University of Maryland
Joint Institute for Food Safety and Applied Nutrition

JIFSAN – Celebrating 15 Years of Success

Advisory Council 2011 Spring Symposium

Mitigating Consequences of an Outbreak/Adverse Event

Greenbelt Marriott Hotel
Greenbelt, Maryland
April 27, 2011

7:30 AM   Registration & Continental Breakfast
Poster Session (10:00 am to 5:00 pm – Chesapeake Room)

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

9:20 AM   Session 1: Making a Difference in the Future by Learning from the Past

Session Chair & Moderator:  Dr. Patrizia Barone – Unilever

9:30    Lessons from the Hydrolyzed Vegetable Protein Incident
Speaker: Jenny Scott, FDA, Center for Food Safety and Applied Nutrition, College Park, MD

10:00    A Retrospective on the Multiagency Response to Seafood Safety Following the 2010 Deepwater Horizon Oil Spill
Speaker: Peter Koufopoulos, FDA, Center for Food Safety and Applied Nutrition, College Park, MD

10:30    Break

10:45    Case Study – Managing through a Crisis: An Industry Perspective
Speaker: William Daniels, Earthbound Farms, San Juan Bautista, CA
Lessons Learned from Salmonella in Eggs Outbreak
Speaker: Donald Zink, FDA, Center for Food Safety and Applied Nutrition, College Park, MD

Session Overview (15 Minutes)

Lunch (Annapolis Room)

Session 2: Risk Analysis Relevance and Applications

Session Co-Chair & Moderator: Elizabeth Calvey – FDA

Risk Assessment Tools for Decision Making
Speaker: Greg Paoli, Risk Sciences International, Ottawa/Canada

Rapid Risk Assessments to Make Informed Decisions on Emerging Issues
Speaker: Sherri Dennis, FDA, Center for Food Safety and Applied Nutrition, College Park, MD

Break

Communicating Uncertainty between Risk Managers and Risk Assessors
Speaker: Sandrine Blanchemanche, INRA Met@risk, Paris, France

Risk Analysis – Practical Examples of Where and When It Can be Applied: An Industry Perspective
Speaker: Leon Gorris, Unilever, China

Session & Day Overview (30 Minutes)

Evening Event

JIFSAN 15th Anniversary Reception (Grand Ballroom)

Anniversary Dinner (Grand Ballroom)

Keynote Speaker: Dr. William E. Kirwan
Chancellor, University System of Maryland
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Greenbelt, Maryland
April 28, 2011

7:30 AM  Registration & Continental Breakfast
Poster Session (9:00 am to 12:00 pm – Chesapeake Room)

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

9:20 AM  Session 3: Communicating with the Consumer

Session Chair & Moderator: George Evancho – JIFSAN

9:30  Communicating to the Consumer: Managing Public Outrage
Speaker: Stephen Sundlof, University of Maryland, College Park, MD

10:00  Using Social Media to Communicate in Times of Crisis
Speaker: Kimberly Reed, IFIC Foundation, Washington, DC

10:30  Break

10:45  Consumers’ Perceptions of Recalls
Speaker: Donna Rosenbaum, Food Safety Partners, Ltd., Northbrook, IL

11:15  Motivating Consumers to Respond Appropriately to Food Recalls
Speaker: William Hallman, Food Policy Institute, Rutgers University, Camden, NJ

11:45  Session Overview and Symposium Wrap-up