



*JIFSAN Advisory Council*

# 2018 ANNUAL SYMPOSIUM

Harnessing Public-Private Partnerships to  
Improve Food Safety & Nutrition Outcomes

OCTOBER 18-19, 2018

*Sheraton College Park North Hotel, Beltsville, MD*





# JIFSAN Advisory Council Annual Symposium

October 18-19, 2018  
Sheraton College Park North Hotel  
Beltsville, MD

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# About JIFSAN:

## **About:**

The Institute is the foundation of public and private partnerships that provides the scientific basis for ensuring a safe, wholesome food supply as well as provide the infrastructure for contributions to national food safety programs and international food standards.

The Joint Institute for Food Safety and Applied Nutrition (JIFSAN) was established between the United States Food and Drug Administration (FDA) and the University of Maryland (UM) in April 1996. The Institute is a jointly administered, multidisciplinary research, education and outreach program.

The Institute fosters the missions of FDA and the University through the creation of partnerships to increase the quantity and quality of research, which will provide the basis for sound public health policy. It promotes food safety, human nutrition, and animal health and production through integrated research, education, and outreach programs. Opportunities exist for collaborative projects with Federal and state agencies, private industry, consumer and trade groups, and international organizations with mutual interests.

## **Mission:**

To advance sound strategies to improve public health, food safety, and applied nutrition using risk analysis principles through cooperative research, education, and outreach programs.

## **Vision:**

To be a premier source of scientific information and education programs on food safety and applied nutrition that enables the development of sound public health policy and reduces the incidence of food related illness.

## **Advisory Council:**

The JIFSAN Advisory Council advises the Director on current issues in areas pertinent to the Institute's interests and responsibilities. These include issues in food safety, nutrition, and related areas. It also advises on areas in which potential JIFSAN research, education, or outreach programs are needed or for which current programs need modification. The Advisory Council meets twice a year and members are in contact with the Director throughout the year.

# Symposium Background:

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Over past decades, public-private partnerships (P3s) have demonstrated significant value as a mechanism for pursuing governmental and societal goals, and the 2018 JIFSAN Symposium will focus on the role of P3s in improving public health outcomes in nutrition and food safety. A distinguished panel of public and private sector speakers will build the rationale for P3s, discuss and debate the metrics that are critical to declaring success, and through multiple, real-world examples highlight the challenges and opportunities inherent in such multisector investments. Experts will also focus on specific case studies where P3s have been instrumental in successful implementation of legislative and regulatory shifts (e.g., FSMA) and offer solutions to common challenges such as data sharing with the private sector. The Symposium will conclude with a panel of speakers from previous sessions who will share their thoughts on the role of the next generation of P3s in improving food safety and nutrition outcomes.

# Who Should Attend:

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- ◇ Academic Leaders, Government/Regulatory Agencies, Food and Beverage Industry
- ◇ Trade Associations, NGOs, Public Health Community, Graduate and Post Doc Students
- ◇ All others interested in learning about Public-Private Partnerships

# Day 1: Thursday, October 18th

- 9:00 AM** **Opening Session: Welcome / Opening Remarks and Introduction to the Rationale of JIFSAN Symposium**  
*Tony Flood and Cody Wilson, JIFSAN, Symposium Chairs*  
*Jianghong Meng, JIFSAN, Director*
- 9:15 AM **The Role, Purpose, Rationale and Efforts to Establish P3s in Today's Society**  
*Andrea Stumpf, Structured Partnerships, Washington, DC*
- 9:45 AM **Why Such Partnerships are Needed so as to Improve Food Safety and Nutritional Outcomes**  
*Michael Taylor, Meridian Institute, Washington, DC*
- 10:15 AM Break**
- 10:30 AM** **Session 1: How PPPs Have Been Utilized to Overcome Some Public Health and Nutrition Challenges**
- Introduction/Moderator**  
*Patsy Brannon, Cornell University (Retired)*
- 10:45 AM **Lessons Learned from the Formation of PPPs to Ensure the Provision of Safe Medicines in an Era of Counterfeit Drugs**  
*Shabbir J. Safdar, Partnership for Safe Medicines, San Francisco, CA*
- 11:05 AM **"Lessons Learned from the Field" of Successful PPPs Resulting in Improved Nutritional Health**  
*Rebecca Hamel, Alliance for Food & Health (AFH), Washington, DC*
- 11:25 AM **Public-Private Partnerships That Have Achieved Improved Nutritional Outcomes**  
*Sally Squires, Powell Tate, Division of Weber Shandwick, Washington, DC*
- 11:45 AM** **Session 2: An Interactive Panel Discussion on How Nutritional Outcomes Were Improved Through PPPs**
- Moderator**  
Silvia Rowe & Patsy Brannon
- 12:30 PM Lunch**
- 1:30 PM** **Session 3: Public-Private Partnerships Surrounding Data Sharing**
- Introduction**  
Kyle McKillop
- 1:45 PM **What it Took to Establish a PPP to Share Nutritional Label Information and Maintaining it from a Financial and Legal Perspective**  
*Pamela Starke-Reed, U.S. Dept. of Agriculture, George Washington Carver Center, Beltsville, MD*
- 2:05 PM **My Job as a Middle-Person to Get Our Private Sector Partners to Work with the Public Sector**  
*Alison Kretser, ILSI North America, Washington, DC*

# Day 1: Thursday, October 18th, ctd.

## **Data Sharing Efforts that Needed to be Addressed to Create Usable Databases Data**

*Angela Fernandez, GS1US*

2:25 PM *Keitt Moore, 1WorldSync*

*Dagan Xavier, Label Insight*

*Kyle McKillop, University of Maryland-JIFSAN*

2:45 PM **Interactive Panel**

**3:30 PM Break**

**3:45 PM Session 4: Existing PPPs Surrounding Food Safety Capacity Building**

### **Moderator:**

Julie Moss

4:00PM **Standard and Trade Facilities Experience in Leveraging PPPs to Build Food Safety Capacity Building in Developing Countries**

*Marlynne Hopper, Standard Trade Development Facility, World Trade Organization (WTO)*

4:20 PM **JIFSAN International Food Safety Capacity Training Programs and Initial Experience of Rolling Out the Produce Safety Alliance Training Internationally**

*James Rushing, Joint Institute for Food Safety and Applied Nutrition (JIFSAN), University of Maryland, College Park, MD*

4:40 PM **GFSI –Emerging Market Programs**

*Leslie Bourquin, Michigan State University, East Lansing, MI*

5:00 PM **Interactive Discussion: What Happen/What's Missing**

### **Moderator:**

Julie Moss

5:30 PM Participant's Reception

# Day 2: Friday, October 19th

**9:00 AM** **Session 5: FSMA and the Need to Involve the Private Sector in Capacity Building and Monitoring and Evaluation Efforts**

## Introduction

*Dorothy Lagg, MARS Wrigley Confectionery, Hackettstown, NJ*

**9:15 AM** **Why is FDA interested in Promoting Public Private Partnerships Under FSMA**

*Mary Lou Valdez, Food and Drug Administration, White Oak, MD*

**9:35 AM** **How partnering with GFSI via Public Private Partnership Helps Achieve FSMA Goals and Facilitates Dialogue around Data Sharing**

*Robert Ahern, Agricultural Health and Food Safety (IICA), Costa Rica*

**9:55 AM** **Break**

**10:10 AM** **Session 6: PPP's That Are Working to Roll Out FSMA, Monitoring and Evaluation Efforts and Possible Limitation**

## Introduction

*Clare Narrod*

**10:25 AM** **PPPs that have been formed with the Alliances**

*Robert Brackett, National Center for Food Safety and Technology (NCFST),  
Institute for Food Safety and Health (IFSH), Bedford Park, IL*

**10:45 AM** **How the Private Sector Views these PPPs**

*Cindy Jiang, McDonald's Corporation, Oak Brook, IL*

**11:05 AM** **How Industry Organization sees these efforts**

*Brian Bedard, Grocery Manufacturers Association, Washington, DC*

**11:25 AM** **Session 7: Roundtable Discussion: Lessons Learned from Today's Leaders: Where do we go From Here**

- Reflect upon overall purpose of partnerships and what the public sector wants to achieve under FSMA
- Identify and capture the positive approaches for success
- Capture and resolve challenges, identify areas of improvement
- Lessons Learned: What are the top 3 recommendations to positively shape and influence the future of Private, Public Partnerships to facilitate achieving the goals of FSMA and data sharing.

