

# Transparency

through the food chain

F I N A L   A N N O U N C E M E N T

**5th** International Meeting

**Noordwijk  
Food Safety &  
HACCP Forum**

**9-10 December 2002**

**NEW DATE**

**11 December 2002**

**Interactive Workshop**

**Transparency during  
your food crisis!**

**Grand Hotel Huis ter Duin  
Noordwijk aan Zee  
the Netherlands**

# Welcome to...

We have a great pleasure in presenting you the conference programme for the 5th International Meeting of the Noordwijk Food Safety & HACCP Forum to be held 9-11 December 2002 in Noordwijk aan Zee, the Netherlands.

The public concern about safe food and the perception of risk by consumers has urged the food and feed industry and public authorities to take their responsibility in ensuring the highest food safety standards. A transparent approach to food safety is obviously necessary to re-establish consumer confidence in the food supply. Therefore, greater *transparency* at all levels of the food chain is the thread running through the 5th International Meeting of the Noordwijk Food Safety & HACCP Forum.

The programme combines several elements:

- *a plenary opening meeting and a plenary closing session*
- *informative lectures and interactive round-table discussions*
- *case studies* aimed at information exchange on recent developments and trends **NEW!**
- *a marketplace* presenting food safety services, products and/or equipment
- *post conference workshop* (optional)

Don't miss out on this wealth of information and register for the

**5th International Meeting of the Noordwijk Food Safety & HACCP Forum** today!

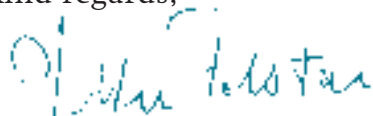
Simply complete and return the registration form enclosed to guarantee your reservation.

On behalf of the Noordwijk Food Safety & HACCP Forum,

I look forward to welcoming you again to

Noordwijk aan Zee, the Netherlands!

Kind regards,



Prof.dr. Peter Folstar

*Chairman of the Forum*

## About the Noordwijk Food Safety & HACCP Forum

The Forum is an independent group of international food safety experts. By organising annually a two-day networking conference, the Forum's aim is to contribute to the development of a common understanding of food safety and HACCP systems in an international arena.

**5th** International Meeting

**Noordwijk  
Food Safety &  
HACCP Forum**

**A.W. Barendsz, M.Sc.**, *TNO Nutrition and Food Research, the Netherlands*

**Dr. D. Barug**, *Ranks Meel, the Netherlands*

**Prof. dr. P. Folstar**, *Wageningen University and Research Centre, the Netherlands*

**Prof. dr. L.G.M. Gorris**, *Unilever, UK*

**Ms. S.E. Mortimore, M.Sc.**, *General Mills, USA*

**Mrs. Dr. Y. Motarjemi**, *Nestlé, Switzerland*

**R.E. Peters**, *Food Operations, Australia*

**Dr. M. van Schothorst**, *Food safety consultant, Switzerland*

**Dr. W.H. Sperber**, *Cargill, Inc., USA*

**...the Forum's  
fifth anniversary!**

- 08.45      **Introduction to the 5th International Meeting**  
Peter Folstar, *chairman of the Noordwijk Food Safety & HACCP Forum*
- 09.00      **Opening lecture**  
*Speaker to be announced*
- 09.15      **Keynote address: US goals on food safety and international implications**  
Dr. M.D. (Merle) Pierson, *Deputy Undersecretary of Food Safety, USDA, USA*

**PLENARY MEETING**  
**Food safety - focusing on transparency**

*The need for greater transparency at all levels of the food chain:  
a question raised to responsible stakeholders in the food chain.*

