JIFSAN Advisory Council Spring Symposium

Risk Communication – Communicating Science to the Public

Greenbelt Marriott Hotel

Greenbelt, Maryland

March 24, 2010

7:30 AM  Registration & Continental Breakfast

8:30-8:40  Welcome and Morning Session Moderator
            Jianghong Meng, Director, JIFSAN

8:40-9:20  Keynote Address:  “Anatomy of an Outbreak/Adverse Event: Melamine”
            Speaker – Renate Reimscheussel, FDA/Center for Veterinary Medicine

Session 1: Consumer/Behavior Research

9:20-9:50  Using the JIFSAN Pilot Observational Study of Food Safety Practices in
           Interagency Listeria monocytogenes at Retail Deli Risk Assessment
           Speaker – Sherri Dennis, FDA/Center for Food Safety and Applied Nutrition

9:50-10:20 Study on Farmers Understanding and Implementation of Good Agricultural
           Practices (GAPs)
           Speaker – Linda Verrill, FDA/Center for Food Safety and Applied Nutrition

10:20-10:30 Break

10:30-11:00 Evaluating Public Health Impacts and Cost-Effectiveness of Implementing
             GAPs in the Tomato Farm Environment
             Speaker – Amy Sapkota, University of Maryland

Session 2: Laboratory Testing Methodologies

11:00-11:30 Detection of Food Allergens:  Current Analytical Methods and Future Needs
            Speaker – Lauren Jackson, FDA/Center for Food Safety and Applied Nutrition

11:30-12:00 PM Development and Validation of In-vitro Hepatotoxicity Assay(s) for Dietary
                Supplement Materials
                Speaker – Liangli (Lucy) Yu, University of Maryland
12:00-12:30 Advances in Rapid Microbiology Testing Methods
   Eric Brown, FDA/CFSAN

12:30-1:30 Lunch

Afternoon Moderator
   Juliana Ruzante, Manager Risk Communications, JIFSAN

Session 3: Risk Communication

1:30-2:00 Impact of Media on the Perception of Food Safety Issues
   Speaker – Linda Aldoory, University of Maryland

2:00-2:30 Applying Risk Communication Principles to Today’s Food Issues
   Speaker – David Schmidt, International Food Information Council (IFIC)

2:30-3:00 Industry Perspectives on Food Safety Issues
   Speakers – Daniel Schmitz (Abbott Nutrition) and Henry Chin
   (The Coca Cola Company)

3:00-4:00 Panel discussion: Communicating Science to the Public
   Panelists – Symposium Speakers

End of Symposium