## Moderators

Clare Narrod and Andrea Stumpf

**12:10 PM** Workshop Wrap Up and Adjourn: Symposium Chairs

# **Symposium Speakers and Abstract**



# Andrea Stumpf

## *Structured Partnerships*



**Andrea Emily Stumpf** supports international partnership initiatives through her business, Structured Partnerships, based in the Washington, DC area. Her experience draws from thirteen years of partnership and operational practice in the World Bank, where she was Lead Counsel in the Legal Department. During this time, she worked on hundreds of partnership programs, large and small, mostly with trust funds, as an acknowledged expert in partnership program design and trust fund operations. She also supported World Bank loan operations in Africa and the Middle East. Andrea continues to advise clients at the World Bank on partnership matters.

Prior to joining the World Bank, Andrea worked in the private sector for fourteen years as inhouse counsel and in law firms. She handled legal matters for three global telecommunications companies, including support of multiple subsidiaries in emerging markets, complex commercial negotiations, and compliance aspects. Prior to her inhouse work, Andrea worked at two prominent international law firms, in Shearman & Sterling's Paris and New York offices and Morgan, Lewis & Bockius's New York office. In her law firm practice, she participated in cutting-edge global securities offerings and complex, multi-party mergers and acquisitions for major multinational corporations.

Andrea holds a JD from Yale Law School and a double major BA with honors in international studies and German from the University of North Carolina at Chapel Hill. Immediately following law school, she clerked for the late Judge Frank M. Johnson, Jr., a renowned judge on the Eleventh Circuit Court of Appeals. After her clerkship, Andrea worked at the Friedrich-Naumann-Stiftung in Bonn, Germany and as a stagiaire at the European Commission in Brussels.

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# The Role, Purpose, Rationale and Efforts to Establish P3's in Today's Society

Andrea Stumpf  
Structured Partnerships  
Washington, DC

## ABSTRACT

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Public-private partnerships don't just happen. They take effort to pull together, more effort to sustain, and even more effort to achieve intended impacts. And all these efforts need to be worth it – the whole needs to be more than the sum of the parts, otherwise what's the point? To set the stage for a broader conversation around specific examples and specific challenges, we'll start with a few partnership fundamentals. From collectives and conflicts to synergies and sweet spots, this Partnership 101 session unpacks how partnerships work and how they work best. While much of this is common sense, even a few simple handles – vocabulary, concepts and images – can help partners navigate their choices about when and how to partner sustainably, efficiently and impactfully. The public-private nexus can be especially challenging, but also especially rewarding. A partnership works best if it works for all partners.



# Michael Taylor

*Meridian Institute*

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Representative Information Not Available

# Shabbir J. Safdar

*Partnership for Safe Medicines*

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Representative Information Not Available

# Rebecca Hamel

*Alliance for Food & Health*

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**Rebecca Hamel** brings a private sector background in global strategic marketing and business development to helping organizations with strategic fundraising to maximize their social impact. As the Managing Director of Georgetown Resource Mobilization, she helps non-governmental organizations (NGOs) raise funding and visibility. In her previous role as the Corporate Relations Manager at the Global Health Council, her accomplishments included managing private sector engagement and NGO membership from 2009 through 2011 to support the development of the Non-communicable diseases agenda.

She holds a B.S. from Georgetown University (Mandarin Chinese, with a minor in Asian Studies) and an M.A. in International Development from American University's School of International Service. She serves on the Board of Directors of the youth-led Global Youth Innovation Network (GYIN) and as an advisor to BAO Systems, the largest US-based DHIS 2 consulting and hosting firm in North America. Rebecca also serves as a Member of the Steering Committee of the Global Health Council's NCD Roundtable

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## **“Lessons Learned from the Field” of Successful PPPs Resulting in Improved Nutritional Health**

Rebecca Hamel  
Alliance for Food & Health (AFH)  
Washington, DC

### **ABSTRACT**

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Nutrition is the fundamental bridge between food and health. Foods such as fruits and vegetables are critical for obtaining the nutrients for good health. The World Health Organization (WHO) reports that inadequate fruit and vegetable consumption has been linked to malnutrition in all forms. Complex nutritional challenges cannot be solved without commitment from all stakeholders, including the private sector. Lessons learned from successful public-private partnerships including identifying common objectives among and obtaining commitment from all stakeholders, building trust, ensuring transparency, identifying and defining skills, resources, roles and responsibilities, agreeing upon operations, metrics and sustainability, and ensuring communication and operational coordination, demonstrate that public-private partnerships are part of an integrated, multi-stakeholder approach to improving nutritional health.

# Sally Squires

*Powell Tate, Division of Weber Shandwick*



**Sally Squires, MS, MS**, brings years of nutrition expertise and communications experience to assist corporate, nonprofit and government clients in public affairs, strategic communications, issues management, executive visibility, crisis communications, stakeholder engagement, strategic partnerships, thought leadership and media relations. Her invitation-only Breakfast Club convenes key stakeholders and influencers for discussions on nutrition, food and health.

Squires joined Powell Tate, the Washington, DC division of Weber Shandwick from *The Washington Post*, where she spent 24 years as an awarding-winning journalist and nationally syndicated nutrition columnist. She holds master's degrees from Columbia University's Institute of Human Nutrition and its Graduate School of Journalism. She can be heard weekly on WTOP radio and contributes articles to *The Washington Post*.

Sally is an adjunct professor at Tufts Friedman School of Nutrition Science and Policy. She has recently joined the editorial boards of *Nutrition Today*, a publication of the American Society for Nutrition and *The Nation's Health*, published by the American Public Health Association.

# Pamela Starke-Reed

*U.S. Department of Agriculture*



**Dr. Starke-Reed** is the Deputy Administrator for Nutrition, Food Safety and Quality Utilization of Agricultural Products at the Agricultural Research Service (ARS), USDA. Dr. Starke-Reed also serves as the Ethics Officer and Scientific Integrity Officer for ARS. She came to ARS, leaving the National Institutes of Health (NIH) where most recently she served 12 years as Deputy Director of the Division of Nutrition Research Coordination, coordinating the ongoing nutritional sciences, obesity and physical activity research at NIH. Her previous positions include 10 years with the NIH National Institute on Aging as Director of the Office of Nutrition and Program Director for the Nutrition and Metabolism and Protein Structure and Function research programs. She has also served as Biologist with the Food and Drug Administration's Center for Food Safety and Applied Nutrition and Assistant Professor with the Department of Medicine of George Washington

University (GWU) in Washington DC. Since 1991, Dr. Starke-Reed has served as Adjunct Professor with the GWU Medical Center in Washington D.C. She earned her B.S. in Biology at St Lawrence University in Canton, NY and her Ph.D. in Pathology at Hahnemann University in Philadelphia, Pennsylvania.

