

Regional FoodProtection



Conferences

The Conference Overview

The Issue: When a food advisory, food recall, or other incident develops a level of concern for a food product or food category, it is important that consumers receive clear, accurate, reliable, and science-based information and education.

Overview: This conference will explain and explore the educational needs of consumers and industry before, during, and after a food protection event. It will also strengthen current interagency coordination and communication efforts.

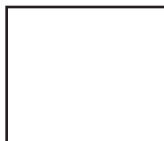
The Conference: Three regional conferences will be offered in 2009, with the following universities as hosts: University of Minnesota – June 30; Penn State University – October 27 – 28; and the University of Kentucky – November 18 – 19.

These are being offered with support from Extension Disaster Education Network (EDEN) and the Cooperative State Research, Education and Extension Service (CSREES).

Participants: Extension professionals, food processors, and individuals from local, state and federal agencies, and organizations with a vested interest in food protection should plan to attend.

The Goals: By the end of this conference, attendees will be better prepared to understand and participate in food protection education and communication to improve consumer safety while reducing negative industry impact. Participants will have a working knowledge of and be able to identify: the roles of federal, state, and local agencies and organizations; appropriate consumer actions; food protection communication issues; and the roles for Cooperative Extension and other university experts.

For more information about each of these conferences, visit: www.EDEN.lsu.edu/RFPMidwest



