



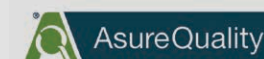
MONDAY 12 OCTOBER 2015

The Pullman Hotel, Auckland

Ministry for Primary Industries
Manatū Ahu Matua



IN PARTNERSHIP WITH



WELCOME

The Ministry for Primary Industries is proud to be hosting the Food Protection Forum 2015 in partnership with AsureQuality.



The Forum will focus on the importance of a food safety culture and food defence in protecting New Zealand's economy, reputation and consumers globally. A strong food safety culture and food defence system require input from government, industry and consumers. With a line-up of international speakers and attendance by industry leaders, this Forum presents an opportunity to progress the future of Food Protection in New Zealand.

We're looking forward to a day full of insight and discussion.

Martyn Dunne

Director General
Ministry for Primary Industries



Ministry for Primary Industries
Manatū Ahu Matua





Monday 12 October

7.30am	Registration and breakfast
8.30am	Welcome and keynote speakers Session 1 – The driving forces for change
9.30am	Session 2 – Food Safety Culture
11.10am	Morning break and refreshments
11.40am	Session 3 – Food Defence
1.10pm	Lunch
2.30pm	Session 4 – Partnering to enhance our Food Safety Culture
5.15pm	Forum close and networking reception

SESSION 1 → The driving forces for change

From managing threats to contaminate infant formula with 1080 to building world class traceability systems, a strong food safety culture and food defence system is vital to protect our local industries and global consumers.

This session sets the scene for the Forum and gives us an insight into the dynamics of one of our key trading partners.

Welcome

→ **MARTYN DUNNE**
MPI Director-General

Opening keynote speaker

→ **HON JO GOODHEW**
Minister for Food Safety

International keynote speaker

→ **VICE MINISTER TENG JIACAI**
Chinese Food and Drug Administration



SESSION 2 → Food Safety Culture

Defined as “the collective food safety practices used within an organisation”, a culture of food safety is built on a set of shared assumptions, behaviours, and values that organisations and their employees embrace to produce and provide safe food and also meet consumers’ expectations.

While New Zealand has a strong food safety culture and our food safety system is world class, this session will focus on the global trends in food safety culture and why we need to keep developing our food safety culture to protect consumers and the reputations and brands of our food companies and New Zealand. It will review the lessons learned from the European horsemeat crisis for food regulators and share experiences from industry-leading practitioners and will conclude with a panel discussion focused on how New Zealand can progress its own journey.

Industry perspective

Growing a corporate food safety culture

→ FRANK YIANNAS

Author of ‘Food Safety Culture’ and VP Food Safety Wal-Mart

Food Crisis Management

Implications for regulators – Lessons learnt from the EU-wide horsemeat scandal

→ PROFESSOR ALAN REILLY

Adjunct professor, Institute of Food and Health, University College, Dublin and former Chief Executive of the Food Safety Authority of Ireland

Food Safety Culture Panel Discussion

Panel Discussions

John Keogh will chair panel discussions at the end of sessions 2, 3 and 4

→ JOHN KEOGH

President and Principal Advisor, Shantalla Inc

SESSION 3 → Food Defence

Food defence is the collective term used to encompass activities associated with protecting a nation's food supply from deliberate or intentional acts of contamination or tampering.

This term encompasses bioterrorism and counter-terrorism. The threat to contaminate infant formula with 1080 earlier this year has brought Food Defence into focus in New Zealand. This session will hear from leading practitioners and experts and will focus on how New Zealand can approach implementing robust national food defence plans.

Food Defence

→ **DR AMY KIRCHER**

Director of the National Center for Food Protection and Defence,
a Department of Homeland Security Centre of Excellence

Food Defence – What is it, why is it important, why now?

→ **DR JOHN SPINK**

Director and Assistant Professor, Food Fraud
Initiative, Michigan State University

Food Defence Panel Discussion

SESSION 4 → Partnering to enhance our Food Safety Culture

A strong food safety culture is essential in an increasingly complex global trading environment. It is supported through collaborative partnerships between all parties in the food sector.

This session will hear about strategies to enhance food safety culture and the importance of key elements: consumers' expectations around transparency in the supply chain; how to enhance consumer trust through effective traceability, recall, anti-counterfeit measures and risk communication, as well as insights into building a safety culture from the airline industry.