Dr. Starke-Reed is well known throughout the human nutrition community for her efforts at NIH to link nutritional sciences research with research on physical activity to help better understand how the quality of diet and physical activity contribute to health and disease/obesity. As part of that effort, she was co-chair of the Subcommittee on Dietary Reference Intakes of the Interagency Committee on Human Nutrition Research (ICHNR). In February 2014 Dr. Starke-Reed was named Co-Executive Secretary for the (ICHNR) under the Chairs of Dr. Cathie Woteki (OCS and Undersecretary USDA) and Dr. Karen DeSalvo (ASH/HHS). The ICHNR is a trans-federal government committee established to improve coordination and increase the effectiveness and productivity of Federal agencies engaged in nutrition research; members include representatives from USAID, USDA, DOC, DOD, DHHS, DVA, NASA, NSF, EPA, FTC, NOAA, VA, and the White House Office of Science and Technology Policy. Dr Starke-Reed represents ARS and/or USDA on several trans-federal government committees including the Food Safety Technical Committee in CODEX Alimentarius, as well as several International committees/programs in Food Safety research. She also represents ARS in the Quality and Utilizations of Agricultural products on National and international working groups Dr Starke-Reed has published numerous papers and book chapters and currently serves on the editorial board of the *Journal of Nutritional Biochemistry* and as Associate Editor for *Nutrition Reviews*.

# Alison Kretser

*International Life Sciences Institute*

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**Alison Kretser, MS**, Director, Science Programs, International Life Sciences Institute North America. Ms. Kretser has over 25 years of experience working in the field of nutrition and food safety. At ILSI North America, Ms. Kretser has responsibility for the organization's work on scientific integrity and staff management of the food safety programs. She leads the work of the Scientific Integrity Consortium, a United States and Canadian initiative. She is an active Partner in the public-private partnership *A Partnership for Public Health: USDA Branded Food Products Database*. ILSI North America is a non-profit, scientific foundation that advances the understanding and application of science related to the nutritional quality and safety of the food supply. Ms. Kretser received a Bachelor of Science degree from the University of Delaware and a Master of Science degree in nutrition from Syracuse University.

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## **My Job as a Middle-Person to Get Our Private Sector Partners to Work with the Public Sector**

Alison Kretser  
ILSI North America  
Washington, DC

### **ABSTRACT**

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“A Partnership for Public Health: The USDA Branded Food Products Database” is a public-private partnership between the U.S. Department of Agriculture (USDA), the International Life Sciences Institute North America (ILSI North America), GS1 US, 1WorldSync, Label Insight, and the University of Maryland, College Park's Center for Food Safety and Security Systems (CFS3) and the Joint Institute for Food Safety and Applied Nutrition (JIFSAN), whose goal is to enhance public health and to share open data by augmenting the USDA National Nutrient Database with nutrient composition and ingredient information on branded foods. Stronger data needed to inform public policy and regulatory decisions has become publicly available through this Public-Private Partnership. This session will discuss the keys to the Partnership's success and its outlook for a bright future.

# Dagan Xavier

*Label Insight*

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When Dagan's father's illness meant serious changes to his diet, Dagan realized how challenging it could be to meet one's dietary needs just by reading a food label. In 2008, he co-founded Label Insight to provide product transparency to consumers, helping them better understand what's in the products they use and consume.

Today, Dagan works with a team of dietitians, chemists, food technologists and other subject matter experts, leading the development and ongoing evolution Label Insight's database. He also heads up Label Insight's Open Data Initiative, providing academic researchers with complimentary access to Label Insight's unique data and tools, in order to impact and improve food and nutrition policy.

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## **Data Sharing Efforts that Needed to be Addressed to Create Usable Databases Data**

Dagan Xavier  
Label Insight  
Chicago, IL

### **ABSTRACT**

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A brief discussion on the data sharing techniques and lessons learned from the Partnership for Public Health: The USDA Branded Food Products Database. Data quality is only as relevant as data currency, data collection, data flexibility, data completeness, data definition and lastly the accessibility of your data. See how various data partners have overcome these challenges in sharing food composition data.

# Marlynn Hopper

*Standards and Trade Development Facility, WTO*



Since joining the STDF in 2008, Marlynn has led on innovative knowledge tools from facilitating safe trade to public-private partnerships and prioritizing SPS investments for market access, and managed a US\$6.4 million portfolio of 16 projects and project preparation grants in Africa, Asia and Latin America. From 1995 to 2008, Marlynn worked on leading policy analysis and capacity development focused on agricultural and rural development, including with FAO, GIZ and the World Bank. Marlynn lived and worked in Southeast Asia from 1998 to 2001. She holds a Master's Degree in International Affairs from Georgetown University, Washington D.C.

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# Standard and Trade Facilities Experience in Leveraging PPPs to Build Food Safety Capacity Building in Developing Countries

Marlynn Hopper  
Standards and Trade Development Facility  
World Trade Organization

## ABSTRACT

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Public-Private Partnerships (PPPs) are a common approach in work supported by the Standards and Trade Development Facility (STDF), a global partnership that helps developing countries to access international markets by tackling SPS gaps, and promoting food safety, animal and plant health. STDF's work has highlighted the role and value of PPPs to strengthen the implementation of SPS measures, improve SPS outcomes, enhance market access and raise competitiveness.

STDF's thematic work on PPPs, started in 2010, has analysed the role and value of partnerships between the public and private sector to promote investment, improve food safety, animal and plant health, and facilitate trade. A joint publication with the Inter-American Development Bank, published in 2012, identified and analysed experiences and lessons from selected PPPs to develop SPS capacity and promote market access. These cases included partnerships focused on the use of voluntary third-party assurance

programmes by food safety authorities, a topic which has been the subject of discussions between food safety regulators and the private sector, including through the Global Food Safety Initiative (GFSI), and that is now being addressed by the Codex Committee on Food Import and Export Inspection and Certification Systems.

Other more recent STDF thematic work on topics from facilitating safe trade to Good Regulatory Practice (GRP) continue to consider the relevance, role and value of PPPs to deliver improved results and more sustainable impacts. STDF's evidence-based framework to prioritize SPS investments for market access (P-IMA) offers a tool to help facilitate public-private dialogue about the costs and expected impacts of SPS investments, based on policy objectives.

PPPs are also a common approach in more than 88 projects supported by the STDF to help farmers, processors, traders and governments to meet international standards, including the standards of the Codex Alimentarius Commission for food safety, to gain and maintain market access. Private sector stakeholders are actively engaged, alongside government authorities, as providers of expertise and resources, as well as intermediaries that link small-scale producers and farmers to markets. Many STDF projects run on a PPP model and offer valuable insights and lessons on the effectiveness of PPPs to build food safety capacity and promote market access, helping to achieve concrete development outcomes.

For instance, in Africa, Asia and Latin America, global pesticide manufacturers and industry associations partnered in three STDF-supported projects that improved capacity to meet pesticide-related export requirements for tropical fruits and vegetables, helping to generate the evidence needed to set new Codex Maximum Residue Limits (MRLs). The projects' role in catalysing public-private collaboration was recognized in a high-level statement signed by 17 governments at the 11<sup>th</sup> WTO Ministerial Conference in 2017. It has also resulted in a sustainable PPP model of joint pesticide residue work in more than 13 countries with governments funding research, the private sector providing technical support and financing and the Global Minor Use Foundation supporting capacity building.

Other STDF projects have leveraged partnerships to promote chain development and improve food safety and domestic consumers and overseas markets. For instance, one project in Thailand and Viet Nam catalysed partnerships to roll out a competency based approach for food safety training in selected fruit and vegetable chains. This approach delivered improved food safety in the domestic retail sector, improved access to external markets, reduced rejections and raised incomes for small producers and others in the value chain, and was recognized by the GFSI.

This presentation will provide examples of past and ongoing STDF work in leveraging PPPs to build food safety capacity in developing countries, with a focus on key lessons and experiences that could be relevant to improve the results and impacts of future food safety capacity building activities elsewhere.

