



The Safe Quality Food Institute

# International Conference



**Sharing the knowledge you need to meet today's  
food safety and quality challenges**

October 21-23, 2009  
Fiesta Americana Hotel  
Guadalajara, Mexico

[www.sqfconference.com](http://www.sqfconference.com)



The Safe Quality Food Institute

# International Conference

Join food industry professionals from all levels of the supply chain to discover the benefits of third-party food safety and quality certification. Gain new ways to increase profits and protect brands. Learn valuable lessons from recent food safety outbreaks. Expand your food safety auditing skills.

## Who should attend:

**Food safety professionals and food industry executives from the following sectors:**

- Supermarket and Food Service
- Farming and Food Processing
- Food Safety Certification
- Food Industry Consulting
- Food Safety Training
- Higher Education
- Food Regulation

## Supplier benefits:

- Gain insight into global food safety issues with a focus on Latin America
- Learn how to meet the expectations of U.S. and international retailers and regulators
- Discover how SQF certification facilitates access to domestic and global markets
- Explore resources available to assist suppliers in the implementation process

## Retail and Food Service Buyer benefits:

- Hear from other retailers how SQF has positively impacted their business
- Learn the benefits of a unique supplier audit data management system
- See what sets SQF apart from other certification programs

## Auditor and Consultant benefits:

- Enhance your auditing, technical and communication skills
- Get valuable SQF program and industry updates
- Obtain professional development credits



# The 2009 SQF International Conference

## Conference Agenda

### Pre-Conference Training Sessions

**Monday, October 19**

**Tuesday, October 20**

9:00 am – 6:00 pm

#### **Training Courses: Implementing SQF Systems (1000 or 2000)**

Taught in Spanish

**Wednesday, October 21**

10:30 am – 2:30 pm

#### **Professional Update Workshop for Auditors, Consultants and Trainers**

Taught in English

### Committee Meetings

*(By Invitation Only)*

**Tuesday, October 20**

9:00 am – 1:00 pm

#### **Technical Advisory Council Meeting**

1:00 pm – 2:30 pm

#### **Committee/Council Luncheon**

2:30 pm – 6:00 pm

#### **Certification Body and Accreditation Committee Meeting**

7:30 pm – 10:30 pm

#### **Committee/Council Dinner**

**Wednesday, October 21**

8:00 am – 10:00 am

#### **Executive Breakfast**

8:00 am – 10:00 am

#### **Training Center Breakfast Meeting**

### General Sessions and Breakouts\*

**Wednesday, Oct 21**

3:00 pm – 4:00 pm

#### **Opening Remarks and Keynote Speaker**

FMI's President and Chief Executive Officer, Leslie Sarasin will open the conference and introduce our keynote speaker who will discuss the future of food safety imports from a U.S. government perspective.

4:30 pm – 5:15 pm

#### **General Session**

A panel of key U.S. and Mexican government officials will discuss government perspectives on third-party certification.

5:15 pm – 6:00 pm

#### **General Session**

Learn important lessons from recent food safety outbreaks.

**Thursday, October 22**

9:00 am – 10:30 am

#### **General Session**

- Strategies for Improving Auditor Consistency
- Produce Safety in Latin America: Myths and Realities

11:00 am – 1:00 pm

#### **Breakout Sessions**

Choose from one of three education tracks or mix and match.

##### **Track One**

- Auditing Best Practices and Communicating with Diplomacy
- GFSI Accreditation Update

##### **Track Two**

- SQF 101: Basic Guide to SQF
- SQF 2000 Case Study: Learn how SQF Implementation has Positively Impacted Produce Suppliers

##### **Track Three**

- SQF Level 3 Certification: The Quality Difference
- Managing Supply Chain Data with SQF Quickfire

2:30 pm – 3:15 pm

#### **General Session**

Protecting the Integrity of Latin American Food Exports

3:15 pm – 5:30 pm

**Breakout Sessions**

Choose from one of three education tracks or mix and match.