Findings from the Consumer Information Transparency initiative

→ **JIM FLANNERY**

Senior Executive Vice President, Operations and Industry Collaboration, Grocery Manufacturers Association

Safety management

Incorporating customer safety, business and reputation

→ **AIR NEW ZEALAND – CAPT DAVID MORGAN**

Government's approach

→ **MINISTRY FOR PRIMARY INDUSTRIES – SCOTT GALLACHER**

Partnership Panel Discussion

PARTNERSHIP



As a trusted partner of MPI we are delighted to be associated with the Food Protection Forum.

AsureQuality's core business is food safety and quality, and we are committed to continuous improvement in this sector, ensuring both our customers and their end consumers are protected.

I see this Forum as a great opportunity for New Zealand companies to gain valuable insights from international experts in food safety systems.

The dialogue will provoke discussion in this area, and help ensure New Zealand's food protection systems continue to lead the world.

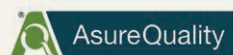
John McKay

Chief Executive Officer
AsureQuality Ltd

Ministry for Primary Industries
Manatū Ahu Matua



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REGISTRATION

TO REGISTER FOR THE FORUM AND VIEW TERMS AND CONDITIONS

www.mpi.govt.nz/food-protection-forum-registration

Pricing

Early bird \$300 +gst
(until 7 September 2015)

Full price \$450 +gst

Terms and conditions

Early bird tickets close at midnight Monday 7 September 2015. Payment with registration must be received by this date to qualify.

Please see the website for full details and cancellation policy for this event.

For enquiries: info@mpi.govt.nz

For additional information:
www.mpi.govt.nz/food-protection-forum

SPEAKER BIOGRAPHIES

SESSION 1

HON JO GOODHEW
VICE MINISTER TENG JIACAI

SESSION 2

FRANK YIANNAS
PROFESSOR ALAN REILLY
JOHN KEOGH

SESSION 3

DR AMY KIRCHER
DR JOHN SPINK

SESSION 4

JIM FLANNERY
CAPT DAVID MORGAN
SCOTT GALLACHER

SESSION 1

HON JO GOODHEW



Minister for Food Safety, Associate Minister for Primary Industries (responsible for forestry), Minister for the Community and Voluntary Sector, Associate Minister for Social Development and MP for Rangitata

Jo Goodhew represents the Rangitata electorate, a rural region in the South Island of New Zealand. She has held this seat since 2005. In the New Zealand Parliament Mrs Goodhew has previously served as Minister of Women's Affairs, Minister for Senior Citizens, Associate Minister of Health and Junior Government Whip.

Mrs Goodhew has held the food safety portfolio since the start of the current parliamentary term in October 2014. She is focused on strengthening New Zealand's food safety system to ensure New Zealand continues to be a trusted supplier of safe and suitable food. As part of this work she is currently overseeing the implementation of the Food Act 2011 and the development of the Food Safety Law Reform Bill. Mrs Goodhew is also keenly aware of the increased consumer desire for detailed nutritional and food safety information, and is encouraging voluntary initiatives such as the Health Star Rating labelling system.

Mrs Goodhew was born and schooled within South Canterbury where she grew up on a local farm. She qualified as a registered nurse and has practised throughout New Zealand and in London in both hospitals and in general practice. She is married with three daughters, now young adults.

 Twitter: @JoGoodhewMP

VICE MINISTER TENG JIACAI



Vice Minister of China Food and Drug Administration (CFDA)

As the Vice Minister of CFDA, Mr Teng Jiakai is in charge of Department of Food Safety Supervision I, Department of Food Safety Supervision II, Department of Food Safety Supervision III, Department of Media and

Publicity, as well as the Centre of Media and Publicity, and he liaises with the China National Center for Food Safety Risk Assessment (CFSA).

He worked in State Administration for Industry and Commerce of China from June 1986 to November 2010, and held roles including the DDG of the Department of Consumer Rights Protection, Executive Vice President and Secretary General of China Consumers' Association, DG of the Bureau of Consumer Rights Protection, and the Head of the General Office. During this period, he was seconded to the Haidian Branch of Beijing Municipal Industry and Commerce Bureau for the period of September 1992 to October 1993, and studied in the Law School of Renmin University from 1996 to 1999.

He studied in the Central Party School from March 2006 to February 2007, and temporarily took the post of Inspector in State Bureau of Letters and Calls from June to October 2008. He assumed the position of the Deputy Mayor of Changchun City in Jilin Province in November 2010. In July 2012, he took the post of Vice Administrator of State Administration for Industry and Commerce. Mr Teng assumed the position of Vice Minister of CFDA in April, 2013.

Mr Teng studied in the Commerce and Economics School of Dongbei University of Finance and Economics. Mr Teng also holds a Master of Laws from Renmin University of China.