Established by FAO, OIE, WBG, WHO and WTO, the STDF works to facilitate safe trade, contributing to sustainable economic growth, poverty reduction, food security and environmental protection. The partnership brings together other international and regional organizations with a role in SPS capacity building trade, as well as donors, developing country experts and private sector representatives. For more information, see: [www.standardsfacility.org/public-private-partnerships](http://www.standardsfacility.org/public-private-partnerships)

# James Rushing

*Joint Institute for Food Safety and Applied Nutrition*



**Jim Rushing** has worked since 2010 with the University of Maryland Joint Institute for Food Safety and Applied Nutrition as the Director of International Food Safety Training Programs. He retired from Clemson University in 2008 where he held the rank of Professor and Center Director at the Coastal Research and Education Center in Charleston, SC. After retiring he worked almost two years as the Vice President one of the largest fruit and vegetable production, packing and shipping companies in the U.S. before coming to JIFSAN.

He earned the PhD in Horticultural Sciences from the University of Florida in 1985. During his 29 years of University service he worked as a postharvest extension specialist, researcher and administrator. He took two professional development sabbaticals, spending three years as a self-employed businessman based in Santiago, Chile. Later he spent one year with the U.S. Food and Drug Administration as a Visiting Scientist at the Center for Food Safety and Applied Nutrition in College Park, MD. He has worked in 41 countries in the fruit and vegetable industries.

Jim has been actively involved in fresh produce food safety issues since 1990 when he collaborated with the Centers for Disease Control to investigate outbreaks of *Salmonella* illness associated with produce from South Carolina. He went on to assist with various grant-funded food safety programs and has conducted training at the international, national, regional, state and county levels. He assisted JIFSAN in 1999 with the development of a Train-the-Trainer Course for international audiences. More recently he has adopted the training protocols developed by the Produce Safety Alliance for teaching the Produce Safety Rule in international locations. He is co-Director of the Produce International Partnership, a coalition between JIFSAN and the PSA.



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# **JIFSAN International Food Safety Capacity Training Programs and Initial Experience of Rolling Out the Produce Safety Alliance Training Internationally**

James Rushing  
Joint Intstiute for Food Safety and Applied Nutrition  
University of Maryland  
College Park, MD

## **ABSTRACT**

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In 2017-18 there were three significant developments that helped to further the mission of delivering international training on the FSMA Produce Safety Rule (PSR). The Produce Safety Alliance (PSA) finalized translation of its training materials for the PSR in Spanish language; a collaborative agreement was reached between the PSA and JIFSAN to establish the Produce International Partnership (PIP), and; JIFSAN signed an agreement with the Inter-American Institute for Cooperation on Agriculture (IICA) to form a Collaborative Training Initiative of the Americas specifically focused on international training for FSMA.

JIFSAN has offered international training in Good Agricultural Practices (GAP) since 2000. The programs were in a 5-day format that included 4 days of classroom training using PowerPoint presentations, case studies and group activities. In addition there was a one-day field trip to farm(s) and/or packing facilities which allowed participants to conduct a mock GAP inspection and discuss appropriate methods for managing food safety issues in an industry environment. In the first PIP-PSR programs there was an effort to retain some of the key presentations on Good Agricultural Practices (GAP) that JIFSAN had been using, as well as the field trip activity. The first PIP-PSR offering was a PSA Grower Training (GT) program conducted in Managua, Nicaragua in August, 2017. Three of the traditional GAP presentations were included as well as the field trip. It quickly became obvious that we need to dedicate our time to the actual PSR since many participants were hearing about the regulation for the first time. Also we decided that in the future we would spend our resources on Train the Trainer (TTT) programs in hopes of obtaining the maximum amount of outreach for our investment. Since Nicaragua, JIFSAN has delivered seven PIP-PSR-TTT programs in Latin American and the Caribbean, as follows: Kingston, Jamaica; Santo Domingo, Dominican Republic; Guatemala City, Guatemala; Lima, Peru; Tegucigalpa, Honduras; San Luis Potosí, Mexico and; San José, Costa Rica. Two additional programs are planned for 2018 in Mazatlán, Mexico and Buenos Aires, Argentina industries.

In order to have sustainability of international programs, each country needs PSA Lead Trainers (LT) and PSA Trainers of Trainers (ToT) with fluency in the native language. Foreign participants have found the PSA requirements for achieving LT or ToT status to be cumbersome and expensive. JIFSAN has worked closely with IICA and the US-FDA-Latin American Office to develop tutorials for LT applicants, including webinars and lectures. A pilot program in Costa Rica, which targeted 60 participants from 13 countries, had as one of its objectives the successful completion of LT applications by all participants. Further, JIFSAN has facilitated the qualification of 5 ToTs with native Spanish-language fluency. Two additional ToT candidates will be evaluated in 2018. These activities will be described and next steps defined for international training in the PSR.

# Leslie Bourquin

*Michigan State University*



**Dr. Leslie D. Bourquin** is a Professor of Food Science and Human Nutrition and Extension Food Safety Specialist at Michigan State University (MSU). Dr. Bourquin also holds appointments in the MSU Asian Studies Center, the Center for Advanced Studies in International Development, and the Institute for Integrative Toxicology.

Dr. Bourquin's international work focuses on food safety education and market development for the global food industry. He provides consultation, education and outreach on food safety practices, good agricultural practices and food safety management systems for food producers and processors, foodservice workers, consumers, government agencies and the media. He collaborates extensively with the private sector, academia, governments and international organizations in implementing food safety capacity development projects globally, and particularly in emerging economies. He has conducted research, development projects and training programs in many countries including Vietnam, India, Thailand, China, France, Bulgaria, Romania, Belarus, Rwanda and Malawi.

Dr. Bourquin's research program focuses on the assessment and management of food safety hazards (e.g. microbial pathogens, mycotoxins, heavy metals) in agricultural commodities and processed food products. He also conducts research on the impact of improved standards compliance by the food industry on 1) indicators of improved safety of food products and 2) enhanced market access by food producers and processors. In 2007–08, Dr. Bourquin was a Fulbright Research Scholar at Polytech'Lille (Ecole Polytechnique Universitaire de Lille), part of the University of Sciences and Technology of Lille in France.

# Mary Lou Valdez

*Food and Drug Administration*

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**Mary Lou Valdez** joined the U.S. Food and Drug Administration as Associate Commissioner for International Programs in 2009. She leads and manages OIP staff around the world, catalyzing FDA global engagement in collaboration with international health and regulatory partners, ministries of health and agriculture, other U.S. Government Agencies, industry, academia, multilateral organizations, and related stakeholders. FDA, Ms. Valdez came to the FDA after serving 18 years as Deputy Director of the Office of Global Health Affairs in the Department of Health and Human Services, where she was extensively involved in international health diplomacy.

Ms. Valdez has a Master of Science in Management from the University of Maryland University College, and a Bachelor of Science in Biology from the University of Texas at El Paso.

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# Why is FDA Interested in Promoting Public Private Partnerships Under FSMA

Mary Lou Valdez  
U.S. Food and Drug Administration  
White Oak, MD

## ABSTRACT

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Food safety is a mainstream economic development issue yet the weak foundations and gaps between food safety capacity and need is especially problematic among rapidly urbanizing lower middle-income countries. A 'business as usual' approach will only result in significant health and economic costs in the future for such countries.

Food systems are global. Foodborne illness is a significant public health problem and a threat to the economic well-being of the food system. While the public health burden is significant, it is also largely preventable. The economic costs of unsafe food take multiple forms and have both short and long-term dimensions.

Since FSMA's passage, FDA has worked with others to achieve the gains needed. Enabling high functioning and sustainable food safety systems requires leadership, catalytic actions and much needed dialogue. Public private partnerships are central to our efforts.

With FSMA a range of partnerships were developed, including the Food Safety Preventive Controls Alliance and the Produce Safety International Partnership, among others. FDA has also worked traditionally with key global players such as the World Health Organization. So public private partnerships are critical to the FDA and to many at this conference.

