

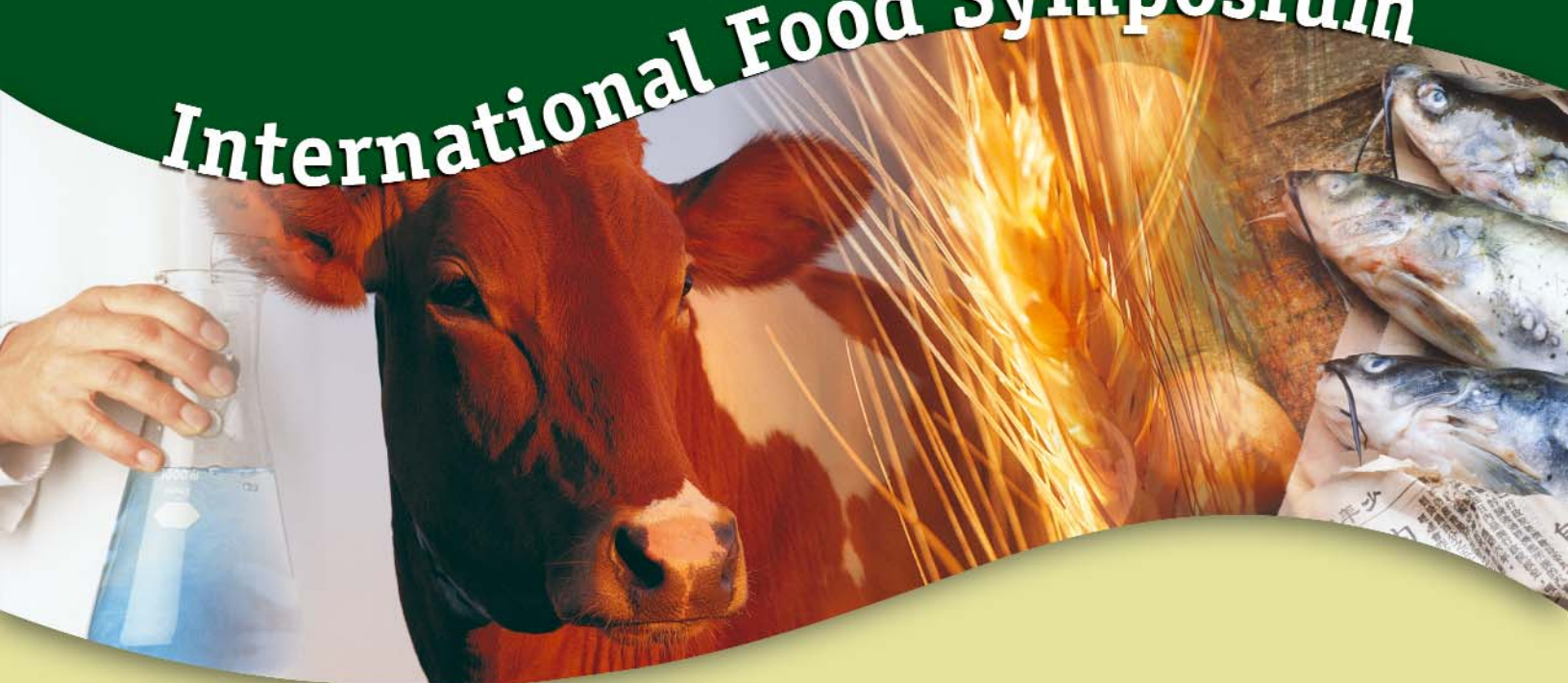
March 9th & 10th, 2004
The Sheraton Suites Hotel
Calgary, Alberta, Canada



Bayer CropScience

Official Sponsor

International Food Symposium



The Innovators Global Network presents this food industry platform to promote confidence in safe, high quality and value added foods that involves all stakeholders in the food chain including Producers, Processors and Retailers.

What are the Benefits of Attendance?

- Unique opportunity to network with the world's foremost business, academic, government and consumer representatives in an environment conducive to thoughtful and open exchange
- Learn new methods that will help your company produce more efficiently, more safely and more economically
- Dynamic forum to exchange views and evaluate the impact of modern technology and life sciences throughout the integrated food chain
- Understand how traceability and Global Food Value-Chains are created and operated
- Assess the Key import export challenges faced in the new Food Security environment

THE INNOVATORS

FOOD SAFETY ISSUES: ENHANCING MARKET CONFIDENCE

Tuesday, March 9th, 2004

8:45 – 9:00 a.m.

Opening remarks from the chair

Aaron Falkenberg, Chairman, AVAC Ltd.

9:00 – 10:00 a.m.

