

## **JIFSAN Advisory Council Spring Symposium**

### **Mitigating the Consequences of an Outbreak/Adverse Event**

**April 27-28, 2011**

**Greenbelt Marriott Hotel**

**College Park, MD**

#### **Symposium Background**

Outbreaks and adverse events occur with alarming frequency resulting in a lack of, or decline in, confidence in the safety of foods. Preventing such events and restoring consumer confidence is the goal of the entire food industry. The Joint Institute for Food Safety and Applied Nutrition (JIFSAN) Advisory Council's 2011 Symposium is designed to help facilitate that goal.

There are lessons to be learned from past outbreaks and adverse events, but learning from the past will only get you so far. Circumstances change, microorganisms adapt, analytical methods are refined and can detect infinitely smaller quantities, and our exposure to changing environments expands in a continuously shrinking world.

Using risk analysis tools in addition to past lessons-learned could help identify and quantify where we are most vulnerable, and allow us to focus our limited and increasingly valuable resources on prevention.

When the unexpected does happen, knowing how and what to communicate to the consumer could reduce damage to a brand's image and minimize loss of consumer confidence. And if lost, knowing how to regain consumer confidence can help rebuild your business.

Having the right tools and knowledge gives you an advantage when facing the challenges of an outbreak/adverse event, and knowing how to communicate with consumers could help you remain competitive.

This symposium will provide an overview of lessons learned from past events, cover the use of risk analysis tools to focus resources on preventing future occurrences, and help you understand how the consumer interprets and reacts to information.