



Food & Consumer Science Professionals
Invites You To Attend

BEYOND THE BASICS
FOOD: SAFETY, SUPPLY & SUSTAINABILITY



Professional Conference

February 21, 2020

8:00 am - 3:30 pm

Edina Country Club 5100 Wooddale Avenue Edina, MN 55424

Complimentary Parking — Handicap Parking / Accessible



Beyond the Basics

Food: Safety, Supply & Sustainability

Friday, February 21, 2020

8:00 am—3:30 pm

Food & Consumer Science Professionals presents the third annual *Beyond the Basics* conference for food professionals. When we talk about food safety, the food supply or food sustainability, we end up inside a dilemma between desires and needs. Consumers say they want minimal processing, minimal additives, & less packaging but greater sustainability and transparency. They are also more interested in how food is sourced and grown, and how that affects the health of our planet.

In this year's Beyond the Basics conference our keynote speaker, Dr. Julie Miller Jones, will explore current trends and issues facing consumers and food producers today. Speakers from Land O'Lakes and Ecolab will present new regulations and technologies being developed to meet consumer demands and keep food safe. And two local experts will help us explore the challenges of food waste and how businesses and consumers can change habits to reduce our carbon footprint.

Designed for those who work with food in any setting, subject matter experts will deliver interesting and useful program contents. At the conclusion of this program you will be able to:

- Discuss the impact of consumer trends and desires on food safety, supply and sustainability.
- Understand regulations as they relate to nutrition labels and food standards of identity.
- Identify root causes of food safety risks and how to create a food safe environment.
- Examine the impact of food waste and identify ways to change habits and reverse effects.
- Identify characteristics of sustainable food products and the requirements for certification.

Up to 5 hours of Professional Development and/or Continuing Education hours have been requested/approved from the following organizations:

- ◇ American Association of Family Consumer Sciences (AAFCS) - 5 PDU's for CFCS or CNWE
- ◇ Certifying Board for Dietary Managers (CBDM) - 2 hours sanitation; 3 hours general
- ◇ Commission on Dietetic Registration (CDR) - 5 hours; Approval Verification 153038, Learning Codes 7050,7100,8018,& 8040
- ◇ MN Association of Family & Consumer Sciences (MAFCS) - 5 CE hours
- ◇ MN Dept. of Health - Food Manager Certification - pending 2 hours sanitation; 3 hours general
- ◇ MN Environmental Health Association (MEHA) - 4.5 food safety hours, .5 hours general
- ◇ MN School Nutrition Association (MSNA) - 2 hours sanitation; 3 hours general

Note: It is the responsibility of the participant to determine if these contact hours comply with professional standards for continuing education or professional development units. Granting prior approval does not constitute endorsement of the program content or its program sponsor. Certificates will be available at the end of the program.

Beyond the Basics - Food: Safety, Supply & Sustainability

Agenda and Program

8:00AM – 8:30AM	Registration & Light Breakfast
8:30AM – 8:45AM	Welcome / Announcements
8:45AM – 10:15AM	The Consumer, the Food Supply and the Food Safety Dilemma (1.5) Julie Miller Jones, PhD ~ Professor Emeritus, St. Catherine University jmjones@stkate.edu

Competing consumer trends and desires create new food safety, food supply and food sustainability dilemmas. Consumers say they want food with minimal processing prepared and raised with technologies, varieties and methods available to our grandmothers, minimal chemical use throughout the supply chain, less packaging, but greater sustainability. Trends indicate a desire for a plant-based diet without highly processed foods, and crops fertilized with manure but without animal agriculture, produced locally. At the same time the world needs higher yields, less post-harvest and post-consumer food loss, less packaging, and more convenient foods to fit time, income and skill constraints. This talk will discuss the seeming competitive impacts of these current trends and issues facing consumers and food producers today.

Julie Jones is professor emerita of foods nutrition at St. Catherine University. She is a Fellow of the American Association of Cereal Chemists International (AACCI), the Institute of Food Technologists, and the International Cereal Chemists. She is past president of AACCI and has served in many capacities for numerous organizations nationally and locally. Julie also has authored several books, including a textbook on food safety, and many papers. She is a frequent speaker for many professional conferences and consumer organizations. Most recently she has focused on whole and enriched grains, dietary fiber, carbohydrates, gluten-free, diets including the Mediterranean and DASH diets, food myths and frauds and food safety.