**Track One**

- Interpreting Major/Minor “Non-Conformances” During Audits
- Auditor Calibration and Standardization: Driving Auditor Consistency and Continuous Improvement

**Track Two**

- Traceability Best Practices Throughout the Supply Chain
- Case Study: Learn how SQF Implementation has Positively Impacted Other Suppliers

**Track Three**

- Best Practices for Supplier Management and Approval Processes
- Food Safety and the Consumer in Latin America: What Drives Purchases?

**Friday, October 23**

9:30 am – 10:15 am

**General Session**

GFSI Updates: Representatives from the Global Food Safety Initiative will discuss developments in strategic partnerships with global food safety standards owners and GFSI's future objectives.

10:15 am – 11:15 am

**Breakout Sessions**

**Track One**

Contract Auditor Management: Best Practices

**Track Two**

Total Quality Management Principles

**Track Three**

Sustainability: What Retailers Need to Know and Actions to Take to Address This Timely Issue

11:45 am – 12:30 pm

**General Session**

SQF Program Report: Developments, Achievements and the Way Forward

12:30 pm – 1:30 pm

**General Session**

Opening Borders: Bringing Buyers and Suppliers Together in a Global World

**Optional Pre-Conference Training Courses**

**Participants may also opt to sign up for:**

- Implementing SQF 1000/2000 Systems Training Courses (in Spanish)
- An Update Workshop for SQF Auditors, Consultants and Trainers (in English)



**FIESTA NIGHT**

All conference attendees are invited to join us for Fiesta Night!, a celebration of Mexican culture and cuisine that will take place at the Instituto Cultural Cabañas in Guadalajara on Thursday, October 22. There is no additional charge for this event, provided you have registered for the conference. Transportation will be available. Network with your fellow attendees while enjoying cocktails, a three-course traditional Mexican dinner, folkloric dancing and a Mariachi band!



# International Conference Registration Form

October 21–23, 2009 • Fiesta Americana Hotel • Guadalajara, Mexico

## Registrant Information

Dr.  Mr.  Ms. First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Badge Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Confirm to (if different from registrant) \_\_\_\_\_ Email \_\_\_\_\_

## Registration Fee (includes meeting materials and meals)

	Register...	Before September 1, 2009	After September 1, 2009
FMI Member*	<input type="checkbox"/>	\$675	<input type="checkbox"/> \$795
SQF Affiliates**	<input type="checkbox"/>	\$700	<input type="checkbox"/> \$825
Latin American Supplier	<input type="checkbox"/>	\$700	<input type="checkbox"/> \$825
FMI Associate Member*	<input type="checkbox"/>	\$800	<input type="checkbox"/> \$925
Nonmember	<input type="checkbox"/>	\$975	<input type="checkbox"/> \$1,150
Fiesta Night! • Thursday (free for conference attendees)	<input type="checkbox"/>	\$0	<input type="checkbox"/> \$0

\* An FMI member is either a supermarket retailer or wholesaler paying annual dues to FMI. An FMI associate member is a company paying associate member dues to FMI.

\*\* SQF affiliates are SQF certified suppliers, SQF licensees and SQF auditors, consultants or practitioners.

## Optional Pre-Conference Training Courses and Workshops

- Implementing SQF 1000 Systems (Spanish)\***  
Monday and Tuesday, October 19 and 20, 2009 9:00 am – 6:00 pm \$500
- Implementing SQF 2000 Systems (Spanish)\***  
Monday and Tuesday, October 19 and 20, 2009 9:00 am – 6:00 pm \$500
- \* Includes lunch and training materials. Excludes online exam fee.

If sufficient demand exists, the Implementing SQF Systems training courses may also be offered in English. If you are interested in classes taught in English, please check the box below.

- I am interested in classes taught in English. Please contact me if such classes become available.

