

**REFRIGERATED FOODS ASSOCIATION**

# **VIRTUAL SPRING SYMPOSIUM**



**April 20 - 21, 2021**

**An opportunity for you to learn and network with other RFA members... right from your desk!**

**Join us!**



*A Virtual Opportunity!*

# YOU ARE INVITED!

RFA's VIRTUAL Spring Symposium  
April 20 - 21, 2021



Join the Refrigerated Foods Association on April 20 - 21, 2021 for our Virtual Spring Symposium. This event is not meant to replace our Annual Conference, but to offer members an additional opportunity to learn, grow and connect with each other through tailored, interactive sessions and networking opportunities.

The Virtual Spring Symposium will follow a similar format to our Virtual Fall Symposium. The online event will take place on WebEx and attendees will receive an invitation link prior to the event. This two-day event will be jam-packed with informative sessions on technical and industry development topics. Each session will be followed by a live Q&A.

Sign-up will be by company, so for one low price everyone in your business can participate. We encourage all member companies to take advantage of this pricing format to get all appropriate personnel involved and educated on timely topics tailored to your business. Attendees will be able to pick and choose which sessions they attend. Attendees will also be able to participate live or view the sessions at a later time, whichever your schedule allows.



*Suzy Badaracco, Culinary Tides*

# NAVIGATING ONLINE GROCERY & MEAL DELIVERY TRENDS FOR 2021 & BEYOND

Tuesday, April 20

1:00 - 1:50 pm ET



Food industry players must understand the issues influencing online grocery and meal delivery trends in order to successfully navigate them and uncover white space not yet explored. Not only is the current environment changing rapidly, there are 2 Influences that are acting independently (COVID-19, Recession). There is no single tool to predict what will happen as we move through the Recession and COVID-19 recovery. With the drivers in flux, looking at the past to model the future is a flawed strategy as all the drivers have changed since the first outbreak wave. You will need a bank of tools as you are not dealing with numbers, you are dealing with scenario play. There may be different scenarios that play out with more than one pathway through each. Grocery items, whether offered online or as part of a meal kit, and messaging should evolve ahead of consumer behavioral changes so they hit when consumers are their most receptive. Other influences including health and consumer drivers will be discussed as they pertain to the shaping of marketplace trends and how they impact the creation of new products. Equally important is the ability to recognize and adapt to upcoming changes in trend direction and to differentiate between long- and short-lived trends. The trend patterns note more cautious behaviors and activities; a sense of mindfulness, reserved experimentation, self-care, and vulnerability. It paints a more complex landscape to have to navigate, but may offer more freedom to focus in areas of interest or expertise for the industry.

Participants will be able to:

- Understand the issues pertaining to elements influencing online grocery and meal kit trends in order to successfully navigate them
- Cross analyze trend information to generate actionable intelligence
- Better predict the opportunities and pathways for making food and beverage products successful in the marketplace

*Arturo Ania, DuPont Sustainable Solutions*  
*Andrea Jones, DuPont Sustainable Solutions*

# EMPLOYEE SAFETY CULTURE

**DuPont  
Sustainable  
Solutions**

**Protecting people.  
Improving operations.**

Tuesday, April 20  
2:00 - 2:50 pm ET



Your People: The key to building a safe and high performing culture

The key to building a safe and high performing organization lies in winning the hearts and minds of your employees. Through engaging and empowering employees, leaders can change the mindsets and behaviors about safety across the organization to ensure that employees work safely because they want to, not because they have to. The impact of employee engagement can reach far beyond safety and have a positive impact on the operational and financial performance of the organization.

This presentation is designed for senior business, operations, and supply chain leaders in the Food industry.

During this presentation, we will cover:

- The role of senior leadership in setting the vision for and enabling a safe and high performing culture
- The benefits of engaging and empowering employees in creating a safer culture
- Integrating digital solutions and data analytics to reinforce safety culture
- Sustaining safety culture improvements across the organization



*Diane Marret, Berry Global*

# DEVELOPMENTS IN SUSTAINABLE FOOD PACKAGING



Tuesday, April 20  
3:00 - 3:50 pm ET



Sustainable packaging is not a new topic but increasingly it is an area of focus as consumers demand greater environmental responsibility from distributors, manufacturers and their entire supply chain. Sustainability encompasses much more than just recyclability; material sourcing, optimized production practices and transportation impacts are just a few other key areas. As a member of the Refrigerated Foods Association, your role is to be knowledgeable about key Sustainability topics in order drive progress toward future Sustainability goals. Today we will discuss how we align our product innovation strategy towards our targeted goals. We'll specifically discuss how product design and material choices play into Sustainability. And lastly we'll discuss tools we have to help evaluate and prioritize our efforts.