SESSION 2

FRANK YIANNAS




Vice President of Food Safety and Health, Walmart


In addition to working with well know global brands, Frank Yiannas is the Past President of the International Association for Food Protection (IAFP). He is a recipient of the 2007 NSF Lifetime Achievement Award for

Leadership in Food Safety; the 2008 Collaboration Award by the U.S. Food and Drug Administration; and the 2010 Harold Barnum Industry Award for service to IAFP, the public, and the food industry.

Frank is author of the book "Food Safety Culture, Creating a Behaviour-Based Food Safety Management System", and a frequent speaker at national and international conferences.

Frank is a Registered Microbiologist with the American Academy of Microbiology. He received his BS in Microbiology from the University of Central Florida and his Master of Public Health (MPH) from the University of South Florida.

 Twitter: @frankyiannas

 LinkedIn: www.linkedin.com/pub/frank-yiannas/15/60/3b1

PROFESSOR ALAN REILLY



Adjunct Professor, Institute of Food and Health, University College, Dublin and former Chief Executive of the Food Safety Authority of Ireland

Professor Alan Reilly was the Chief Executive of the Food Safety Authority of Ireland when he discovered the adulteration of beef products on the Irish market with horsemeat. The discovery led to the largest ever food fraud scandal in the European Union (EU). He will share experiences of how being prepared for food crises is half the battle.

Alan will discuss the rationale for the monitoring programme which detected the adulteration, the consequences for regulatory agencies and the political fallout which has resulted in a major overhaul of the official food control system in the EU.

 LinkedIn: www.linkedin.com/pub/alan-reilly/1a/214/b55

JOHN KEOGH





President and Managing Principal, Shantalla Inc

The Shantalla team provides confidential advisory services to public and private sector clients around the world. John specializes in all aspects of supply chain management with a particularly focus on supply chain transparency,

traceability, recall, anti-counterfeit and illicit trade measures.

He advises / liaised with Industry, governments, NGO's and inter-governmental agencies such as the EU commission; the Organisation for Economic Co-operation and Development (OECD) working committee on consumer safety; the Asia-Pacific Economic Cooperation (APEC) sub-fora on food safety, food security and global data standards; the Association of Southeast Asian Nations (ASEAN) sub-fora on consumer safety. He is a member of the World Bank's Global Food Safety Partnership technical committee. John was recently a speaker/panellist at the inaugural INTERPOL World event in Singapore where he spoke about how to secure the food chain and food chain transparency.

 Twitter: @JGKeogh

 LinkedIn: www.linkedin.com/in/johngkeogh

SESSION 3

DR AMY KIRCHER




Director of the National Center for Food Protection and Defense (NCFPD)

Dr. Kircher is the Director of the National Center for Food Protection and Defense (NCFPD), a Department of Homeland Security Center of Excellence and an Assistant

Professor in the College of Veterinary Medicine at the University of Minnesota. She leads a talented staff and coordinates a research consortium of experts dedicated to protecting the food system through research and education. Her current research includes identification and warning of food disruptions through data fusion and analysis.

Prior to coming to the University of Minnesota, Dr. Kircher held epidemiologist positions at NORAD – US Northern Command and with the United States Air Force where she worked on health informatics, biosurveillance, and data analytics. She has an extensive background in Homeland Security and Defense, supporting preparedness and response for real-world and exercise events to include Hurricane Katrina and H1N1. Dr. Kircher completed her Doctorate in Public Health at the University of North Carolina – Chapel Hill.

 LinkedIn: www.linkedin.com/pub/amy-kircher/40/205/1a6

DR JOHN SPINK





Director and Assistant Professor, Food Fraud Initiative, Michigan State University

Dr. John Spink is the Director of the Food Fraud Initiative, within the Masters of Science in Food Safety Program and the College of Veterinary Medicine at Michigan State University (MSU). His

Packaging PhD work at MSU was on Anti-Counterfeit Strategy and his broad research expands from Food Fraud to product fraud and related business risks, general anti-counterfeiting, anti-counterfeiting countermeasures, and a range of outreach activities that cover policy and trade issues.

He is widely published in leading academic journals with important works such as "Defining the Public Health Threat of Food Fraud." His leadership positions include product fraud related activities with the International Standards Organization (ISO), the Global Food Safety Initiative (GFSI), the U.S. Pharmacopeia/ Food Chemicals Codex (USP). He has been a frequent US agency presenter for the Food and Drug Administration (FDA), Patent and Trademark Office (USPTO), Federal Bureau of Investigation (FBI) and others for internal audiences as well as educating global partners.