It is among the world's lower middle-income countries where the widest gaps for food safety management capacity exists. These countries lack the food safety regulatory capacity and the governance arrangements of the private sector food industry to tackle emerging challenges in substantive ways.

The interconnectedness of our food supply requires us to work together to ensure high functioning regulatory systems. Public private partnerships will be essential for success.

# Robert Ahern

*Inter-American Institute for Cooperation on Agriculture*



**Robert Ahern** is the Leader of Agricultural Health and Food Safety (AHFS) for the Inter-American Institute for Cooperation on Agriculture (IICA) in San Jose, Costa Rica. IICA's work in AHFS promotes a productive, profitable and competitive agricultural sector that provides safe food to local, regional and global markets through the application of appropriate sanitary and phytosanitary measures. As Leader of AHFS, Rob helps IICA's Member Countries implement the World Trade Organization (WTO) Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement) and participate actively and effectively in international SPS. Working throughout the Americas, the AHFS team develops and implements interventions that support modernization of national AHFS services, strengthen capacities to address emerging AHFS issues and emergencies, and support the adoption of best practices and the application of science to improve productivity in the agricultural sector.

Prior to joining IICA, Rob worked for the United States Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS). Rob was a Visiting Research Associate at Michigan State University before he joined USDA. In that role he conducted research on the ecology, management and policy implications of invasive species in the Great Lakes region. Rob earned his Ph. D. in entomology at the University of Maryland. His dissertation combined research in insect ecology, management, evolution, and molecular genetics. Between earning his Master's degree in entomology at the University of Wyoming and starting his doctoral program, Rob was a Peace Corps volunteer in Guatemala, where he developed and deployed novel pest control strategies for rural agriculturalists. Rob is a graduate of Miami University.

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## **How Partnering with GFSI via Public Private Partnership Helps Achieve FSMA Goals and Facilitates Dialogue Around Data Sharing**

Robert Ahern  
Inter-American Institute for Cooperation on Agriculture (IICA)  
San Jose, Costa Rica

### **ABSTRACT**

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Beyond threats associated with any specific product or contaminant, one of the most pressing challenge facing countries in the Americas is to establish, promote, and support a food safety culture, one in which all consumers both expect and have access to healthy food, regardless of where or by whom it is produced. This challenge is manifest in divergent food production and food safety systems that would appear to offer different assurances for domestically consumed products versus those intended for export. Costs, prices, and foreign consumer demand drive this bifurcation, which can erode a country's food safety culture by presenting confusing, mixed messages to domestic consumers and increasing the gap between public and private sector technical capacities to ensure consumer safety. By partnering with the Global Food Safety Initiative (GFSI), IICA promotes collaboration between the public and private sectors that helps foster a robust food safety culture. As a result, countries strengthen their capacities to comply with domestic and international regulations within an environment that facilitates dialogue around difficult issues like data sharing.

# Robert Brackett

*National Center for Food Safety and Technology,  
Institute for Food Safety and Health*

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**Robert E. Brackett, PhD**, serves as Illinois Institute of Technology (IIT) Vice President and Director of the Institute for Food Safety and Health (IFSH). In this capacity, he serves on the IIT administrative leadership team, as well as directs the scientific and educational programs at IFSH. Dr. Brackett has over 30 years of experience in food safety research, training, and policy. Prior to coming to IIT, Dr. Brackett served as Senior Vice President and Chief Science and Regulatory officer for the Washington D.C. based Grocery Manufacturers Association (GMA). Before joining GMA, he served at the U.S. Food and Drug Administration's Center for Food Safety and Applied Nutrition (FDA CFSAN), where he started as a senior microbiologist in the Office of Plant and Dairy Foods and Beverages in 2000. After several promotions, Dr. Brackett was appointed CFSAN Director, where from 2004-2007 he provided executive leadership to CFSAN's develop-

ment and implementation of programs and policies relative to the composition, quality, safety and labeling of foods, food and color additives, dietary supplements and cosmetics. Earlier in his career, Dr. Brackett held professorial positions with North Carolina State University in Raleigh, and the University of Georgia.

Dr. Brackett is a fellow in the International Association for Food Protection and American Academy of Microbiology and is a member of the International Association for Food Protection, Institute of Food Technologists, the American Society for Microbiology, Association of Food and Drug Officials, AOAC, and the Food and Drug Law Institute. He has been honored with the FDA Award of Merit, the FDA Distinguished Alumni Award, the Department of Health and Human Services Secretary's Award for Distinguished Service, and the International Association for Food Protection's President's Appreciation Award, and, the William C. Frazier Food Microbiology Award. Dr. Brackett received his doctorate in food microbiology from the University of Wisconsin-Madison.

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## PPPs That Have Been Formed with The Alliances

Robert Brackett  
National Center for Food Safety and Technology  
Institute for Food Safety and Health  
Bedford Park, IL

### ABSTRACT

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Public-private partnerships (PPPs) are created for a variety of reasons and structured different ways. The Alliance structure has emerged as one of the most popular and successful means by which both the regulated industry and regulatory agencies can receive training on food safety and regulatory issues. As with other public-private partnerships, individual alliances are organized and governed differently, depending on the intended audience, the complexity of the topic it is being formed to address, and funding mechanisms. However, all share the same goal of using the combined expertise of industry, government, and educational institutions to facilitate information sharing, training, and technical assistance to their respective audiences. In general, alliances were initially funded through cooperative agreements to support the educational and training needs associated with new laws and regulations. For example, the Seafood HACCP Alliance was created in 1994 to help the seafood industry comply with the 1995 Seafood HACCP Rule. Likewise, the Juice HACCP was created to help the juice industry comply with the 2001 Juice HACCP Rule. These alliances were significant in that they were foundational to the development of more recent alliances focused on several rules published as part of the Food Safety Modernization Act (FSMA). Specifically, the Produce Safety Alliance was established to train entities covered under the Produce Safety Rule (PSR) and the Sprout Safety Alliance was established to specifically address sprout provisions under the PSR. The Food Safety Preventive Controls Alliance (FSPCA) was originally created in 2011 to provide the standardized curriculum that is used to train both the regulated industry and regulators on the Preventive Controls for Human Foods and Preventive Controls for Animal Foods rules. However, the mission of the FSPCA was later also expended to also cover training on the Foreign Supplier Verification Program (FSVP) and the Intentional Adulteration rule. It is also important to point out that the Alliances were intended continue to evolve and function after the initial funding period, and also to collaborate with other PPPs such as the Regional Training Centers, to further leverage Alliance resources.

# Cindy Jiang

*McDonald's Corporation*

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**Cindy Jiang** is a Senior Director of Global Food and Packaging Safety at the Global Supply Chain and Sustainability department of McDonald's. She leads a global food safety function from farm to the restaurant. Food Safety is the top priority for McDonald's business as it serves over 70 million customers in 120 countries every day. Cindy is responsible for the development of global food safety strategic plan, establishing science and risk-based standards and procedures, and collaborating with internal and external stakeholders to ensure effective food safety practices along the supply chain.

Since 2008, Cindy has been a board director for the Global Food Safety Initiatives (GFSI), an industry-driven global collaborative platform to advance food safety. She is also a board member of SSAFE, and a member of the advisory board for Bor S. Luh Food Safety Research Center of Shanghai Jiao

Tong University, China. Cindy has been actively involved in committees and working groups with many professional organizations to advance Food Safety, Food Science, Quality, and Nutrition.

Cindy received a Master of Science Degree in Food Science and Nutrition from University of Wisconsin before joined McDonald's. She has held various positions within the McDonald's system since 1990. She is also a professional member of the American Society for Quality (ASQ), Institute of Food Technologist (IFT), International Association of Food Protection (IAFP), and AOAC International. She has a great passion for Food Safety and Quality Management Systems.