10:15AM – 10:30AM	Break
10:30AM – 11:30AM	Making Sense of Changes in Food Label Information (1.0) Brenda Jacob, RDN, MPD, LD, Labeling Manager, Land O'Lakes bljacob@landolakes.com https://www.landolakes.com/

The most extensive changes to food label information since nutrition food labels were made mandatory by NLEA in 1990 will occur over the next few years. In addition to updated nutrition facts panels, bioengineering disclosure (once commonly known as GMO) will begin to appear on labels. The FDA is also seeking comments on modernizing the standards of identity for ~300 foods in 20 categories. Brenda Jacob will walk you through these changes, timelines and implications for consumers, the food industry and health professionals.

Brenda Jacob is the Sr. Manager for Labeling and Registration at Land O' Lakes, where she oversees registration, labeling and regulatory compliance for the Dairy Foods, Purina Animal Nutrition and Winfield United divisions. She has a B.S. in Nutrition and Dietetics and a Master's degree in Public Health Nutrition from the University of Minnesota. Prior to Land O' Lakes, she held various nutrition-related positions at General Mills, including nutrition marketing specialist, communications, and labeling manager. Her regulatory experience includes FDA, USDA, FTC, AAFCO, EPA, state and international regulations. Brenda is passionate about mentoring nutrition students who are interested in food industry careers and has mentored many students over the past decade.

Beyond the Basics - Food: Safety, Supply & Sustainability

Agenda and Program

11:30AM – 12:15PM

Lunch & Networking

12:15PM – 1:15PM

Creating a Food-Safe Environment (1.0)

Jennifer Gels, RD, MBA, Vice President Marketing, Ecolab

jennifer.gels@ecolab.com

[Ecolab Food Safety Solutions](#)

Foodservice facilities bring forward their best efforts to mitigate risk and create successful business outcomes. However, unsafe conditions may still occur. Hazards can be found in the most overlooked areas of your foodservice operation. Learn what the most common overlooked areas are, what risks they present, and what the best practices are to overcome them. You will also learn tips for creating a safe environment.

Jen Gels is a Vice President of Marketing for Institutional National Accounts at Ecolab, Inc. A trusted partner at nearly three million customer locations, Ecolab (ECL) is the global leader in water, hygiene and energy technologies and services. These technologies and services help protect people and vital resources in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world. Jen and her team are responsible for understanding customer needs and developing strategies for how Ecolab can help them, communicating Ecolab's value, and building brand recognition within key market segments and driving sales activation. Jen is a Registered Dietitian and prior to Ecolab, she worked as Assistant Director of Nutrition Services in a K-12 school district. She also worked as a dietitian and dietary director in a Long-Term Care facility. Jen holds an MBA from the Carlson School of Management at the University of Minnesota, and a BS in Nutrition and Dietetics from the University of North Dakota.

1:15PM – 1:30PM

Break

1:30PM – 2:30PM

Food Waste and the Carbon Effect

Vanessa Nordstrom, President, Everyday Eco Solutions , Janice Becker, LogSafe

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<https://vnordy.wixsite.com/everydayecosolutions>

janice.becker@logsafecompliance.com

The USDA estimates that approximately 30-40 percent of the food supply in the United States is wasted. Food waste, which is the single largest component going into municipal landfills, quickly generates methane, helping to make landfills the third largest source of methane in the United States. As food generators, our food life cycle creates ethical, moral and sustainable challenges and brings certain responsibilities. Vanessa Nordstrom will talk about how our convenience culture must change habits uniformly in order to do our part to reduce food waste to zero, and do it safely. In addition, Vanessa's business partner Janice Becker will share a new app that assists business in controlling human error, improve food safety compliance and reduce waste.

Beyond the Basics – The Future of Food & Food Safety Agenda and Program

Vanessa Nordstrom graduated from the University of Tulsa with major in Environmental Policy. She spent 19 years in sales in the packaged food industry, including 15 years at General Mills, and an additional 4 years working for small CPG food companies in sales and development. With that experience, she developed a keen sense of sustainability and how to implement it within the companies she works with. Along with a deep understanding of food processing and procurement, she saw the immense food waste that results from these processes and decided to do something about it. As a consultant with **Everyday Eco Solutions**, Vanessa identifies ways to reduce, reuse and repurpose as many aspects of the business as possible through implementation of a circular economy and waste reduction strategies.