 Twitter: @FoodFraud

 LinkedIn: www.linkedin.com/pub/john-spink/14/114/149

SESSION 4

JIM FLANNERY



Senior Executive Vice President, Operations, and Industry Collaboration


Jim Flannery is the Senior Executive Vice President, Operations and Industry Operations and Industry Collaboration at the Grocery Manufacturers Association (GMA).

Jim most recently served as Managing Director, Customer Development, Procter & Gamble (P&G) Global Operations. He spent 36 years at P&G, holding various positions in customer business development, and market strategy and planning.

In Jim's career he has also held volunteer leadership positions at ECR-Australasia, ECR-Asia, GMA and the Food Marketing Institute. He was also instrumental in the creation of the Consumer Goods Forum.

Jim will be talking about the US Consumer Information Transparency Initiative – a project to understand how to help consumers learn more and more about the products they use and consume. Project research demonstrated that the ability for a consumer to access product information builds trust, while trust is eroded if consumers cannot find information when they want it. During this session Jim will describe the initiative and explain why companies are so excited to participate.

Jim holds a B.A. degree in Human Resources Management from Upsala College in East Orange, New Jersey.

 LinkedIn: www.linkedin.com/pub/jim-flannery/5/151/127

CAPT DAVID MORGAN



Chief Flight Operations & Safety Officer/Chief Pilot – Air New Zealand

David Morgan joined Air New Zealand in 1985 and was appointed to the Executive in 2006 as the Chief Flight Operations & Safety Officer and Chief Pilot.

In this role David is responsible for determining the policy, procedures and standards by which Air New Zealand's aircraft are operated, is accountable for both operational safety and the safety and wellbeing of the Air New Zealand team. In addition he has accountability for Sustainability and Environmental matters, the Aviation Institute (which provides training to both internal and external customers), Group Security and Emergency Management. He is also a current Boeing 777 pilot.

 LinkedIn: www.linkedin.com/pub/david-morgan/32/b69/81a

SCOTT GALLACHER



Deputy Director-General – Ministry for Primary Industries Regulation and Assurance

Scott is responsible for delivering and implementing the full range of MPI's legislative and regulatory frameworks. Scott leads the Branch within MPI in which the core of MPI's regulatory functions

sit. The Branch provides the requisite confidence, transparency and trust to domestic and overseas consumers, overseas regulators and the primary industries as to the credibility, integrity and strength of the regulatory settings and systems for biosecurity, food safety and primary production (including animal welfare and fisheries management).

 LinkedIn: www.linkedin.com/pub/scott-gallacher/36/b57/712

MPI FOOD PROTECTION FORUM

12TH OCTOBER 2015 – THE PULLMAN HOTEL, AUCKLAND

Ministry for Primary Industries
Manatū Ahu Matua



7.30am Registration and breakfast

SESSION 1 The driving forces for change

8.30am - 9.30am Welcome and opening: **Martyn Dunne**
– MPI Director-General
Keynote speaker: **Hon Jo Goodhew**
– Minister for Food Safety
Keynote speaker: **Vice Minister Teng Jiakai**
– Chinese Food and Drug Administration

SESSION 2 Food Safety Culture

9.30am - 11.10am **Frank Yiannas** – Author Food Safety Culture and VP Food Safety Wal-Mart
Industry perspective: Developing a corporate food safety culture
Prof. Alan Reilly – Adjunct professor, Institute of Food and Health, University College, Dublin and former Chief Executive of the Food Safety Authority of Ireland.
Food Crisis Management: implications for regulators
– Lessons learnt from the horsemeat EU-wide scandal
Food safety culture panel discussion. Chair John Keogh.

11.10am - 11.40am Morning break and refreshments

SESSION 3 Food Defence

11.40am - 1.10pm **Dr Amy Kircher** – Director of the National Centre for Food Protection & Defence, a Department of Homeland Security Centre of Excellence
Dr John Spink – Director and Assistant Professor, Food Fraud Initiative, Michigan State University
Food Defence: What is it, why is it important, why now?
Food defence panel discussion: Chair John Keogh

1.10pm - 2.30pm Lunch

SESSION 4 Partnering to enhance our Food Safety Culture

2.30pm - 5.15pm **Jim Flannery** – Senior Executive Vice President, Operations and Industry Collaboration, Grocery Manufacturers Association
Findings from Consumer Information Transparency initiative
Air New Zealand: **Capt David Morgan**
Safety Management
Minister for Primary Industries: **Scott Gallacher**
Government approach
Partnership Panel Discussion: Chair John Keogh
Forum close: **Martyn Dunne**
Networking Reception