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## How the Private Sector Views These PPPs

Cindy Jiang  
McDonald's Corporation  
Oak Brook, IL

### **ABSTRACT**

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Serve safe food to customers everywhere is our responsibility, it is the responsibility for every food service, food retailer and food manufacturer.

Food Safety is our #1 priority. McDonald's recognizes that food safety should not be a competitive issue within the food industry, we have been committed to harmonizing food safety standards and sharing best practices globally.

The 21st century is about collaboration and digital solutions. To prevent foodborne illnesses and achieve public health goals, food industry, government, and academia shall collaborate at a new level.

This presentation will elaborate on the benefits of collaboration between Private and Public sectors to advance food safety from standards to capability building and practices. Examples will be provided to illustrate the power of collaboration to advance public health. Call for actions to look for approaches in further collaboration between public and private sectors to advance food safety globally.

# Brian Bedard

*Grocery Manufacturers Association*

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**Brian Bedard**, the Executive Director of the GMA Science and Education Foundation ( GMA SEF [www.gmaonline.org/sef](http://www.gmaonline.org/sef)) since 2013, is a veterinary epidemiologist and food safety specialist with experience living and working in the United States, Canada, China, Southeast Asia, Africa, Eastern Europe, Central Asia, Latin America and the Caribbean region. His work has included international projects and programs related to food safety, SPS compliance and capacity building, livestock health and production, sustainable agriculture, research and development, outreach, education, community-driven development, training, and the facilitation of sustainable agri-food value chains through public-private partnerships. Previously at the World Bank, he managed international programs such as the Global Food Safety Partnership (GFSP), the Global Program for Human and Avian Influenza (GPAI) and One Health Initiatives.

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## How Industry Organization Sees These Efforts

Brian Bedard  
Grocery Manufacturers Association  
Washington, DC

### **ABSTRACT**

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Industry organizations often represent their member companies in public private partnerships through their regulatory and government affairs offices. These partnerships emerge when companies need to collectively address regulatory issues or policies that impact their businesses. Alternatively, industry associations may work with government organizations on behalf of their member companies to address food safety technical and training gaps in the food industry which are considered to be a public good. The presentation will review examples of both and explore future opportunities.

# **JIFSAN**

## **Advisory Council**

### **Membership**

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# DeAnn L. Benesh

*The 3M Company*

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**DeAnn Benesh** is a Global Regulatory Affairs Manager in 3M Food Safety, where she provides leadership to global teams to engage in strategic local regulatory activities to drive recognition and acceptance of methods, and partners with government and non-government organizations in development of standards and methods.

She is an active member of the MicroVal General Council, IAFP, ISO TC34/SC9/WG3 where she is co-chair of the drafting group on ISO 16140 part 3: method verification. She is a Fellow of AOAC INTERNATIONAL, past Chair of the AOAC RI Board of Directors and immediate Past President of AOAC.

DeAnn holds a Bachelor of Science degree in Medical Technology from the College of Pathology, University of Minnesota, Minneapolis, MN; a Mini-master's in International Business from the University of St. Thomas, St. Paul, MN; and a Certificate in International Food Law through Michigan

State University, East Lansing, MI.

# Chad Weida

*Abbott Nutrition*

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**Chad** has been with Abbott Nutrition for 19 years. Chad started his career at Abbott at its Columbus, Ohio manufacturing facility working nights in the Microbiology Laboratory. Throughout the years, Chad has held various roles throughout the organization working on methods and equipment validations as well as the transfer of products from the research setting to the production floor. Currently, Chad is the Assistant Director of Regulatory Affairs for the US/Canada/Puerto Rico region responsible for the packaging and organic compliance programs, as well as the implementation of new regulations including the Food Safety and Modernization Act. Chad is currently on the Board of Directors of the International Food Information Council and a member of the JIFSAN Advisory Council. Chad holds a Bachelor of Science degree in Microbiology from Ohio University in Athens, Ohio.

# Brent Flickinger

*Archer Daniels Midland Company*



**Brent D. Flickinger, Ph.D.**, is Vice President, Regulatory and Scientific Affairs for the Archer Daniels Midland Company in Decatur, IL. He has been employed by ADM since April 1999. During his tenure at ADM, his area of responsibility has grown to include managing a team of professionals which provide support for ADM's entire portfolio of food and dietary supplement ingredients, feed, industrial chemicals and fuels as related to product quality, regulatory and scientific affairs. He and his colleagues provide overall guidance for ADM's regulatory and scientific programs, including submission of product dossiers for and rulemaking comments to global regulatory agencies, provide regulatory guidance, evaluate scientific literature to identify new areas for ingredients, and conduct evidence-based reviews to substantiate marketing claims.

Dr. Flickinger received his doctoral degree in Nutritional Sciences from the University of Illinois at Urbana-Champaign and his bachelor's degree in Chemistry from Juniata College in Huntingdon, PA. Immediately prior to joining ADM, he held a postdoctoral research fellowship in the Department of Biochemistry at the University of Texas Health Science Center at San Antonio during which he was awarded an individual NIH Postdoctoral National Research Award fellowship. His training has an emphasis in lipid chemistry, biochemistry and metabolism. He has published in the areas of metabolism of unique dietary fatty acids, cellular targeting of bioactive lipids and emerging research/innovations in dietary fats and oils.

Professionally, he has been active in the American Oil Chemists' Society (past president of the Health and Nutrition Division), the Institute of Food Technologists, and the American Society for Nutrition and the Academy of Nutrition and Dietetics (formerly known as the American Dietetics Association). Dr. Flickinger also participates or has participated in numerous industry associations including Institute of Shortenings and Edible Oils, International Food Information Council (formerly co-chair of Dietary Fats Committee), United Soybean Board Soy Nutrition Institute, International Life Sciences Institute – North America (past chair of Food Nutrition and Safety Program Committee and past chair of the Technical Committee on Dietary Lipids from 2004-2013), Joint Institute for Food Safety and Applied Nutrition as well as the American Heart Association's Industry Nutrition Advisory Panel (Chair from 2009-2011).

# Brent Kobielush

*Cargill, Inc.*

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**Dr. Brent Kobielush** received his B.S. from Bethel University (St. Paul, MN) in Chemistry and a M.S. and Ph.D. from the University of Rochester School of Medicine and Dentistry (Rochester, NY) in Toxicology. From 2009 – 2015, Brent was the Manager of Toxicology for General Mills where he was responsible for assuring the chemical composition of all General Mills' products meets applicable product safety and regulatory standards. Currently, Brent is the Director, U.S. Regulatory Affairs at Cargill, Inc. where he provides leadership and technical regulatory direction to ensure that Cargill products and processes are compliant with all applicable US FDA food laws/regulations.

Brent is currently a member of many professional organizations including the Society of Toxicology (SOT), the Institute of Food Technologists (IFT), and the International Association of Food Protection (IAFP). He has served as the Secretary of the Toxicology and Safety Evaluation Division at the Institute of Food Technologists (IFT), President of the Northland Regional Chapter and Food Safety Specialty Section at the SOT, Chair of the Food and Chemical Safety (FCS) Committee at the International Life Sciences Institute of North America (ILSI NA) and Chair for the Chemical Management and Regulatory Inspection and Compliance Committees at the Grocery Manufacturer's Association (GMA). He currently serves as a board member for the Food Allergy Research and Resource Program (FARRP) at the University of Nebraska and is a member of the Joint Institute for Food Safety and Applied Nutrition's (JIFSAN) Advisory Council at the University of Maryland.

