University of Maryland
Joint Institute for Food Safety and Applied Nutrition
Advisory Council 2013 Annual Spring Symposium

Conundrum of Defining Food Safety – The Case of the Moving Zero

Greenbelt Marriott Hotel
Greenbelt, Maryland
April 18-19, 2013

8:00 AM  Registration & Continental Breakfast

9:00 AM  Symposium Opening – Welcome
Jianghong Meng, JIFSAN, Director
George Evancho, JIFSAN, Symposium Chair

9:15  Session 1: The Vanishing Zero and the Food Safety Conundrum

Introduction
Chair:  Julie Jones, St. Catherine University, St. Paul, MN
Co-Chair:  Bradd Eldridge, Abbott Nutrition, Abbott Park, IL

How Risky is Risky?  The Use of Risk Assessment in Establishing Safety
Julie Jones, St. Catherine University, St. Paul, MN

9:45  Chasing Zero – How Changes in Methodology Contribute to the Food Safety Conundrum
Jonathan DeVries, General Mills/Medallion Laboratories, Minneapolis, MN

10:15  BREAK

10:30  Consumer Perceptions of Food Safety in a Global Supply Chain
Carmen Stacy, Grocery Manufacturers of America (GMA), Washington, DC
11:15  Food Safety from a Lawyer’s Perspective  
*R. Drew Falkenstein, Marler Clark LLP PS, The Food Safety Law Firm, Seattle, WA*

**Question and Answer Session**

12:00 PM  **Lunch**  
*Speaker: David R. Lineback, JIFSAN, Southport, NC*

1:15  **Session 2: Science and the Moving Zero**

**Introduction**  
*Chair: Patrizia Barone, Unilever, Englewood Cliffs, NJ*  
*Co-Chair: Craig Llewellyn, The Coca Cola Company, Atlanta, GA*

1:20  How Safe is Safe – Chemical Perspective  
*Michael Landa, Food and Drug Administration, College Park, MD*

2:00  How Safe is Safe: Examining the Past and Present to Gain a Perspective on the Future, and the Effect of the FDA Public Database  
*Donald Zink, Food and Drug Administration, College Park, MD*

3:00  **BREAK**

3:15  Epidemiology of Weak Associations  
*Paolo Boffetta, Mt. Sinai Medical School, New York City, New York*

4:00  Toxicology in the 21st Century  
*Thomas Hartung, Johns Hopkins University, Baltimore, MD*

**Question and Answer Session/ Day Overview**

**Evening Event**

5:45 PM  Reception and Participant’s Dinner

8:30 PM  *Conclusion of Dinner*
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April 19, 2013

8:00 AM  Registration & Continental Breakfast

9:00 AM  Welcome – Day Two
Jianghong Meng, Director, JIFSAN
George Evancho, Symposium Chair

Keynote Speaker
Gilbert Leveille, Leveille Associates, Denville, NJ

9:45  Session 3: The Changing Face of Consumer Perception

Introduction
Chair: Anthony Flood, International Food Information Council, Washington, DC
Co-Chair: Donna Rosenbaum, Food Safety Partners Ltd, Northbrook, IL

9:50  How Consumers’ Perceptions have Changed Over Time – A Case Study
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, IL

10:20  Break

10:35  Does Knowledge of a Risk Change Behavior? Case of Aflatoxin in Kenya
Clare Narrod, JIFSAN/University of Maryland, College Park, MD

11:05  How the Social Media has Influenced Consumer Perception
Jania Matthews, International Food Information Council, Washington, DC

11:35  Arsenic in Food: Rice – A Case Study
Elizabeth Petrun, University of Maryland, College Park, MD

Question and Answer Session / Symposium Wrap-up