

Canadian Association of
Importers and Exporters

Association canadienne des
importateurs et exportateurs

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5th Annual Food Forum

Embracing Global Diversity: Business Opportunity and Global Compliance

Topics Include:

- Impact of New U.S. Food Safety Legislation
- New CFIA Food Safety Compliance Requirements
- Emerging Health Canada Requirements
- Allergen Management in the Supply Chain
- New Food Environmental Reporting Requirements
- New Import Notification Requirements

February 17, 2010

Toronto Hilton Airport Hotel, 5875 Airport Rd., Mississauga, ON



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Agenda

<p>8:30-8:45 Welcome and Opening Remarks</p>	<p>Joy Nott President I.E.Canada</p>
<p>8:45-9:45 Impact of U.S. Food Safety Legislation on Canadian Exporters In 2010, the U.S. government will have a new food safety bill in place. This bill will have a tremendous impact on food and food products being imported into the U.S. Dr. Acheson, former Associate Commissioner for Foods and Chief Medical Officer at the U.S. Food and Drug Administration's (FDA) Center for Food Safety and Applied Nutrition (CFSAN) will outline what the legislation means, the timing and process for passing the new bill, and how the new legislation will impact food safety compliance requirements and the movement of goods from Canada into the U.S.</p>	<p>Dr. David Acheson Managing Director for Food and Import Safety Leavitt Partners LLC</p>
<p>9:45-10:00 Refreshment Break</p>	<p>Sponsored by Heenan Blaikie, LLP</p>
<p>10:00-11:00 New CFIA Food Safety Compliance Requirements 2010-2013 Implications for Canadian Manufacturers and Importers The Canadian Food Inspection Agency is committed to ensuring the safety of Canada's food supply, and will introduce new food safety compliance requirements over the next three years. Jim Butcher will provide a first look at Canada's Food Safety Action Plan discussing the commitments CFIA has under the plan, and what regulatory and policy changes will be required from now into 2013 in order to meet those commitments. He will outline the timeframe for implementation, and discuss the impacts the regulatory and policy changes will have on Canadian food importers and manufacturers. Among the topics he will discuss will be new requirements for the licensing of food importers and domestic manufacturers. Mr. Butcher will also tell businesses how they can become engaged and provide input throughout the development and implementation process.</p>	<p>Tina Johansson Acting Director, Food Safety Action Plan Project Management Office Canadian Food Inspection Agency</p> <p>Alison Pinsent Acting Director Canadian Food Inspection Agency</p>
<p>11:00-11:30 New CFIA Import Notification Requirements The Food Safety Action Plan will include new import requirements which will affect Canada's food industry. Beginning March 2010, some food importers and brokers will need to report new information, and the information will have to be submitted electronically. CFIA places the responsibility for accuracy and compatibility issues firmly on the shoulders of the importer. Mr. LaBrosse will outline the requirements and responsibilities for which importers and brokers must be prepared.</p>	<p>Michel LaBrosse Director CFIA, Import Control</p>
<p>11:30-1:00 Keynote Luncheon: Food Safety, Health and Nutrition Global Convergence Food safety and consumer health and nutrition has become a massive issue globally, with countries around the world putting new regulations and policies in place. With trade among nations becoming increasingly integrated and extensive, these issues need to be discussed at a global level, rather than regional, if the needs of health, nutrition and safety are to be balanced against the needs of trade. Ms. Beauvais, former Director General of Health Canada, will discuss the convergence of human health, food safety and nutritional policy on a global scale. Ultimately, the aim would be to establish global standards for food safety and consumer health while creating predictability and alignment among nations for the global movement of goods.</p>	<p>Janet Beauvais Professor of Practice, McGill World Platform of Health and Economic Convergence McGill University</p>
<p>1:00-2:00 Current and Emerging Health Canada Food Safety Regulations and Policy Health Canada establishes the food safety standards and regulations for Canada. Dr. Godefroy will outline new food safety requirements for allergens and allergen labelling, flour fortification and mycotoxins such as Ochratoxin A. He will update participants on policy developments to reduce salt consumption from processed foods and the introduction of salt reduction targets as well as the current status of discretionary fortification. Additionally, he will describe Health Canada's rationale for a case by case approach to the enforcement of maximum limits for food contaminants and the implications of this for food manufacturers and importers.</p>	<p>Dr. Samuel Godefroy Director General Health Canada</p>

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Agenda Continued...

2:00-3:00 Embracing Global Diversity

Canada is home to many industry leaders when it comes to food products and processing. This session, led by businesses that have succeeded internationally, will address best practices in the food industry.

Managing Allergens in the International Supply Chain

Joanne Allen will discuss managing allergens in a foreign supply chain, including best practices when dealing with suppliers and supplier audits to ensure products are free from allergens or properly labelled.

*Joanne Allen
Corporate Quality Manager
Kraft Foods*

*Paula Klassen
Director, Quality Assurance
E.D. Smith*

Supply Chain Sustainability-Importing From Emerging Markets

VLM is setting the bar for corporate responsibility in global food and food products trade. Mark FeDuke will cover best practices and sustainability in the food industry in developing nations. Establishing solid business relationships, quality control strategies and approaches, meeting security and trade requirements and creating sustainability in local markets will be covered.

*Mark FeDuke,
Director Trade Compliance
VLM Food Trading International Inc.*

3:00-3:15 Refreshment Break

3:15-4:00 Market Opportunities for and Certification of Halal Products

Dan Mattimoe, Muhammad Haroon and Falah Alizzi will describe the consumer opportunities for Halal foods, which represents a \$1.4 billion market in Canada. The panel will discuss the process for becoming Halal certified, as well as the opportunities available for companies serving this market, both in Canada and abroad.

*Dan Mattimoe
Sr. Program Manager
Campbell Company of Canada*

*Muhammad Haroon
Manager
ISNA Halal Certification Agency*

*Salman Faisal
Halal Brand Manager
Maple Lodge Farms*

4:00-4:45 New Food Substance Environmental Reporting Requirements for Importers

Canada's approach to environmental and human health risk management from exposure to food and food substances has far reaching implications for food manufacturers and importers. Robert Cash will provide an overview of what is referred to as Canada's Chemical Management Plan and the implications for the food industry. He will describe the Domestic Substances List and introduce the In Commerce Substances List and the new reporting requirements to be introduced in 2010 for foods, pharmaceuticals and cosmetic substances introduced into use between 1987 and 2001.

*Robert Cash
Manager, Environmental /Canada
Office of Compliance & Ethics
Archer Daniels Midland Company*

4:45-5:00 Closing Remarks

5:00-7:00 Networking Reception

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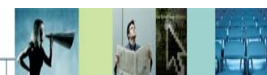
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5% GST:	The Hilton Toronto Airport Hotel is located at 5875 Airport Rd. near Toronto's International airport. Conference participants receive a discounted hotel rate of \$145 single/double until January 27, 2010. After January 27, 2010, rates will be based on availability. Delegates can call the Hilton Hotel at 905-677-9900 and book under "I.E.Canada".	Cancellations must be received in writing either by fax, 416-595-8226 or by email to jesse@iecanada.com. For cancellations on or before January 8th, 2010, there will be \$50 charge for administration. After January 8th, 2010 cancellations will not be accepted. Substitutions are always welcome.
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