# Joseph Scimeca

*Cargill, Inc.*



**Joseph Scimeca** currently holds the position of Vice President of Global Regulatory & Scientific Affairs, Corporate Food Safety and Regulatory Affairs at Cargill, where he provides leadership for ensuring that company food and feed products and processes are safe, included being protected against intentional acts of adulteration and bioterrorism, and are in compliance with the appropriate food/feed regulations. He manages a team of regulatory professionals based in various regions of the world. Before joining Cargill in February 2004, Dr. Scimeca was a Senior Manager for Quality & Regulatory Operations, at General Mills, Inc. Previously he held the position of Director, Food Safety and Regulatory Affairs with The Pillsbury Company, where he was employed since June 1999. Prior to joining Pillsbury, he was employed with Kraft, Inc. where for nearly twelve years he held various positions in toxicology and nutrition. Prior to

Pillsbury, he received his Ph.D. in Pharmacology and Toxicology from the Medical College of Virginia, Virginia Commonwealth University, in 1987. He has and continues to serve on various technical committees for several scientific organizations and trade associations, such as Grocery Manufacturers Association, Food Allergy Resource and Resource Program, Joint Institute for Food Safety and Nutrition, and the International Life Sciences Institute. For the latter organization, he is currently serving as chair of the Food Nutrition and Safety Program, and has been past chair of the Technical Committee on Food Toxicology and Safety Assessment. At the request of the National Academy of Sciences, he has served on a subcommittee involved in the development of a framework for evaluating the safety of dietary supplements. Similarly, he served on an expert panel for the Institute of Food Technologists in developing a report on evaluating food chemical safety. Recently he was selected to serve on the 2010-2015 Food Ingredients Expert Committee of the USP. He has actively participated in the Society of Toxicology Food Safety Section since its inception, where he has held several positions, including president. Joe is currently serving as the co-chair of the Industry Working Group of the National Center for Food Protection and Defense, based at the University of Minnesota. He also chairs the Minnesota Food Safety and Defense Task Force, held under the auspices of the Minnesota Departments of Agriculture and Health. He has authored over thirty peer-reviewed scientific publications, two monographs, and four book chapters.

# Cody Wilson

*The Coca-Cola Company*

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**Dr. Cody Wilson** currently serves as Senior Director of the Risk Assessment & Toxicology Center of Excellence within Global Scientific and Regulatory Affairs at The Coca-Cola Company. Cody joined The Coca-Cola Company in April 2014 from SC Johnson and Son, Inc. where he most recently served as Director, Regulatory Affairs for Asia-Pacific based in Shanghai, China. Prior to joining SC Johnson in 2010, Cody led the Methods of Toxicological Assessment group with RJ Reynolds Tobacco Company in Winston-Salem, North Carolina.

Before joining RJ Reynolds in 2006, Cody was Coordinator for External Affairs of the National Center for Foreign Animal and Zoonotic Disease Defense, a U.S. Department of Homeland Security University Center of Excellence. Prior to that, he served as a U.S. Navy officer and toxicologist in a range of research and operational assignments, including service in Iraq,

from 1998 until 2004.

His recent external leadership and committee service includes roles in as President of The Toxicology Forum, Chair of the JIFSAN Advisory Council, International Society for Regulatory Toxicology and Pharmacology, Society of Toxicology, the American Board of Toxicology, and the Boy Scouts of America. He has held adjunct academic appointments at the Texas A&M University Health Sciences Center, Duke University, and the Uniformed Services University.

Cody earned a Bachelor of Science in Biochemistry and a Doctor of Philosophy in Toxicology from Texas A&M University in College Station and is a Diplomate of the American Board of Toxicology and member of the European Registry of Toxicology. Cody has authored or coauthored nearly 80 peer-reviewed articles, book chapters, government technical reports, and conference proceedings.

# Steven J. Hermansky

*ConAgra Foods, Inc.*

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**Steven J. Hermansky** joined ConAgra Foods in May 2007 to direct & oversee the corporation's toxicology & product safety risk assessment programs and now heads the Food Protection, Regulatory Affairs and Analytical and Applied Sciences departments. In this role, Dr. Hermansky leads teams of scientists in the Safety Sciences including microbiology, toxicology and analytical chemistry as well as the regulatory affairs function. He has over 20 years of post-doctoral toxicology, clinical trial and product safety experience in the food, chemical and pharmaceutical industries. Steve has a Doctor of Pharmacy degree as well as Master of Science and Doctor of Philosophy degrees in toxicology from the University of Nebraska. He is a Diplomate of the American Board of Toxicology and has published over 40 textbook chapters, peer reviewed publications and scientific abstracts.

# Patsy Brannon

*Cornell University (Retired)*

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**Dr. Brannon** retired as Professor of Nutritional Sciences and Director of the Cornell Dietetic Internship in June 2018 from, and is now a Visiting Professor at, Cornell University. She has served nationally and internationally in nutrition and human sciences. Presently, she is a member of the NASEM's DRI Committee to Review Sodium and Potassium the USDA's National Agriculture Research, Economics, Extension and Education Advisory Board, the Federation of Societies for Experimental Biology Science Policy Committee, and the American Society for Nutrition Advocacy and Policy Committee. Key past service includes the Institute of Medicine's Food and Nutrition Board, WIC Food Package Review Committee, and Dietary Reference Intakes for Calcium and Vitamin D Committee and the Academy's first Educational Task Force. She served as the Dean of the College of Human Ecology at Cornell University from 1999-2004 and was Chair of the

Board of Human Sciences in 2004. Her research focused on diet-gene interactions in the placenta and exocrine pancreas and vitamin D in pregnancy. She received her PhD in Nutritional Biochemistry from Cornell University and her BS *magna cum laude* and MS in Nutrition and Food Science from Florida State University.

# Robert Halstead

*EMSL Analytical, Inc.*



Mr. Halstead has 15 years of Food and Beverage (Nutraceutical, Pet Food, Dairy, Beef, Poultry, Ingredient, Agriculture, Flavor and Fragrance Industry) experience that has been used across the country. He has assisted with recalls, hazard analysis, food safety plan development and general quality trouble-shooting pragmatic issues.

*EMSL Analytical, Inc. is a rapidly growing, third party contract (A2LA accredited) network of laboratories. 37+ years of laboratory experience and service with locations around North America allow EMSL Analytical, Inc. to provide quality support for today's environmental, food safety and quality issues. Our network of A2LA accredited Food Testing laboratories allow us the flexibility to meet client needs as they expand or utilize other manufacturers around North America. When you consider the risks in today's marketplace, we know companies want to avoid surprises and costly mistakes. Our services are built on a*

*solid core of competencies including:*

- ◆ *Network Consistency and Operational Excellence*
- ◆ *Robust Quality Systems*
- ◆ *Industry Insights and Understanding*
- ◆ *Continuous Quality Improvement*
- ◆ *Comprehensive Capabilities and Capacity*

# Donna Rosenbaum

*Food Safety Partners, Ltd.*

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**Donna Rosenbaum** is the CEO and lead consultant for Food Safety Partners, Ltd. of Northbrook, Illinois. Food Safety Partners is a national food safety consulting firm that specializes in consumer-based projects. Donna is a 2013 graduate of the Master of Science in Communication program at Northwestern University; recent studies include issues in change management, leadership and decision making, global strategies, contemporary media in business and government, managing information for innovation, crisis management, and public persuasion. She became devoted to food safety in 1992 when *E. coli* disease claimed the life of her daughter's best friend as the first victim in the Jack in the Box outbreak.

Donna has over twenty years of advocacy expertise on consumer food safety issues including having personally worked with thousands of foodborne illness victims and on several consumer coalitions. She also worked for three years on the development of the Food Safety Modernization Act (FSMA), and on traceability requirements for food products. Recent endeavors include consultation on the development of traceability software, consultation on foodborne illness cases involving allergens as well as pathogens, development of food safety material for white papers, creating educational material for management of recalls and outbreaks for a food industry insurance group, media work with national journalists, and media and social media outreach platforms on food safety for interested corporations.