- Professional Update Workshop for SQF Auditors, Consultants and Trainers (English)**  
(meets the SQF professional development requirements)  
Wednesday, October 21, 2009 (includes lunch) 10:30 am – 2:30 pm \$100

## Payment Information:

- Enclosed is my check in the amount of \$\_\_\_\_\_
- (U.S. funds drawn on a U.S. bank payable to FMI – Reference No. 3600 002 0063)

Mail this form with payment to Food Marketing Institute, P.O. Box 758884, Lockbox #758884, Baltimore, MD 21275-8884.

- Please charge \$\_\_\_\_\_ to my  Visa  MasterCard  American Express
- Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Name (please print) \_\_\_\_\_

Card Holder Signature (must sign to be valid) \_\_\_\_\_

Fax this form with payment to Food Marketing Institute at 202.220.0830.

**Cancellation:** A full refund is granted when a cancellation is received by September 30, 2009 (COB). A 60 percent refund is granted if cancellation is received after September 30, 2009, but prior to October 7, 2009 (COB). **No refund if notification is received October 7, 2009 or later.** Please notify the registrar in writing via fax at 202.220.0830 or email sgeorge@fmi.org.

- FMI is committed to participation in its programs by persons with disabilities.
- Please check if you need accommodations.

FMI Use Only: \_\_\_\_\_ Account No. 3600-004-0222

Batch Date: \_\_\_\_\_ Amount Received: \_\_\_\_\_ Check # \_\_\_\_\_



## Past SQF Conference Attendees

- Advancing Food Safety
- Ahold USA, Inc.
- AIB International
- Albertsons LLC
- American National Standards Institute
- Arcadia Dairy Farms Inc.
- ASI Food Safety Consultants
- AVQ Consultancy
- Broetje Orchards
- BSI
- Bureau Veritas Certification
- Cargill Meat Solutions
- Chemstar Corporation
- Chick-fil-A
- CIES - The Food Business Forum
- Coles Group Ltd.
- Colorado Premium Foods
- Colorado State University
- ConAgra Foods, Inc.
- Daymon Worldwide Inc.
- Dean Foods Company
- Department of Health and Human Service
- DNV
- Domino's Pizza International
- Driscolls
- Drust Markets LLC
- Eagle Registration
- Ecolab, Inc.
- Egg Safety Center
- Eurofins Certification
- Fagerberg Produce Co.
- Fairway Market
- Food Quality Magazine
- Food Safety and Quality Systems
- Franklin Foods, Inc.
- Fresh and Easy Neighborhood Market
- Frick's Quality Meats, Inc.
- Giant Eagle, Inc.
- GLOBALGAP
- GSI Fresh Foods
- Guelph Food Technology Centre
- H-E-B
- Haggen, Inc.
- Hampton Farms
- Hannaford Bros. Co.
- Harris Teeter, Inc.
- iCiX Ltd
- Idaho Supreme Potatoes, Inc.
- IdentiGEN North America, Inc.
- International Dairy Foods Association
- JohnsonDiversey Inc.
- Kelley Bean Co.
- Kimberly's Ice Cream, Inc.
- Leprino Foods
- Lloyds Register Quality Assurance (LRQA)
- Mastronardi Produce Limited
- McDonald's Corporation
- McDougall & Son's
- Midwest Poultry Services, L.P.
- Moark LLC
- National Starch
- NCS International
- Nebraska Beef
- NSF International
- Prairie Farms Dairy Inc.
- Produce Marketing Association
- Publix Super Markets, Inc.
- QMI-SAI Global
- Quality Auditing Institute, Ltd.
- Quality Chekd Dairies
- Quality Management Solutions
- Quality Meat Packers Limited
- Ralcorp Holdings, Inc.
- Randolph Associates, Inc.
- Red River Commodities/Sungold Foods
- Reinhart Foodservice, Inc.
- Roberts Dairy Company
- SAI Global
- Saputo Cheese USA
- Sara Lee Corporation
- Schreiber Foods Inc.
- SGS
- Silliker, Inc.
- Smithfield Packing Company, Inc.
- Sparboe Companies
- Stemilt Growers, Inc.
- SUPERVALU INC.
- The Kroger Co.
- The Steritech Group, Inc.
- Titan Farms, Inc.
- TÜV SÜD America Inc.
- U. S. Food & Drug Administration
- U.S. Foodservice
- Unified Grocers, Inc.
- United Egg Producers
- Wakefern Food Corporation
- Wal-Mart Stores, Inc.
- Wayne Farms, LLC
- Wegmans Food Markets, Inc.
- WhiteWave Foods Company
- World Wildlife Fund