Keynote Address: assessing global agriculture and food trends: What are consumers demanding and what must producers supply?

This session will focus on food trends among producers, retailers and especially consumers. There have been significant developments in the issues related to food safety and production, including Sustainable Agricultural policies, Animal Welfare, Pesticide Reduction, Organic Products as well as the environmental impact in food production. Professor Hughes will explore these issues and will elaborate on trends related to health safety, ethical concerns and how the food industry is responding to the obesity crisis.

Dr. David Hughes

Emeritus Professor of Agribusiness & Food Marketing, Food Chain Research Centre, Imperial College, Wye, UK

David Hughes has thirty years experience in the fields of agribusiness management and food marketing. He is a frequent speaker on agribusiness and food business issues at major industry events around the globe. David is a Director of KG Fruits, Europe's largest berry fruit company, and an advisory board member to food organizations in North America, the UK, Holland, and New Zealand. He works with firms, organizations, and governments on global food industry developments and their implications for food chain participants.

10:00 a.m.

Morning refreshment break

10:20 a.m.

The global challenge of food safety: food is safer than ever, or is it?
Consumer rights and the food sector challenge

Food Safety - What are the leading brands, retailers and food processors doing to ensure safety in their food supply chains? This session will outline international priorities for Global Food Safety Initiatives including:



Positioning Firms & Institutions in the Global Value-added Food System

- Co-operation in European Food Safety Platform (health claims, GMO's, official inspections, traceability, allergens, etc).
- PAN European-US (virtual) platform (GMA, FMI, EuroCommerce, CIAA).
- Global approach for traceability.
- Joint communications on major achievements.
- Open up GFSI Task Force to manufacturers

Fons Schmid, Vice President Food Safety, Royal AHOLD, Amsterdam

Global Food Safety Initiative, EurepGap

The Global Food Safety Initiative, EUREPGAP, started in 1997 as an initiative of retailers belonging to the Euro-Retailer Produce Working Group (EUREP). The aim was to agree on standards and procedures for development of good agricultural practice (GAP). EUREPGAP was driven by the desire to reassure consumers, principally on issues of food safety following food safety scares with BSE (mad cow's disease) and the rapid introduction of GM foods.

EUREPGAP is a set of normative documents suitable to be accredited to international certification laws. Representatives from around the globe and all stages of the food chain have been involved in the development of these documents and it has produced a very robust, very challenging protocol that focuses the producer on the key issues that need to be addressed during the pre-farm gate stage.

11:00

Positioning firms and institutions in the global value added food system: strategies for a rapidly changing global network

This session is designed to help experienced executives anticipate and take advantage of new trends and opportunities in domestic and international agribusiness. With over fifty years of experience in the field, Dr. Goldberg will explore how the fundamental issues surrounding Food Safety still remain and will point to the areas of rapid change and opportunity.

Dr. Ray Goldberg

George Moffett Professor of Agriculture and Business, Emeritus, Harvard Business School

RAY GOLDBERG, the George M. Moffett Professor of Agriculture and Business, Emeritus, is currently teaching the course "Food Policy and Agribusiness" with Dan Glickman (former U.S.



Food Security & Market Access Challenges

Secretary of Agriculture) at the Kennedy School of Government at Harvard. He is a founding father of the field, having developed the term and concept of “agribusiness” in the 1950s.

11:40

Risk management roundtable: communicating risk to the public - including consumers in the supply chain

A Knowledgeable and informed consumer is an essential aspect within supply chain management strategies. Too often, controversy has erupted causing mistrust and uncertainty. This session will explore innovative methods for ensuring communication between the supply chain and it’s consumers. Our speakers will explore corporate strategies for informing consumers about supply chain activities that include production, processing and distribution, which maximize food safety and minimize scandal.

Gene Grabowski, Vice President, Levick Communications, Washington, DC
Former VP, Communications & Marketing, The Grocery Manufacturers of America

Leslie Krasny, Partner, Keller & Heckman LLP, San Francisco, CA

Ms. Krasny’s legal practice focuses in the area of food industry matters, including regulatory and administrative law. She is a member of the California Food Biotechnology Advisory Committee and is a regular contributor and speaker on food law issues.

Mr. Grabowski is the Vice President of Levick Strategic Communications. He is a seasoned marketing communications professional with a reputation for creating and implementing top-quality crisis management communications plans. Gene also served as the VP Communications for the Grocery Manufacturers of America – the world’s largest food trade group representing brand-name food, beverage and consumer product companies.

1:00 – 2:30 p.m.

