WE’RE ON OUR WAY TO NORTH AMERICA!

THE SENSE AND NONSENSE OF FARM CERTIFICATION

United Fresh and GLOBALG.A.P. invite the fresh produce industry to challenge the business case of the certification industry

Thursday, June 11 2015
McCormick Place (North Building), Chicago, Il, USA
11 JUNE 2015

8:30 – 9 a.m.  REGISTRATION

9 – 9:10 a.m.  WELCOME

Tom Stenzel
CEO, United Fresh Produce Association

Kristian Moeller
President, GLOBALG.A.P. North America

9:10 – 9:30 a.m.  KEYNOTE ADDRESS: THE ROLE OF AUDITS
This year, U.S. FDA will finalize food safety rules for growers and on-farm packers, will require fresh produce imports to be held to the same standards, and will establish requirements for government and private sector audit organizations to perform consulting and regulatory audits of foreign operations. This presentation will provide insight into the FDA’s perspective on the role of audits at the farm in regulatory compliance and in assuring safe food practices.

Speaker: Michael Taylor
Deputy Commissioner, U.S. Food and Drug Administration

9:30 – 10:45 a.m.  SESSION 1: FOOD SAFETY HARMONIZATION – 6 YEARS LATER
In 2009, the U.S. produce industry undertook harmonization of on-farm food safety standards in an effort to reduce the audit burden for suppliers and buyers, without sacrificing food safety. Produce buyers and growers will explore their progress over the past six years in an open discussion, with audience perspectives, of whether the goal has been already achieved or whether – and what – obstacles remain standing in the way of achievement.

Moderator: David Gombas
United Fresh Produce Association
Panel Members:

Bill Pool  
Wegmans  
Fred Finney  
Moreland Fruit Farm  
Peter Hill  
Alpine Fresh  
Craig Wilson  
Costco  
Kerry Bridges  
Walmart  
Reggie Brown  
Florida Tomato Exchange

10:45 – 11:15 a.m.    BREAK

11:15 – 12:30 p.m.    SESSION 2: BEYOND FOOD SAFETY

The audit burden at the farm has grown beyond food safety to include sustainability, worker welfare and other non-food safety objectives. Attendees will explore the genesis of the environmental and social standards and their related audits in this session – who is choosing them and why. Produce buyers and consumer representatives will discuss their expectations at the farm and of audits conducted – is there an opportunity for harmonization?

Moderators:

Robert L Denny II  
Environmental Policy & Risk Reduction Consultant

Panel Members:

Chris Waldrop  
Consumer Federation of America  
Gavin Bailey  
Walmart  
Tamara Muruetagoiena  
Driscoll’s Strawberry Associates  
Craig Wilson  
Costco  
Mary K. O’Rourke  
U.S. Department of Labor
SESSION 3: SYNOPSIS AND OUTLOOK:
IS THIS THE BEST WE CAN DO OR IS THERE A DIFFERENT WAY?
Given the complexity and competitive nature of the emerging landscape of standards and requirements, and following the discussions of the day, standard owners will be challenged to defend the current state of the third party verification industry, or to consider how it can be improved for the benefit of all.

Moderators:

David Gombas
United Fresh Produce Association

Robert L Denny II
Environmental Policy & Risk Reduction Consultant

Panel Members:

Ken Petersen
U.S. Department of Agriculture - AMS

LeAnn Chuboff
SQFI

Michael Hari
Equicert

Peter O’Driscoll
Equitable Food Initiative

Roberta Anderson
GLOBALG.A.P.

1 – 2 p.m.
LUNCH
END OF EVENT

2 – 6 p.m.
GLOBALG.A.P. USA Crops National Technical Working Group
2015 Annual Meeting
(Invitation only: Please contact GLOBALG.A.P. North America Inc.
needham@globalgap.org)