

PRODUCT RECALLS 101

PRESENTED BY AEMTEK FOOD SAFETY SCHOOL

DATE: MARCH 11TH, 2011

INSTRUCTOR: JERRY OLIVERAS

LOCATION: AEMTEK FOOD SAFETY SCHOOL, 46309 WARM SPRINGS BLVD., FREMONT, CA 94539

COST: \$195 (INCLUDES COURSE MATERIALS AND CERTIFICATE OF ATTENDANCE)

OVERVIEW: A food recall is a corrective action intended to remove food products from commerce when there is a reason to believe the products may be contaminated, adulterated, or mislabeled. A manufacturer may have to recall its product, either voluntarily or involuntarily, to protect consumer health and company assets and to comply with the regulations. Because recalls cause production interruption, financial loss and brand name damage, manufacturers continually strive to prevent a recall, but even the best-managed business can make occasional mistakes. When handled inappropriately, a product recall can lead to severe legal, public relations and financial consequences. To reduce the cost of product recall and protect business assets and brand name reputation, it is crucial to have an effective recall plan.

OBJECTIVES: This one-day introductory course will help attendees to gain basic knowledge in recall planning, managing, implementation and evaluation. Topics of the course include: 1) FDA product recall basics, 2) formulation of recall plan, policy and procedure, 3) balanced consideration of level of product traceability and cost of a recall, 4) factors that should be considered when making decisions to recall or not to recall, 5) procedures for recall implementation and evaluation, and 6) new regulations and lessons learned from product recall case studies.

WHO SHOULD ATTEND: Food company executives, operation managers, and quality managers.

FRIDAY, MARCH 11TH, 2011 9:00 AM—4:00 PM	
8:30—9:00 AM	Welcome & Networking
9:00—9:45 AM	FDA Product Recall Basics and Using the Reportable Food Registry
9:45—10:30 AM	Best Practices in Recall Planning
10:30—10:45 AM	Coffee Break & Networking
10:45—12:00 PM	Product Traceability and Costs of a Recall
12:00—1:00 PM	Lunch Break
1:00—2:30 PM	To Recall or Not to Recall—Decision Making Basics
2:30—2:45 PM	Coffee Break & Networking
2:45—3:30 PM	Recall Implementation and Follow-up Evaluation
3:30—4:00 PM	Implications of the Food Safety Modernization Act: Recall Case Studies

ABOUT THE INSTRUCTOR

Jerry Oliveras has over 20 years of professional experience. He has worked in several environmental, food, and agricultural testing laboratories, and has experience in the fields of food and water microbiology, analytical chemistry, laboratory management, regulatory compliance, and chemical research. He is a recognized expert in food chemistry, microbiology, and technology with wide experience in troubleshooting industry problems. He has given numerous technical and media presentations, and is qualified as an expert witness for litigation. Jerry has worked for the California Department of Food and Agriculture Center for Analytical Chemistry, and the Milk and Dairy Foods Safety Branch. He was formerly the Laboratory Director and President of a respected commercial food laboratory in San Francisco. Jerry earned his Bachelor of Science degree in Biological Chemistry from The University of the Pacific and completed postgraduate course work in Synthetic Organic Chemistry at UOP as well. He is a member of numerous professional organizations, including AOAC International, American Chemical Society, Institute of Food Technologists, American Association of Cereal Chemists, American Oil Chemists Society, and AXE (the professional chemistry fraternity).

FOUR EASY WAYS TO REGISTER

- 1) **ONLINE:**
<http://www.aemtek.com/training>
- 2) **PHONE:** 510-979-1979
- 3) **FAX:** 510-668-1980
- 4) **MAIL:** AEMTEK, INC., 46309 WARM SPRINGS BLVD., FREMONT, CA 94539



FOOD PATHOGENS 101

PRESENTED BY AEMTEK FOOD SAFETY SCHOOL

DATE: MARCH 10TH, 2011

INSTRUCTOR: MELISSA HUGHES & JERRY OLIVERAS

LOCATION: AEMTEK FOOD SAFETY SCHOOL, 46309 WARM SPRINGS BLVD., FREMONT, CA 94539

COST: \$195 (INCLUDES COURSE MATERIALS AND CERTIFICATE OF ATTENDANCE)

OVERVIEW: Foodborne pathogens, such as *E. coli* O157:H7 and *Salmonella*, continue to be a difficult challenge for all sectors of the food industry. The presence of these bacteria in food manufacturing and processing plants can often lead to costly product recalls, which can result in loss of revenue, negatively impact brand and company reputation, and put consumers at risk for foodborne illness. In order to effectively control pathogenic bacteria, one must know *what* bacteria are, *where* they are coming from and distributed, and *why* they continue to persist in the food supply.

OBJECTIVES: In this one-day introductory course, participants will 1) learn about the basic fundamentals and concepts behind food microbiology, presented in a simplified manner that is easy to understand, 2) understand the role that pathogenic bacteria play in regards to food product safety and public health, 3) receive detailed information on three problematic foodborne pathogens: *Salmonella*, *Escherichia coli* O157:H7 and *Listeria monocytogenes*, 4) learn about the importance of food safety microbiological testing, and 5) how to interpret laboratory reports.

WHO SHOULD ATTEND: Ingredient suppliers, food processors and manufacturers, product developers, research/development, quality assurance personnel, new professionals in the food industry, and laboratory technicians.