Luncheon for delegates and speakers

FOOD SECURITY ISSUES: MARKET ACCESS CHALLENGES

2:30

“Assessing strategies and recommendations for safeguarding the food system and coordinating existing private and public sector planning”: What does this mean for importers and exporters –



Public Health Security & Bio-Terrorism Preparedness & Response Act of 2002

President Bush signed the *Public Health Security and Bioterrorism Preparedness and Response Act of 2002* (the Bioterrorism Act) into law on June 12, 2002. How are US demands for food security going to impact food exporters to the US? This session will detail the Act and outline the new import for export provisions.

Assessing Terrorism's Threat to the Food System

- The Nature of the threat to the Food System
- Potential areas of Food System Vulnerability
- Current public and private preparedness for preventing detecting and responding to a terrorism-related crisis in the Food System

Dr. Calum Turvey, Director, Food Policy Institute, Rutgers University, New Jersey, USA

Dr. Calum Turvey has recently assumed the position of Director of the Food Policy Institute. In this capacity, he is responsible for the overall direction of the research and outreach programs at the Institute. In addition, he is a professor in the Department of Agricultural, Food and Resource Economics.

Dr. Turvey has relocated to Rutgers University following his tenure at the University of Guelph. While at the University of Guelph, Dr. Turvey has published over 50 papers on a wide range of topics, but with a central focus on agricultural finance, corporate finance, risk management, agricultural policies, agricultural business and science and technology. Dr. Turvey has supervised over 25 master and doctoral students, many of who have received outstanding awards for their thesis work and have taken up positions in leading U.S. and Canadian universities. Dr. Turvey has received four outstanding journal article awards and has served as editor of the Canadian Journal of Agricultural Economics. He has acted as a consultant to many government agencies and businesses.

Dr. Turvey received a BS in 1983 in agricultural business and a MS in 1985 in agricultural economics from the University of Guelph. He received his PhD in 1988 from Purdue University.

3:30

Assessing the role of associations in assisting with food safety

The FDA encourages trade associations to evaluate the preventive measures contained in their guidance documents and adapt them to their specific products and operations. FDA welcomes dialogue on the content of sector specific guidance with appropriate trade



Key Drivers affecting Food Safety Initiatives in the Agri-Food Sector

associations. So what is the new and emerging role of the Industry association?

Mr. Ted Johnston, President & CEO, The Alberta Food Processors Association

Bryan Walton, Vice-President, Western Office, Canadian Council of Grocery Distributors

4:20

Afternoon refreshment break

4:40

Next steps: developing strategies to prevent unforeseen challenges and Promote trade

Producers must respond to the new challenges of exporting to the USA and American importers must understand the challenges of their suppliers. This panel, comprised of the key stakeholders in the Food Value Chain, will explore the implications of the Act and discuss the following:

- Understanding HACCP: Is this the ultimate framework for the Food System?
- Assessing the direct and opportunity costs associated with the Bioterrorism Act: - complying with the requirements without compromising business
- What are the roles of players in the Food value chain in assessing threats to the food chain and identifying critical areas of susceptibility
- Assessing innovative technology to promote food system security
- What will this all mean to the producer – processor - retailer relationship?

Craig Wilson, Director of Food Safety, Costco, Washington State (TBC)

Bern Kotelko, President, Highland Feeders Limited, AB

Glen Price, President, Sunterra Quality Food Markets

5:30 p.m.

Day one concludes

5:30 p.m. – 7:30 p.m.

Cocktail reception for delegates and international guests, Sheraton Suites Hotel



TRACEABILITY AND VALUE-CHAINS IN GLOBAL AGRIBUSINESS

Day 2

Wednesday March 10th, 2004

8:45 – 9:00 a.m.

Opening remarks from the chair

Art Froehlich, Chairman, Agriculture and Food Council of Alberta

9:00 a.m.

Keynote: enhancing food safety and quality: a global approach to minimize damage in the food value chain

The response from the Food Industry is crucial to avoid losing the credibility of farmers, processors, government institutions, brands and consumers. The implementation of food systems is vital in ensuring that the value chain maintains integrity and that proper communication and critical control points are established and maintained. This session will explore the issues and strategies being adopted by global agri-business and will address the following issues:

- Beyond traceability: addressing consumer preferences through exploration, dissemination and communication of food safety initiatives
- Accessing critical control points: risk assessment, risk control and risk prevention strategies
- Building consumer confidence through communication, information and effective management

EXPLORING THE SUSTAINABLE AGRICULTURE INITIATIVE PLATFORM: TRENDS IN GLOBAL FOOD PRODUCTION

The Sustainable Agriculture Initiative was founded by Groupe Danone, Nestle and Unilever in 2002. This organization actively promotes international sustainable agriculture policies. We have invited this Geneva based organization to address the audience in order to find out why SAI Platform was created, and how it supports the development of and communicates worldwide about sustainable agriculture involving the different stakeholders of the food chain.