- Chair:            Leon Gorris, *Unilever, UK*
- 09.45      **Towards a sound scientific basis for food safety policy and regulation**  
Philippe Verger, *INRA, France / SAFE Consortium, Brussels (invited)*
- 10.15      **Traceability, transparency, trust**  
Reid Hole, *Nutreco, the Netherlands*
- 10.45      Coffee/tea break
- 11.15      **Industries' need and expectations to meet food safety**  
Yasmine Motarjemi, *Nestlé, Switzerland* and Sara Mortimore, *General Mills, USA*
- 11.45      **The retailers' view on transparency**  
Alec Kyriakides, *Sainsbury's Supermarkets Ltd, UK*
- 12.15      **Discussion**
- 12.30      Lunch

## PARALLEL SESSION 1

# Transparency in communication

*One of the greatest challenges we face is how to get across to consumers sound messages concerning risks to health, particularly those in relation to risk and the food supply. What are the key elements to be communicated? And how do we develop transparency?*

Chair:	Ross Peters, Food Operations, Australia
14.00	<b>Chair's introduction</b>
14.15	<b>Transparent communication with consumers: key elements</b> Anne van der Meiden, <i>Van der Meiden Consultancy, the Netherlands</i>
14.45	<b>Transparent communication in practice</b> Piet-Hein Speel, <i>Unilever, the Netherlands</i>
15.15	Coffee/tea break
15.45	<b>How to explain the concept of health risk versus hazards to consumers?</b> Christine Bruhn, <i>Center for Consumer Research / University of California, USA</i>
16.15	<b>How should consumers participate in the decision making?</b> Alan Reilly, <i>Food Safety Authority, Ireland</i>
16.45	<b>Discussion</b>
17.00	End of session

## PARALLEL SESSION 2

# Transparent global food chains

*Food businesses cannot operate isolated. They have always to interact and to communicate with their suppliers, customers and consumers. Globalisation makes us vulnerable. Therefore, transparency is a must in global food chains.*

Chair:	Mike van Schothorst, <i>Food safety consultant, Switzerland</i>
14.00	<b>Chair's introduction</b>
14.15	<b>Food safety in danger</b> Rob Top, <i>Ministry of Health, Welfare and Sport, the Netherlands</i>
14.45	<b>Why HACCP doesn't work from farm to table?</b> Bill Sperber, <i>Cargill, USA</i>
15.15	Coffee/tea break
15.45	<b>Food safety capacity building in the developing countries</b> Tjaart Schillhorn van Veen, <i>The World Bank, USA</i>
16.15	<b>Key elements to information management in food chains</b> Peter Folstar and Adrie Beulens, <i>Wageningen University and Research Centre, the Netherlands</i>
16.45	<b>Discussion</b>
17.00	End of session

## CASE STUDIES

NEW

Chair:	Tony Barendsz, <i>TNO Nutrition and Food Research, the Netherlands</i>
14.00	<b>Chair's introduction</b>
14.15	<b>Factors inhibiting the efficiency of HACCP in the catering industry</b> Greg Burke, <i>Dublin Institute of Technology, Ireland</i>
14.45	<b>Microbiological risk assessment in the beverage industry</b> Zoltan Syposs, <i>The Coca-Cola Company (Central Europe &amp; Russia Division), Hungary</i>
15.15	Coffee/tea break
15.45	<b>Safety and hygiene management in manufacturing packaging materials</b> Laura Raaska, <i>VTT Biotechnology, Finland</i>
16.15	<b>Knowledge retention following HACCP training</b> Carol Wallace, <i>Reading Scientific Services/University of Central Lancashire, UK</i>
16.45	<b>Discussion</b>
17.00	End of session

## HAPPY HOUR ROUND-TABLE DISCUSSIONS

17.00-18.30 Happy hour round-table discussions

### Round-table discussion 1

***Improving the proper use of HACCP globally:  
what must be done?***

Chair: Sara Mortimore, *General Mills, USA*  
Ross Peters, *Food Operations, Australia*

### Round-table discussion 2

***How to use the risk analysis model at a company level  
in the whole food chain?***

Chair: Harriet Alnås, *Arla Foods, Sweden*  
Cathrine Finne Kure, *Norwegian Food Research Institute (MATFORSK), Norway*