THURSDAY, MARCH 10TH, 2011 9:00 AM—4:00 PM	
8:30—9:00 AM	Welcome & Networking
9:00—9:45 AM	Food Microbiology: The Essentials
9:45—10:30 AM	<i>E. coli</i> O157:H7: What, Where, Why?
10:30—10:45 AM	Coffee Break & Networking
10:45—12:00 PM	<i>L. monocytogenes</i> : What, Where, Why?
12:00—1:00 PM	Lunch Break
1:00—1:45 PM	<i>Salmonella</i> : What, Where, Why?
1:45—2:30 PM	Microbiological Testing: What & Why?
2:30—2:45 PM	Coffee Break & Networking
2:45—3:30 PM	How to Interpret Lab Reports
3:30—4:00 PM	Questions & Answers / Adjourn

ABOUT THE INSTRUCTOR

Melissa Hughes is the Quality Director at AEMTEK. She earned a Master of Science degree in food science from Texas Tech University, with an emphasis in food safety and microbiology. Mrs. Hughes has given many technical presentations, has written several conference abstracts, is published in the Journal of Food Protection, and has experience in food safety consumer outreach. Melissa is also an active member of many professional organizations, including the International Association for Food Protection (IAFP), Institute of Food Technologists (IFT and NCIFT), American Society for Microbiology (ASM), and the Society for Applied Microbiology (SfAM). Finally, Melissa is a Certified ServSafe Instructor and Proctor with the National Restaurant Association Educational Foundation.

Note: A detailed bio for Jerry Oliveras can be found on the previous page.

FOUR EASY WAYS TO REGISTER

- 1) **ONLINE:**
<http://www.aemtek.com/training>
- 2) **PHONE:** 510-979-1979
- 3) **FAX:** 510-668-1980
- 4) **MAIL:** AEMTEK, INC., 46309 WARM SPRINGS BLVD., FREMONT, CA 94539



FOUR EASY WAYS TO REGISTER

- 1) **ONLINE:** <http://www.aemtek.com/training>
- 2) **PHONE:** 510-979-1979
- 3) **FAX:** 510-668-1980
- 4) **MAIL:** AEMTEK, INC., 46309 WARM SPRINGS BLVD.
FREMONT, CA 94539

The AEMTEK Food Safety School is committed to providing the food industry with high quality training in relevant and current food safety topics, all at an affordable cost. Whether you are a seasoned expert, or are just starting out in the industry, the AEMTEK Food Safety School has something for everyone!

For the 2011 training calendar, please visit our website at: www.aemtek.com/training.

For questions regarding registration, travel/hotel information, or other special requests, please contact Melissa Hughes at 510-979-1979 or e-mail her at melissa.hughes@aemtek.com.



ATTENDEE REGISTRATION FORM

Fields marked with asterisk (*) are required

ATTENDEE INFORMATION (Please print. Use one form for each person attending.)

First Name*	M.I.	Last Name*
Title*		
Company*		
Business Address*		
City*	State*	Zip Code*
Business Phone*	Ext.	Business Fax
E-mail Address*		

WORKSHOP(S) ATTENDING* (Cost includes course materials and certificate of attendance.)

<input type="checkbox"/> Food Pathogens 101 Thursday, March 10th, 2011	\$195.00	Total Amount Due* \$ _____
<input type="checkbox"/> Product Recalls 101 Friday, March 11th, 2011	\$195.00	

METHOD OF PAYMENT*

- Check** (Please remit payment to AEMTEK)
- Visa**
- MasterCard**
- Discover**
- American Express**

I am authorized to sign this Attendee Registration form on behalf of attending company and/or individual, and I have read and understand the Registration form and agree to be bound by all of its terms and conditions.

Signature* _____

Date* _____

Credit Card #
Date of Expiration
CCV # <small>(3-4 digit code located on front/back of card)</small>
Name as it appears on credit card
Billing Street Address
Billing City and Zip Code

TERMS & CONDITIONS

AEMTEK, Inc. reserves the right to determine eligibility of any company and/or individual to attend course, and reserves the right to reject or prohibit any company and/or individual, with or without giving cause. AEMTEK, Inc. also reserves the right to modify or cancel any training course or workshop. In the event of a cancellation, all attendees will be informed as soon as possible, and receive a full reimbursement of course fees only. Any refund requests received **at least 7 days** prior to the training course will be fully refunded, minus a \$30 processing fee. No refunds will be issued if notice is given less than 7 days prior to course. The attendee's registration may be transferred to a colleague with written notification.

Is your company ready for the new regulations in the Food Safety Modernization Act? Do you or your colleagues need current food safety training, but cannot afford to attend out-of-state conferences? **The AEMTEK Food Safety School is here to help!**



**2011 COURSE
CALENDAR**

Date	Course Title
March 10th	Food Pathogens 101
March 11th	Product Recalls 101
April 12th	cGMP Workshop
April 13—15th	HACCP Workshop
May 12th	Environmental Monitoring 101
May 13th	Best Sanitation Practices 101
September 15th	Food Pathogens 101
September 16th	Microbial Challenge Studies 101
October 20th	Food Spoilage 101
October 21st	Shelf-Life Studies 101



AEMTEK

Food, Environmental, Water & Pharmaceutical Microbiology

Testing, Research, Training & Consulting