Hans Jöhr (TBC), VP & Corporate Head of Agriculture, Nestlé, Vevey, Switzerland
President, IAMA (International Food and Agribusiness Management Association)

10:00 a.m.

Morning refreshment break

7



10:20 a.m.

FOOD VALUE CHAINS – Do they actually work and how do they function? Who drives the chain and what are the benefits. What are some examples of food value chains that work? Is the future about food chains competing among one another?

Do Value Chains guarantee Food Quality – Is the food I am buying of the highest quality and been dealt with in an ethical and environmentally sensitive manner? Does organic mean organic and how do I know the chickens who laid the egg I am eating was range fed.

CASE STUDY: The Quebec Value-Chain Roundtable in the Hog Industry: How can a value-chain contribute to food safety? This session will assess the success of the QC Hog Value-chain and will explain why and how the Value-Chain came about.

Michel Morriset, Professeur titulaire, Université Laval
Président, directeur général, Groupe AGÉCO

Canada is the world's second biggest pork exporter. Based on 2001 statistics, the EU is No. 1 with 35 percent of the market, followed by Canada at 21 percent and the U.S. at 20 percent. Michel Morriset, an agricultural economist from Laval University who has studied the hog industry extensively.

11:10 a.m.

Vertical coordination at maple leaf: understanding the systems that global brands are employing to monitor quality and safety from farm gate to plate

Maple Leaf Poultry processes fresh, frozen and value-added chicken and turkey products, which are marketed nationally to retail grocery store chains and to selected foodservice customers. The Company's fresh poultry business is the largest poultry processor in Ontario. This session will outline the issues that Maple Leaf Poultry have identified as key to their Food Safety Initiative:

- Utilizing Food Safety initiatives to develop a global brand Identity: Benefits and Pitfalls
- Understanding how technology is playing a key role in Maple Leaf's traceability in the meat supply
- Assessing effective contingency systems: Ensuring customer satisfaction and responding to food safety related incidents

Brock Furlong, President, MapleLeaf Poultry



Risk Management Strategies & Value Chain Initiatives

12:00 p.m.

UTILIZING TRACEABILITY SYSTEMS TO DIFFERENTIATE A PRODUCT LINE FROM THE COMPETITION

How important is traceability and what systems are currently in place to trace food along the food value chain. What are some companies and countries expecting in terms of being able to trace food entering their market? Who pays for traceability? Many companies are exploring these questions as they attempt to link their traceability systems up and down the chain as they attempt to generate further value. This session will explore what some of the leading organizations are implementing and the results they are experiencing. Among the issues discussed are the following:

- How is traceability helping international firms to achieve process and product improvements
- Supporting branded product claims
- Meeting compliance with contractual and requirements
- Ensuring safety and governmental compliance through food value chain systems
- Reaping ROIs through traceability systems

William L. Jorgenson, Executive Vice President FoodOrigins, John Deere

FoodOrigins, A Division of John Deere Shared Services, provides customized business solutions and technology for the global food supply chain to increase profitability, promote food safety and achieve efficiencies. FoodOrigins builds on John Deere's leadership in production agriculture and heritage of innovative engineering by connecting producers to processors, manufacturers, marketers, retailers and government.

1:00 p.m.

Farewell luncheon for international guests and delegates

2:30 p.m.

Conference concludes



CONFERENCE REGISTRATION FORM

March 9th & 10th, 2004, The Sheraton Suites Hotel, Calgary Alberta

FAX BACK: 204-475-5134

or register now by contacting:

Colin Foran, Programme Director
The Innovators
Toll free: **1-877-806-1711**
Email: colin@theinnovators.net

First Name: _____

Last Name: _____

Job Title: _____

Organization: _____

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Card Number: _____ Exp. _____

Conference Fee

\$CDN \$795.00 + GST (850.65)
(GST# 87850 9348)
€Euro 515.00 (including tax)
\$US \$650.00 (including tax)

Registration

To be considered registered, your registration, changes or replacement must be received by March 4, 2004.

Payment Confirmation

Attendees will receive written confirmation from The Innovators. Due to registration and payment processing time, we will be unable to confirm registration earlier than two weeks from the time it is submitted.

Cancellation Policy

Notification of cancellations must be submitted in writing. Cancellations received by February 18, 2004, will be refunded minus a \$75 CAD administrative fee.

When paying by cheque, complete this registration form and mail it with the appropriate fee to:

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Winnipeg, MB R3B 2L9

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About the organizers! The Innovators Global Network is a world forum for executives and professionals involved in knowledge-based industries and organizations.