Janice Becker is Business Development Director and Relationship Manager at **LogSafe**, a food technology and compliance firm. She is adept at analyzing customer needs and formulating and driving the implementation of proactive strategies for complex issues. Janice brings 20+ years of Operational, Business Development and Human Resources experience in Manufacturing and Financial Services.

2:30PM – 3:00PM

The Future of Sustainable Materials and Product Development (.5) **Danny Mishek, President & Co-Owner, VistaTek & SelfEco**

Sustainable products are those products that provide environmental, social and economic benefits while protecting public health and environment over their whole life cycle, from the extraction of raw materials until the final disposal. But what goes into developing sustainable products? What are some of the advancements in sustainable materials? Danny Mishek will share the answers to these questions and predict what the future holds in plant-based materials, testing for certification and what his company is doing to meet the challenges of the future.

Danny Mishek is a 3rd generation manufacturer with a double major in Marketing and Public Relations. He has been published in several trade magazines and has participated in TEDx Talk Horace Park. He has been a presenter on trends in manufacturing, technology shifts and sustainable opportunities. Danny is currently busy expanding the **SelfEco** product line by growing distribution and their product offerings. Along with internal product development, he is focused on educating and exposing the next youth movement into the field of manufacturing and sustainability.

3:00PM – 3:30PM

Closing Remarks/Announcements/Evaluations **Certificates of Attendance Available at Registration Table**



Beyond the Basics Food: Safety, Supply & Sustainability February 21, 2020 8:00 am - 3:30 pm

REGISTRATION

Early Registration is available through 12:00 pm (noon) February 10, 2020. After the February 10th deadline, the full fee will apply. Registration must be completed no later than 12:00 pm (noon) February 17, 2020. **No refunds after February 17th.***

REGISTRATION IS THROUGH EVENT BRITE AT:

https://fcsp_beyondthebasics.eventbrite.com

Fee includes light breakfast, lunch and snacks. Any available speaker handouts will be emailed approximately one week prior to the conference. Participants are responsible for their making their own handout copies.

FCS Professional Members before 12:00pm (noon) February 10th	\$75.00
Non FCS Professional Members before 12:00pm (noon) February 10th	\$90.00
After 12:00pm (noon) February 10th and At-The-Door	\$105.00

Receipt and confirmation is sent directly from EventBrite with purchase.

To register by mail use the included form. **NOTE:** Only cash or check can be accepted At-The-Door; No credit card processing on-site.

*Full refund less a \$15 processing fee will be given for any cancellation prior to 12:00pm (noon) February 17, 2020.

Consider joining FCS Professionals If you would like to take advantage of FCS Professional member pricing for this conference! The annual membership fee is currently prorated for the balance of the member year ending July 31st. See the FCS website at <https://fcsprofessionals.org/> for member benefits details and to join.

The light breakfast will include coffee/tea and a pastry. **Lunch** will be served buffet style. The menu will accommodate gluten free and vegetarian diets. For any other dietary concerns please contact hello@fcsprofessionals.org.

About Edina Country Club: this venue is handicap accessible; including handicap parking
Address: 5100 Wooddale Ave, Edina, MN 55424 Phone: 952-927-7151

Questions? Contact hello@fcsprofessionals.org or call/text 952.212.8805

Beyond the Basics – Food: Safety, Supply & Sustainability

REGISTERING BY MAIL

If multiple individuals are attending under one business payment, please complete one form for each person.

Name (Please print clearly. This will be used for your name tag.)

Company or Business:

Address

City / State / Zip

Phone

Make sure we can contact you. Program information; including speaker handouts, will be sent via email.

Email (Please Print Clearly)

	Cost	Qty	Sub Total
FCS Professional Members before 12:00pm (noon) February 10th	\$75.00	_____	\$_____
Non FCS Professional Members before 12:00 noon February 10th	\$90.00	_____	\$_____
After 12:00 pm February 10th or after February 17th At-The-Door	\$105.00	_____	\$_____
			Total Enclosed \$_____

Make Checks Payable to “FCS Professionals.” Please keep a copy for your records. No receipts will be sent. A full refund, less a \$15 processing fee, will be given for any cancellation prior to 12pm (noon) February 17, 2020.

Registrations must be postmarked by the above deadline and no later than February 18th. Mail to:

FCS Professionals
c/o Tanya Hamilton
7561 Erie Ave
Chanhassen, MN 55317

Questions? Contact us at hello@fcsprofessionals.org or call/text 952.212.8805