*Marty Mitchell, RFA Technical Director*

# HOT TOPICS

Wednesday, April 21

1:00 - 1:50 pm ET



## Life After COVID - What's New in 2021

Our technical director Martin Mitchell will lead this exciting and up to the minute review of scientific and regulatory issues affecting the Refrigerated Foods Association members. This session will provide an overview and in depth discussion of the most important challenges and changes.

It will include:

- Traceability
- Regulatory Issues
- Pathogens

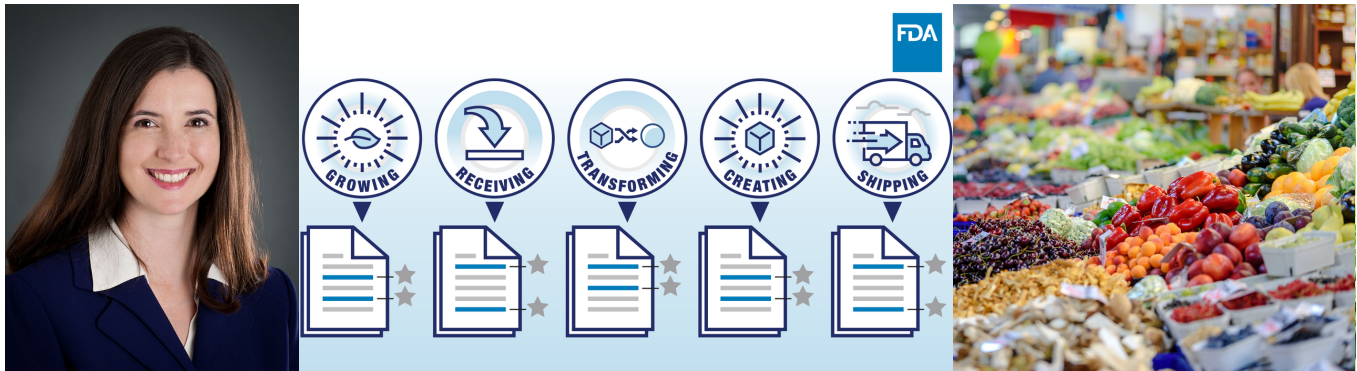
Do you have any questions or suggested topics that you would like to see covered during Marty's "Hot Topics" presentation? If so, please email them to [info@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org) before Friday, April 2nd.

*Jennifer McIntyre, United Fresh*

# PRODUCE FOOD SAFETY



Wednesday, April 21  
2:00 - 2:25 pm ET



Traceability in the Produce Industry: Improving food safety or creating paperwork?

The increased recognition and visibility of produce related outbreaks, resulting in consumer advisories and heightened media attention, has made produce the poster child for traceability. FDA has finally proposed additional recordkeeping requirements to improve traceability for certain foods. Not surprisingly, many produce items are on the list, including all fresh-cut fruits and vegetables.

This discussion will give an overview of the state of traceability in the produce industry, including the history and current implementation of the Produce Traceability Initiative, which has served as a model for interoperability for other perishable foods. It will also highlight the elements of the proposed rule that will have the greatest impact on the produce supply chain, and offer a perspective on the extent to which implementation of this rule will improve produce safety.



*Jim Wimberly, Wimberly, Lawson, Steckel, Schneider & Stine, PC*

# ILLEGAL INTERVIEW QUESTIONS



Wednesday, April 21  
2:25 - 2:50 pm ET



This presentation will provide an overview of the primary interview/job-hiring issues, including the following:

1. What are the primary legal and practical considerations in designing application interview questions?
2. Many interview questions can be revised to make them both useful and legal.
3. Special issues arising from using third-party providers.
4. Different issues arising from government contractor/subcontractor requirements, and affirmative action.
5. Considerations in selection of application form and the development of standard interview questions.
6. Effective use of employment “disclaimers,” and what to say to rejected applicants.
7. Current and controversial issues of the day – arrest/conviction records, prior pay history, use of social media, etc.

*Chris DeVlieger, The Suter Company*  
*Kate Volman, Floyd Consulting*

# DREAM MANAGERS

Wednesday, April 21  
3:00 - 3:50 pm ET



*The Suter Company*



## Building a Bigger, Better Future...The Dream Manager

Based on Matthew Kelly's best-selling book, *The Dream Manager*, this program is specifically designed to help people become the-best-version-of-themselves. This powerful experience leads employees through the process to create a written plan and provides support to help them achieve attainable goals with their dreams.

This leads participants toward living a happier and more fulfilling life. Offering this program is one of the many ways The Suter Company invests in its employees. The benefits we have experienced since implementing this program include increased employee engagement, improved retention, and has significantly contributed to the company's culture.

Join Chris DeVlieger, Dream Manager of The Suter Company, and Kate Volman, CEO of Floyd Consulting, as they share the program and take you through a mini-Dream Storming session. You'll be inspired to start chasing your dreams!

