less a $495.00 (plus HST) administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

**Conference Code:** 114022