# Tony Flood

## *International Food Information Council*

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**Tony Flood** is Senior Director, Food Ingredient Communications with the International Food Information Council (IFIC) and Foundation and has been with IFIC since 1995. Over the past 23 years, Tony has led IFIC's efforts ranging from consumer food safety and safe food handling outreach and education to acrylamide and chemical risk communication to Rapid Response / Crisis Communication on BSE.

In this current ingredient communications role, Tony develops science – based outreach and communication tools to increase public's understanding about food ingredients, low-level naturally occurring contaminants in food, packaging compounds and proper allergen management for consumers. In collaboration with the Foundation's Research arm, Tony directs the organization's portfolio on Clean Label by providing additional non-branded consumer insights to IFIC member and stakeholder organizations.

Tony along with IFIC's Communications Team, directs issue management strategies for current and emerging ingredient safety issues such as Prop 65, IARC and various regulatory activities that generate consumer, public and media interests. In addition, he provides leadership on broad industry communication efforts through IFIC's Communication Forum and issue specific coalitions.

Tony is a 1986 graduate of James Madison University (JMU), Harrisonburg, VA, where he received a BS degree in Communications. In addition to his communications degree from JMU, Tony has completed risk communication course work at Harvard School of Public Health's Center for Continuing Professional Education.

He is also an active member of the International Association for Food Protection (IAFP), serving as Chair of the Food Chemical Hazards and Allergens PDG; the Institute of Food Technologists (IFT) where he served as Chair of the Extension Division. He served as a collaborator with the Risk Communication project of the former National Center for Food Protection and Defense (NCFPD) a DHS Center of Excellence at the University of Minnesota, now the Food Protection and Defense Institute (FPDI). Tony also represents IFIC at the Partnership for Food Safety Education and the Joint Institute for Food Safety and Applied Nutrition (JIFSAN) where he currently serves as the Chair for the 2018 JIFSAN Advisory Council Symposium.

Tony is on social media. Please visit and follow him on Twitter (@**FloodSD**) and Instagram (**dcommuterca**).

# Dorothy Lagg

*Mars Wrigley Confectionery*

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**Dorothy Lagg** is North America Scientific & Regulatory Affairs (SRA) Director for Mars Wrigley Confectionery. In her current role, she leads the Mars Wrigley Confectionery SRA Team covering regulatory compliance, nutrition and food safety topics. She is on the JIFSAN Advisory Council and also represents Mars with the International Food Information Council and the National Confectioners Association. Ms. Lagg received a BS in Chemistry from Bates College, and MS in Organic Chemistry from Rutgers University. She is a member of the American Chemical Society, the Institute of Food Technologists, and a Certified Food Scientist.

# Roger Lawrence

*McCormick & Company, Inc.*

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**Roger Lawrence**, Vice President Global Quality Assurance & Regulatory, is responsible for Quality Assurance, Food Safety and Regulatory policy, strategy and execution throughout McCormick's worldwide operations and supply chain.

Prior to his current assignment, Mr. Lawrence has held positions as, Director of Product Development and Quality Assurance – Europe, Director of Product Development and Quality Assurance for the International Group, Vice President of Technical Services for the US Consumer Products Division, and Vice President, Operations and Technology for the Asia-Pacific Zone.

Prior to McCormick, Mr. Lawrence was employed with Quaker Oats Company in quality managerial positions at both plant and corporate headquarters.

Mr. Lawrence is a member of the Institute of Food Technology (IFT) Board of Directors. He is on the Board of Directors of the International Food Information Council (IFIC) and is the past Chairman. Mr. Lawrence serves on the Scientific and Regulatory Affairs Council (SRAC) of the Grocery Manufacturers of America and is a member of the Executive Committee for SRAC. Additionally, he serves on the Board of Directors of the Science and Education Foundation of GMA. He also serves on the JIFSAN Advisory Board. He serves as chair of the Maryland – Sister State Executive Committee, and he serves on the John Hopkins Bayview Medical Center Patient Advisory Board. Additionally, he serves on the Advisory Board of Stella Maris, Inc. Mr. Lawrence is a graduate of DePaul University, Chicago, Illinois.

# Haley Swartz

*National Consumers League*

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**Haley Swartz, MPP** is the Linda Golodner Food and Nutrition Policy Fellow at the National Consumers League in Washington, DC. Previously, she was on the research staff for the Global Food Ethics and Policy Program at Berman Institute of Bioethics at Johns Hopkins University. She earned a master's degree in public policy and a bachelor's degree in women's studies and government from the University of Virginia. An expert in preventative food policy, she works to safeguard human and planetary health in diverse food environments.

# Deidre Schlunegger

## *Stop Foodborne Illness*

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**Deidre Schlunegger**, Chief Executive Officer for STOP has over twenty years of nonprofit experience. Before she joined STOP, she held the position of President & CEO with the Make A Wish Foundation in Oklahoma. Prior to Make A Wish, she was Vice-President of Affiliate Relations at Breast Cancer Network of Strength (formerly known as Y-Me National Breast Cancer Organization). She had oversight of all the organization's chapters around the country. She developed business plans and launched new chapters in new markets. She has served as the Executive Director of a Chicago nonprofit organization and a national foundation, has been the Director of Child Life Programs in a number of Children's Hospitals, served as an adjunct faculty member at the Medical College of Georgia Hospital and Clinics, developed a program at Cabrini Green and was the Director of a Chicago Head Start Program. Deidre has also worked as a consultant for

various organizations.

Deidre graduated from Colorado State University with a Bachelors of Science degree in Human Development and Family Studies, completed a Child Life Internship at Johns Hopkins Children's Hospital and a program in Nonprofit Management at Kellogg School of Business and has attended numerous courses in leadership including one at the Wharton School of Business. She served on the Chicago Mayor's Office on Domestic Violence Advisory Committee, the Juvenile Court Domestic Violence Committee and was a Board Member of the Illinois Coalition of Domestic Violence.

# Patrizia Barone

*Unilever*

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**Dr. Patrizia Barone** is the Regional Regulatory Affairs Vice President at Unilever, leading the strategic regulatory activities for the North American region and Global Beauty & Personal Care categories. Previously, she served as Director Regulatory Affairs North America and Global Foods & Refreshment.

Before joining Unilever, Patrizia held positions at Reckitt Benckiser, initially as Vice President of R&D for North America. She moved to Australia to lead the Asia Pacific & South Asia R&D Laboratory, and upon her return held positions culminating as Global R&D Category Group Director - Regulatory Affairs & R&D Systems, responsible for product safety and regulatory affairs globally. In addition, Patrizia worked with Colgate-Palmolive and Miles, Inc. Household Products Division, a division of Bayer AG.

Patrizia has a Bachelor of Science in Chemistry from the University of Maryland College Park and a Ph.D. in Inorganic Chemistry from Georgetown University, Washington, D.C.

# Michael Doyle

*University of Texas San Antonio*

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**Michael Doyle** is the Rita and John Feik Distinguished University Chair in Medicinal Chemistry at The University of Texas at San Antonio. A renowned scholar with more than 30 years of experience in catalysis, which increases chemical reaction rates, Doyle is recognized for developing a processing system that is used prominently today in the development of pharmaceuticals.

Doyle joined UTSA in 2015. Since then, he has received several grants to support his research, among them an NSF grant that supported the acquisition of a nuclear magnetic resonance spectrometer, which is several times more powerful than an MRI machine, and has since supported research across multiple disciplines.

# Joseph Romano

*Waters Corporation*

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**Mr. Romano** is a Senior Manager for Waters Corporation. His current responsibilities include business development for global Environment and Food & Beverages companies. He has been with Waters for thirty-four years. At Waters he has held positions in customer education, applications laboratory, and marketing manager for environmental, food and beverages and natural products. Prior to Waters, Romano worked for DuPont as a methods development chemist in the analytical department. He has a master's degree in chemistry from Bridgewater State University, Bridgewater, Massachusetts.



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