### Round-table discussion 3

***How far should we go with traceability  
in the food and feed chain?***

Chair: Tony Barendsz, *TNO Nutrition and Food Research, the Netherlands*  
Manfred Hessing, *Nutreco, the Netherlands*

**PARALLEL SESSION 3**  
**HACCP and transparency**

*HACCP has evolved in various ways around the world, varying from voluntary science based systems to mandatory legislation based systems. Can HACCP help provide greater transparency in the food supply chain?*

- Chair: Bill Sperber, *Cargill, USA*
- 09.00 **Chair's introduction**
- 09.15 **How does industry validate elements of the HACCP plans?**  
*Alice Johnson, National Food Processors Association, USA*
- 09.45 **What are the expectations of regulatory authorities with regard to validation?**  
*Speaker to be announced*
- 10.15 Coffee/tea break
- 10.45 **How does HACCP fit into the WTO/SPS system?**  
*Mike van Schothorst, Food safety consultant, Switzerland*
- 11.15 **HACCP standardisation and the ISO approach: the state of affairs**  
*Jacob Færgemand, ISO Committee TC34 / WG8 / Bureau Veritas, Denmark*
- 11.45 **Discussion**
- 12.00 End of session

**PARALLEL SESSION 4**  
**Forgotten and new food safety issues**  
**- creating transparency**

*Despite all food safety measures we are regularly confronted with feed and food emergencies. There's an obvious need to pinpoint potential hazards in commodities, ingredients, food products etc., and to deal with it in a more transparent way.*

- Chair: Yasmine Motarjemi, *Nestlé, Switzerland*
- 09.00 **Chair's introduction**
- 09.15 **Forgotten hazards**  
*Tony Williams, Williams & Neaves, UK*
- 09.45 **Risk assessment of natural and chemical toxins**  
*Wolfgang Dekant, University of Wuerzburg, Germany*
- 10.15 Coffee/tea break
- 10.45 **Viral contaminants: current and future prospects**  
*Marion Koopmans, National Institute of Public Health and the Environment, the Netherlands*
- 11.15 **Lessons from the global BSE epidemic**  
*Will Hueston, University of Minnesota, USA*
- 11.45 **Discussion**
- 12.00 End of session

## CASE STUDIES



Chair:	Tony Barendsz, <i>TNO Nutrition and Food Research, the Netherlands</i>
09.00	<b>Chair's introduction</b>
09.15	<b>Food safety in primary agriculture in developing countries</b> Lise Korsten, <i>University of Pretoria, South Africa</i>
09.45	<b>Risk assessment of contaminants in animal feed</b> Geert Houben, <i>TNO Nutrition and Food Research, the Netherlands</i>
10.15	Coffee/tea break
10.45	<b>The link between epidemiological data and food safety control systems</b> Sue Powell, <i>University of Central Lancashire, UK</i>
11.15	<b>Food safety: division of responsibility and the policy of the Dutch government</b> Wim Ruiterkamp, <i>Ministry of Agriculture, Nature Management and Fisheries, the Netherlands</i>
11.45	<b>Discussion</b>
12.00	End of session

## FINAL PLENARY MEETING

### Food safety - a transparent future?

Chair:	Peter Folstar, <i>chairman of the Noordwijk Food Safety &amp; HACCP Forum</i>
13.30	<b>Chair's summation of round-table discussion 1</b>
13.50	<b>Chair's summation of round-table discussion 2</b>
14.10	<b>Chair's summation of round-table discussion 3</b>
14.30	<b>Reducing the possibility of future food and feed scares</b> Cor Groenveld, <i>Lloyd's Register Quality Assurance, the Netherlands</i>
15.00	<b>Towards a sustainable way of producing food</b> Jan Kees Vis, <i>Unilever, the Netherlands</i>
15.30	<b>Closing the 5th International Meeting</b> Peter Folstar, <i>chairman of the Noordwijk Food Safety &amp; HACCP Forum</i>
15.45	End of conference



