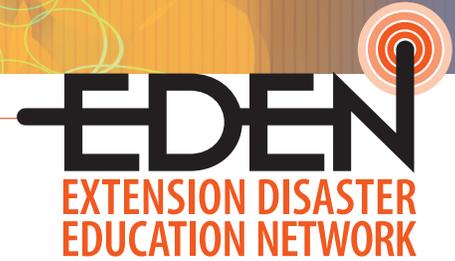


Reducing the
impact of disaster



Regional FoodProtection C o n f e r e n c e s

Conference Host:

COOPERATIVE
EXTENSION
SERVICE



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**More Information &
Registration:**

www.EDEN.lsu.edu/FPCSouth

What: EDEN Regional Food Protection Conference
Where: Lexington Downtown Hotel & Conference Center, Lexington, KY
When: November 18 & 19, 2009, with an evening dinner on the 18th sponsored by Alltech

The goal of this regional conference is to understand the role of Extension and other food safety professionals in food recall events. In addition, the conference will focus on how Extension can reach out to consumers during these recall events, and collaborate with their surrounding food safety partners.

The conference will feature dynamic general sessions with nationally known speakers, comprehensive food recall and risk communication exercises, food protection planning activities, and networking opportunities. Highlights include:

- *Risk and crisis communication sessions that emphasize the opportunities for mitigating harm during foodborne outbreaks through effective and timely communication.* The interactive sessions will also identify challenges typically faced by risk communication practitioners along with strategies for overcoming these challenges. In addition, a panel discussion featuring representatives from local health and agriculture agencies will reveal lessons learned from the field.
- *Effectively facing challenges such as a power outage or a disgruntled employee who tampers with the facility's product. What are the proper steps to take?* The food protection planning session will help answer these questions, among others. Conference participants will learn how to develop and implement a Food Protection Plan and how to use it in their daily work.

Who should attend: Extension professionals, food industry representatives, and individuals from state and federal agencies and organizations with a vested interest in food protection in the Southern region.

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