# Conference Information

## Hotel Information

The 2009 SQF Conference will take place at the Fiesta Americana Hotel in Guadalajara, Mexico. Please make room reservations directly with the hotel. In order to secure a room at the conference rate of \$99.00/night (plus \$3.50 housekeeping charge per day and \$5.00 for bellman service), reservations must be made no later than September 25, 2009. Please call 1-800-FIESTA-1 (1.800.343.7821). We encourage you to make reservations early, as the hotel may sell out before this date. After September 25, reservations will be accepted on a space-available basis and higher rates may apply. Please reference the SQF International Conference when booking.



### Fiesta Americana Hotel

Aurelio Aceves 225  
Glorieta Minerva  
Col Vallarta Poniente  
C.P. 44110  
Guadalajara

## Travel Information

Guadalajara is Mexico's second largest city and is located in the state of Jalisco about 1,000 miles due south of El Paso, Texas. Continental, Delta and American Airlines are among the U.S. carriers that offer direct flights to Guadalajara from major cities in the U.S. such as Los Angeles, San Francisco, Houston, Phoenix, Tucson, Dallas, Chicago, New York, Atlanta and Miami. Flying time from Los Angeles and Houston is approximately three hours. Further travel information and tips are available at [www.sqfconference.com](http://www.sqfconference.com)

## Visa Information

**IMPORTANT:** Please check the visa/passport requirements for entering Mexico before you plan your travel. It is your responsibility to ensure that you are in possession of the appropriate travel documents. Refunds cannot be made if you are unable to attend because of insufficient travel documents. Please note that all Americans traveling outside the U.S. are required to present a passport or other valid travel document to enter or re-enter the U.S. Please visit [www.travel.state.gov](http://www.travel.state.gov) for up-to-date travel requirements.

U.S., British, Canadian and Australian citizens do not need a visa to enter Mexico, although you must present a valid passport and fill out an immigration form for tourists and business trips, which can be obtained in travel agencies, airlines or at the point where you enter Mexico. Citizens of other countries should check with the Mexican Embassy in their respective countries regarding visa requirements.

## Registration Fee

The registration fee includes meeting materials, general sessions and breakouts, 2 breakfasts, 1 lunch, 2 dinners and morning and afternoon breaks. Fee does not include your hotel, airfare or incidentals. Additional fees apply for pre-conference workshops and training sessions. See registration form for more details.

## Fiesta Night!

Your registration fee also includes participation in "Fiesta Night!", a celebration of Mexican culture and cuisine on Thursday, October 22, and covers cost of transportation, entertainment and dinner.

## Conference Attire

Conference attire is business casual. Please keep in mind that meeting and hotel rooms may be chilly.

## Weather

In October, temperatures average a high in the upper 70s/lower 80s and a low in the upper 50s/lower 60s.

## Language

The official language of the conference is English. Simultaneous translation into Spanish will be provided in all general sessions and breakouts.

## Staff Contacts

Program, Logistics, Sponsorships:

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Registration:  
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Assistance in Spanish:  
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**International Conference**

**October 21-23, 2009**

**Fiesta Americana Hotel**

**Guadalajara, Mexico**

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