# WORKSHOP PROGRAMME

## Wednesday 11 December 2002

**09.30-16.00**

**Interactive workshop (optional)**

**Transparency during your food crisis!**

**Dare to prepare!**

### **Workshop Directors:**

Mrs. Dr. Alma M. Schaafstal, TNO Human Factors, the Netherlands

Mrs. Marjan van Luxemburg, M.Sc., TNO Nutrition and Food Research, the Netherlands

Many companies in the food sector have established a crisis plan (or recall plan) as an element of their quality system. Fortunately, this plan has not to be put into action too often. It is desirable to test the crisis plan from time to time in terms of topicality, reliability and effectiveness, and to evaluate whether the plan is still suitable for steering a possible crisis in the right direction. However, a good plan, although necessary, turns out to be insufficient for effective decision making in potential crisis situations. Effective decision making requires a well-prepared team with good coping and teamwork skills. This last element is often lacking in traditional crisis management training.

Workshop goals

- Providing a state-of-the-art theoretical foundation for teamwork in crisis management in relation to crisis plans
- Testing a crisis plan in a representative, severe time pressure, crisis situation
- How to prepare a crisis management team for effective and efficient decision making in crisis situations, including co-ordination and communication

## **Workshop programme**

### **09.30 Part 1**

We will first discuss what information is necessary for your crisis plan. Secondly, a framework will be presented for efficient teamwork in crisis management in the food sector, and we will practice using this framework as an evaluation tool in practical situations.

### **12.00 Lunch**

### **13.00 Part 2**

The afternoon is where it really starts. For this workshop, we especially designed a unique simulated crisis in the food sector, including (serious) complaints from customers, press reporters on the doorstep, and the difficult dilemma: do we have to recall this product or not, including all the consequences that it may have. The participants in the workshop will play the various roles in the crisis teams, and will be very actively involved in solving the crisis, or at least ensuring that the crisis will be kept to a minimum. In this highly interactive and participatory session, the participants will be able to use the knowledge and skills acquired in the morning session. Highly trained evaluators of crisis management teams will observe the sessions.

### **Part 3**

In the debriefing session, we will discuss with each team how they performed, and will formulate some lessons learned with respect to the relationship between the crisis plan and the performance of the team.

### **Part 4**

In the closing plenary session, we will present general lessons learned and we will show the way ahead for training your crisis management team. Crisis management: dare to prepare!

**16.00 End of workshop**

## Participants and purpose

The purpose of the 5th International Meeting of the Noordwijk Food Safety & HACCP Forum is to create a meeting and networking point for businesses and food quality professionals in all stages of the agro-food chain, food regulatory authorities and inspectors, certifying bodies and auditors, consulting agencies and advisors, and consumers and their associations from all over the world.

## Venue, fee and discounts

The 5th International Meeting of the Noordwijk Food Safety & HACCP Forum will be held 9-10 December 2002 in Grand Hotel Huis ter Duin, Noordwijk aan Zee, the Netherlands.

The participant fee is EUR 1,050.- (19% VAT exclusive), including the book of abstracts, lunches and coffee/tea as announced in the timetable. The participant fee does not include hotel accommodation.

Participants registering and paying before 31 October 2002 are qualified for the Early Registration Discount, the participant fee being EUR 890.- (19% VAT exclusive).

Participants selected by the Noordwijk Food Safety & HACCP Forum to present a poster are qualified for the Poster Presentation Discount, the participant fee being EUR 825.- (19% VAT exclusive).

**Please note:** the discounts does not apply to the workshop registration.

## Workshop

Linked to the conference an interactive workshop 'Transparency during your food crisis!' will be organised on 11 December 2002.