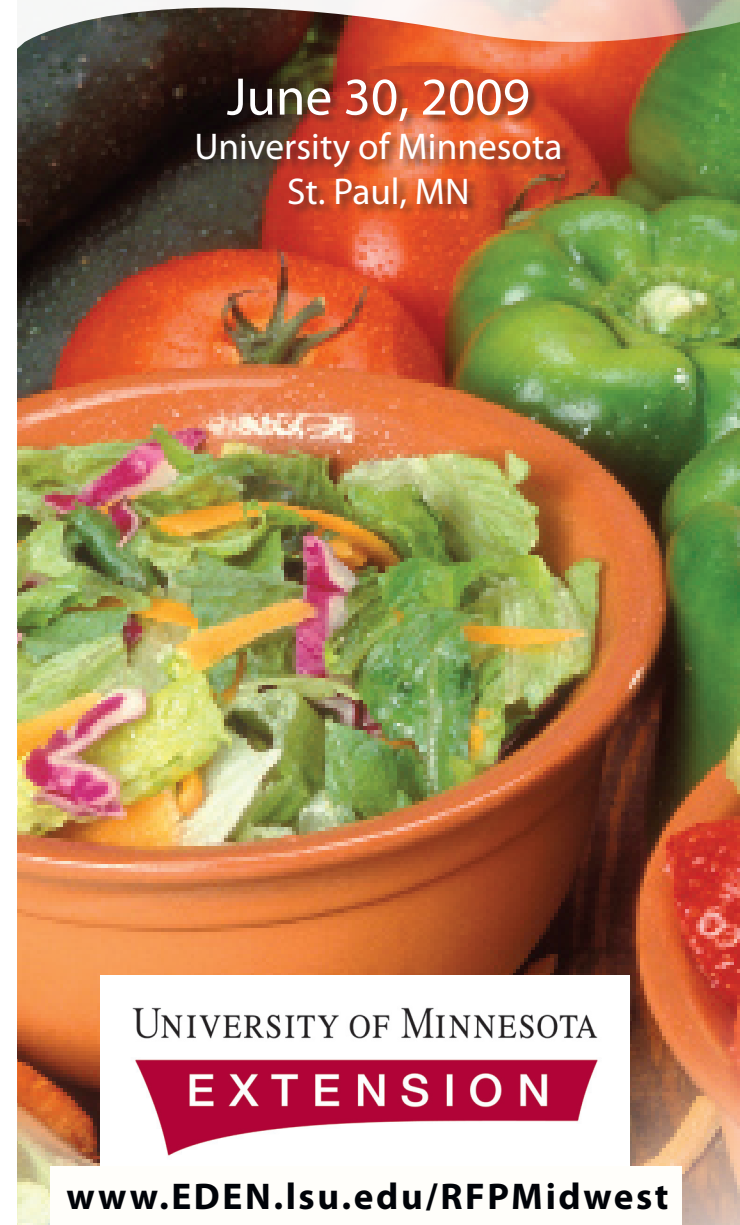
Regional FoodProtection



Conference

June 30, 2009

University of Minnesota
St. Paul, MN



UNIVERSITY OF MINNESOTA

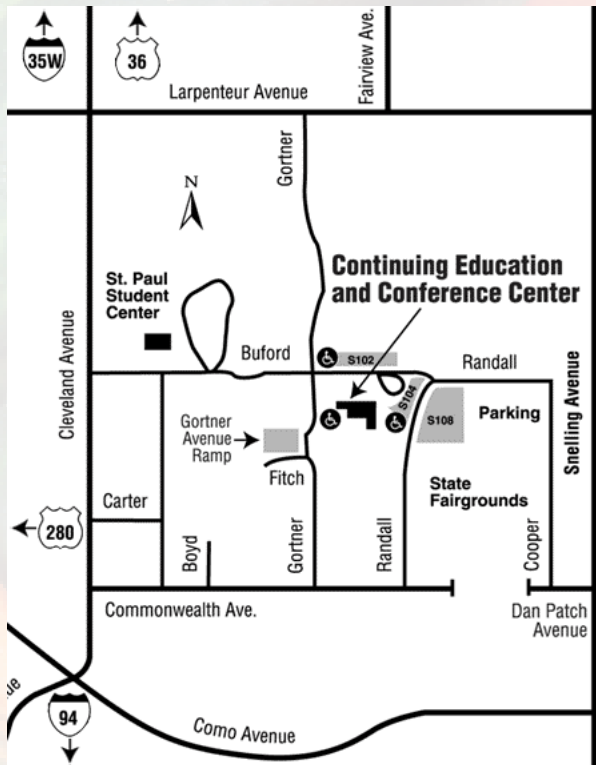
EXTENSION

www.EDEN.lsu.edu/RFPMidwest

Regional EDEN Food Protection Conference

June 30, 2009

University of Minnesota - Saint Paul Campus
Continuing Education Center



Directions & Parking Information

- For detailed driving directions and parking information, visit: www.EDEN.lsu.edu/RFPMidwest

AGENDA

UNIVERSITY OF MINNESOTA

EXTENSION

9:30 a.m. - 5:30 p.m.

Welcome: UMN Extension Dean, Bev Durgan

Session 1: Food Defense 101

- Keynote:** *What is Food Protection & Why it Matters* - Travis Goodman, DHS
- Anatomy of an outbreak: Traceback challenges* - Kirk Smith, Minnesota Department of Health
- Recalls: A to Z* - Lavonne Kucera, Caribou Coffee
- Extension & Food Protection: From Processors to Consumers* - Extension Food Safety Panel

Session 2: Case Discussion/Group Activity

- Working lunch

Session 3: Food Defense Planning

- Shaun Kennedy, National Center for Food Protection and Defense
- Dave Filson, Chair, Extension Disaster Education Network

Session 4: Risk Communication in Food Protection

- Bob Gravani, Cornell University
- Kathleen Vidoloff, University of Kentucky

Dinner (optional) at 6 p.m.

LOGISTICS

Registration

- Register online for this conference at www.EDEN.lsu.edu/RFPMidWest
- Registration cost is \$30

Not able to attend in person?

Using Adobe Connect, individuals at satellite locations can participate in the conference. Please get a team together and join in! Cost per site is \$25. For more information about this, visit: www.EDEN.lsu.edu/RFPMidwest

Hotels

- Radisson**, 1-866-333-3333, \$89/night (refer to "EDEN Food Protection Conference" when booking)
2540 Cleveland Ave. N., Roseville, MN 55113
- Motel 6**, 1-800-466-8356, \$43/night
2300 Cleveland Ave. N., Roseville, MN 55113

Conference Contacts

Questions regarding the conference? Please contact:

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FOOD PROTECTION