# SPONSORSHIP OPPORTUNITIES

The following is a list of sponsorship opportunities for RFA Manufacturer and Associate member companies to take advantage of during the 2021 VIRTUAL Spring Symposium. Please review the following options and discover the extensive company exposure you can receive!

- **BASIC SPONSOR (\$300)**  
Company logo will be included in all promotional materials from the RFA (with a link to your website). Will also be mentioned in social media posts for the RFA event.
- **ENHANCED SPONSOR (\$500)**  
Your company will receive everything a Basic Sponsor receives. In addition, you will also receive an Email Blast to the entire membership announcing your support.
- **PRESENTATION SPONSOR (7 opportunities @ \$1,000)**  
Your company will receive everything an Enhanced Sponsor receives. In addition, you will also have an opportunity to present a 30-second “commercial” before your presentation OR just a “thank you” slide from the RFA prior to the presentation.

To take advantage of any of these sponsorship opportunities, please complete the information below and return with payment along with your registration. If you have any questions about sponsorship opportunities, call the RFA at (678) 426-8175 or email us at [info@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org). Thank you for your support!

## We'd like to sponsor the following item(s):

- Basic Sponsor \$300
- Enhanced Sponsor \$500
- Presentation Sponsor \$1,000

**Sponsorship Total:** \$ \_\_\_\_\_

- Please include the sponsorship payment with the registration transaction
- Please hold my spot and send me an invoice for the sponsorship



# REGISTRATION INFORMATION

The cost for the Virtual Spring Symposium is as follows:

RFA Members:	Non-Members:
\$200/company by check	\$300/company by check
\$210/company by credit card	\$315/company by credit card

**Registration:** To register, please fill out the information below and return it to the RFA office along with your payment. Checks must be made payable to “Refrigerated Foods Association.” You can also register online by logging into the RFA website at [www.refrigeratedfoods.org](http://www.refrigeratedfoods.org).

Note: All presentations can be accessed in real time on April 20-21 or at your convenience (all sessions will be recorded and sent to all registered contacts).

**Cancellation:** No refunds will be made for the Virtual Spring Symposium.

Refrigerated Foods Association

3823 Roswell Road • Suite 208 • Marietta, GA 30062

Phone: (678) 426-8175 • Fax: 678-550-4504 • E-mail: [info@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org)

Contact: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

ACH: Bank Routing # (ABA) – 021052053 Account # 53374959

Card Type (circle one): VISA AMEX DISCOVER MASTERCARD

Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ Card security code: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Billing Information for credit card if different from above:

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

# ATTENDEES

**Attendee 1:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_

**Attendee 2:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_

**Attendee 3:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_

**Attendee 4:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_

**Attendee 5:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_

**Attendee 6:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_

**Attendee 7:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_

**Attendee 8:**

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_

Do you have any questions or suggested topics that you would like to see covered during Marty's "Hot Topics" presentation?

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## HOW IT WORKS

How to attend this meeting?

To register your company for the Virtual Spring Symposium, please fill out the registration information on page 10 and return it to the RFA office along with your payment. Checks must be made payable to "Refrigerated Foods Association".

Once your company has registered for the meeting, the contacts provided will receive an email message inviting them to attend the event with instructions on how to attend. Links for meetings will be sent each day to these contacts. It is the responsibility of these contacts to forward the link to other interested employees at their company. However, it is important to ensure that the invitation link is not forwarded to anyone outside of your company.

When you click the link to join the meeting, you will be asked whether you want to connect via your browser or desktop app. Choose the desktop app. Otherwise, you will not be able to see the visuals.

When prompted to do so, please enter your full name, so that other participants can see who is on the call.

If you have any questions about the Virtual Spring Symposium, please contact the RFA office at [info@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org).

## SCHEDULE

### **Tuesday, April 20:**

1:00-1:50 pm ET: Trends - Suzy Badaracco, Culinary Tides

2:00-2:50 pm ET: Employee Safety Culture - Arturo Ania & Andrea Jones, DuPont Sustainable Solutions

3:00-3:50 pm ET: Developments in Sustainable Food Packaging - Diane Marret, Berry Global

### **Wednesday, April 21:**

1:00-1:50 pm ET: Hot Technical Topics - Martin Mitchell, RFA Technical Director

2:00-2:25 pm ET: Produce Food Safety - Jennifer McIntyre, United Fresh Produce Association

2:25-2:50 pm ET: Illegal Interview Questions - Jim Wimberly, Jim Wimberly, Wimberly, Lawson, Steckel, Schneider & Stine, PC

3:00-3:50 pm ET: Dream Managers - Chris DeVlieger, The Suter Company & Kate Volman, Floyd Consulting