The fee is EUR 450.- (19% VAT exclusive), including the workshop manual, lunch and refreshments. The number of participants in the workshop is limited to 60 only. Participants will be registered in the order that the registration forms are received.

## Registration

To register for the 5th International Meeting of the Noordwijk Food Safety & HACCP Forum and the Workshop please fax or send the enclosed Registration Form to the Forum Secretariat. On Monday evening 9 December 2002 a conference dinner will be organised; reservations can be made on the Registration Form.

The registration desk will open on Sunday 8 December 2002 at 4.00 p.m.

## Hotel accommodation

Grand Hotel Huis ter Duin ([www.huisterduin.com](http://www.huisterduin.com)) is a superb location just 20 minutes from Amsterdam Schiphol Airport. It is conveniently located for Amsterdam and The Hague. The hotel is situated directly on the beach with stunning views of the North Sea. Local bars, restaurants and shopping are within easy walking distance.

Participants are responsible for making their own reservations by sending the enclosed Hotel Accommodation Form to Grand Hotel Huis ter Duin directly. The Noordwijk Food Safety & HACCP Forum has secured discounted rates for conference participants. Depending on the attendance participants might be accommodated in other hotels than Grand Hotel Huis ter Duin.

Participants arriving at Amsterdam Schiphol Airport and staying at Grand Hotel Huis ter Duin may benefit from the HACCP-transport package at EUR 40.- per person, including:

- Return transfer from and to Amsterdam Schiphol Airport.
- Welcome at the Meeting Point.
- Meeting time of the driver will be confirmed to you by the hotel and scheduled on half and whole hours for the arrival and on the whole hours for the departure.
- Transportation needs to be reserved at least 3 days in advance.
- Changes or cancellations need to be done in writing and at least 3 days in advance.
- Charges will be booked on your room account.

Registration can be done via the internet:

**[www.huisterduin.com](http://www.huisterduin.com)**. Please confirm in the remarks of your reservation that you are a participant of the HACCP conference.

## Exhibition/sponsorship

Parallel to the conference a commercial exhibition will be organised in which presentations of HACCP services, products and equipment are given. Participants of the conference have the opportunity to visit the exhibition during the various breaks. Companies and organisations interested in having an exhibition stand or in sponsoring are invited to contact the Forum Secretariat.

## Call for posters

Interested participants are invited to submit one-page abstracts for posters by no later than 31 October 2002.

**POSTER AWARD**

The Noordwijk Food Safety & HACCP Forum has established a Poster Award to honour a conference participant for the presentation of a poster that makes a significant contribution to 'transparency', the thread running through the 5th International Meeting. The members of the Noordwijk Food Safety & HACCP Forum will evaluate the abstracts and poster presentations, and will select the Poster Award Winner at the meeting. The conference dinner will be the décor for the presentation of the Poster Award.

## Language

English will be the official conference language.

**It may be necessary for reasons beyond the control of the organisers to alter the content and timing of the programme or the identity of the speakers.**

# Meet the speakers

- **Ms. H. Alnäs**  
Hygiene Specialist, Arla Foods, Sweden
- **A.W. Barendsz, M.Sc.**  
Management consultant, Quality management and Certification, TNO Nutrition and Food Research, the Netherlands
- **Prof.dr. A.J.M. Beulens**  
Chair of Information Technology Group, Wageningen University and Research Centre, the Netherlands
- **Mrs. Prof.dr. C.M. Bruhn**  
Director Center for Consumer Research, University of California, USA
- **Dr. G. Burke**  
Lecturer in Food Safety & Quality, Dublin Institute of Technology, Ireland
- **Prof.dr. W. Dekant**  
Head of Department of Toxicology, University of Würzburg, Germany
- **Dr. J. Færgemand**  
Chairman of the ISO Committee TC34/WG8 / Director Bureau Veritas, Denmark
- **Prof.dr. P. Folstar**  
Director Netherlands Genomics Initiative / Product Design and Quality Management Group, Wageningen University and Research Centre, the Netherlands
- **Prof.dr. L.G.M. Gorris**  
Head of Unit Quantitative Hazard Assessment, Unilever, UK
- **C.A. Groenveld**  
Global Product Manager Feed and Food, Lloyd's Register Quality Assurance, the Netherlands
- **M.J.C. Hessing**  
Food Safety Manager, Nutreco, the Netherlands
- **Dr. R. Hole**  
Corporate Director Food Safety, Nutreco, the Netherlands
- **Dr. G.F. Houben**  
Manager Department Toxicological Risk Assessment, TNO Nutrition and Food Research, the Netherlands
- **Prof.dr. W.D. Hueston**  
Director Center for Animal Health and Food Safety, University of Minnesota, USA
- **Mrs. Dr. A.L. Johnson**  
Vice President of Food Safety Programs, National Food Processors Association, USA
- **Mrs. Dr. M.P.G. Koopmans**  
Virologist of the Diagnostic Laboratory for Infectious Disease and Perinatal Screening, National Institute of Public Health and the Environment (RIVM), the Netherlands
- **Mrs. Prof. dr. L. Korsten**  
Head of Department of Microbiology and Plant Pathology, University of Pretoria, South Africa
- **Mrs. Dr. C.F. Kure**  
Food Microbiologist, Norwegian Food Research Institute (MATFORSK), Norway
- **Dr. A. Kyriakides**  
Head of Product Safety, Sainsbury's Supermarkets Ltd., UK
- **Prof.dr. A. van der Meiden**  
Director Van der Meiden Consultancy, the Netherlands
- **Mrs. S.E. Mortimore, M.Sc.**  
Director International Quality and Regulatory Operations, General Mills, USA
- **Mrs. Dr. Y. Motarjemi**  
Food Safety Manager Quality Management Department, Nestlé, Switzerland
- **R.E. Peters**  
Director Food Operations, Australia
- **Mrs. Dr. S.C. Powell**  
Group Leader Food Safety, Postgraduate School of Health and Medicine, University of Central Lancashire, UK
- **Mrs. Dr. L. Raaska**  
Group Manager Microbiological Production Safety, VTT Biotechnology, Finland
- **Dr. A. Reilly**  
Deputy Chief Executive / Director Food Science and Standards, Food Safety Authority, Ireland
- **Dr. W.A. Ruiterkamp**  
Senior Policy Officer Food Chain Systems, Ministry of Agriculture, Nature Management and Fisheries, the Netherlands
- **Dr. T.W. Schillhorn van Veen**  
Natural Resources Unit Europe and Central Asia Region, The World Bank, USA
- **Dr. M. van Schothorst,**  
Food safety consultant (former Vice President Food Safety Affairs, Nestlé), Switzerland
- **Dr. P.-H. Speel**  
Head of Unilever Netherlands Consumer Care Center, Unilever, the Netherlands
- **Dr. W.H. Sperber**  
Senior Corporate Microbiologist, Cargill Corporate Food Safety, Cargill, Inc., USA
- **Z. Syposs, M.Sc.**  
Quality Systems and Programme Manager, The Coca-Cola Company, Central Europe & Russia Division, Hungary
- **R. Top, M.Sc.**  
Head Food and Nutrition Division, Directorate for Nutrition and Consumer Protection, Ministry of Health, Welfare and Sport, the Netherlands
- **Dr. J.K. Vis**  
Sustainable Agriculture Manager, Unilever, the Netherlands
- **Mrs. C.A. Wallace**  
General Manager Consultancy and Training Division, Reading Scientific Services Ltd. / Senior Lecturer, University of Central Lancashire, UK
- **T. Williams**  
Director Williams & Neaves, UK

# 5th International Meeting

**Noordwijk  
Food Safety &  
HACCP Forum**

## **Forum Secretariat**

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