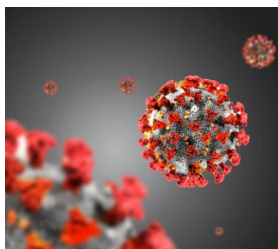


**REFRIGERATED FOODS ASSOCIATION**

# **VIRTUAL FALL SYMPOSIUM**



**September 21 - 23, 2020**

**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 First-Ever VIRTUAL Fall Symposium

Sept. 21 – 23, 2020

Join us right from your home or office

Low Fee – Same Great Value!!!



Your health and safety are our first concern. With that in mind, the leaders at RFA have decided to pivot to a virtual event this September, allowing members and others in the industry to learn, share and grow together through tailored, interactive sessions and networking opportunities. Now more people than ever can participate in and benefit from our annual event.

Take a look at our program, which offers something for everyone at your company. And please note: registration is by COMPANY, not by individual. Anyone from your company can participate for one low fee!

Pick and choose your sessions, or attend them all...

Participate live or view at a later time...

Wear what you want, participate as you want, make it work for you!



*Marge O'Brien, Corbion*

# COVID-19 TRENDS

Monday, September 21

1:00 - 1:50 pm ET



Corbion is excited to be part of the RFA's Virtual Fall Symposium. We look forward to updating you on what we are witnessing and have learned since our last Consumer Behavior webinar in April. During that webinar we covered:

1. Food consumption patterns since January 2020, observations and drivers of change
2. Refrigerated Foods sub-segment analysis: RFG Dinners/Entrees, RFG Fresh Soup, RFG Chili, RFG Handheld Non-Breakfast Items, and RFG Breakfast Entrees
3. North American consumer behaviors and the phases of changing consumer behaviors being observed globally and locally

Corbion continues our weekly analysis of key food industry segments including meat, bakery, refrigerated foods, confections. The analysis provides a unique lens on consumer behaviors.

We are closely monitoring Consumer Behaviors as we progress forward during the pandemic. Understanding how the pandemic is changing consumer purchasing activity and behaviors related to food choices is critical to your business success.

For September's update we'll share updated perspectives on:

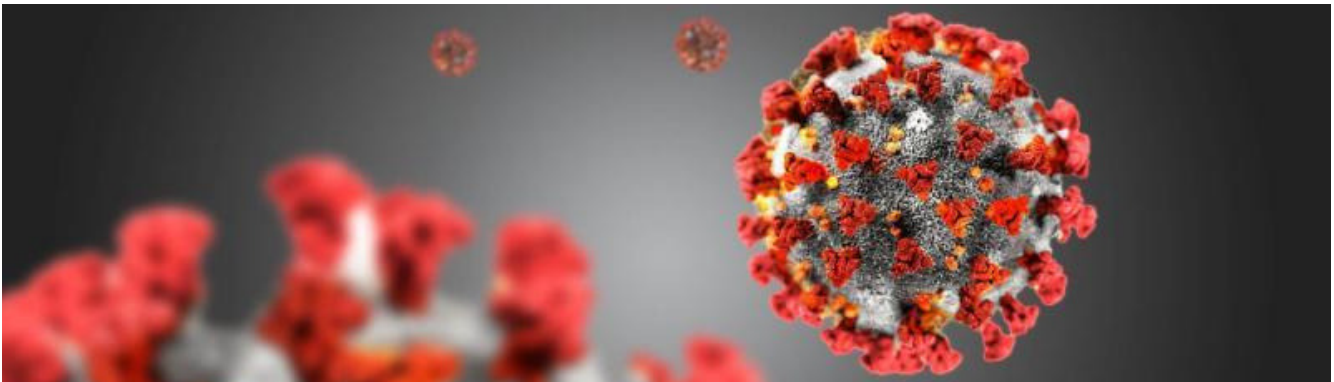
- a. Developing trends
- b. Evolution of behavior changes witnessed in March
- c. Potential long term behavior shifts

Additionally, we seek to include your topics-of-interest related to Consumer Behaviors during Covid-19. Please submit Consumer Behavior curiosities and questions to [info@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org). We'll do our best to address your topics during the presentation.

# BEST PRACTICES FOR COVID-19

Monday, September 21

2:00 - 3:30 pm ET



This presentation will focus on how member companies are addressing COVID-19 challenges in their plants. Presenting companies will include Reser's/Fresh Creative Foods; The Suter Company; Deli Star Corporation; and PSSI. Learn what is being done to address this health crisis through unique procedures and policies, including:

- establishment of health screening point
- innovative temperature scanning systems
- entry/exit points for employees
- creative social distancing
- outdoor employee welfare and break areas
- COVID-19 educational signage
- tactics driving CDC 6 feet / 10 minutes compliance & validation
- people first response team & programs
- staggered work schedule
- HR - wellness, immunity packages, bonuses, and pay
- automatic/touchless entry/exit, sanitizers, welfare areas, and temp monitoring
- mitigation strategies

This interactive session will include photos and videos that will help you evaluate what you are doing in your own facility, and perhaps come away with new ideas and insights. During the Q&A, we hope for more sharing and learning from each other as we work together to build safe atmospheres for our employees.



*Marty Mitchell, RFA Technical Director*

# HOT TOPICS

Tuesday, September 22

1:00 - 1:50 and 2:00 - 2:50 ET

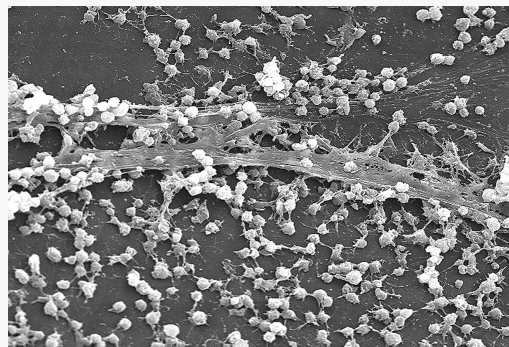


Our technical director Martin Mitchell will lead this exciting and up to the minute review of scientific and regulatory issues affecting the Refrigerated Foods Association members. This session will provide an overview and in depth discussion of the most important challenges and changes.

It will include

- FDA New Era of Smarter Food Safety Blueprint
- Biofilms in the refrigerated foods plant
- And other topics of importance

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, September 4th.

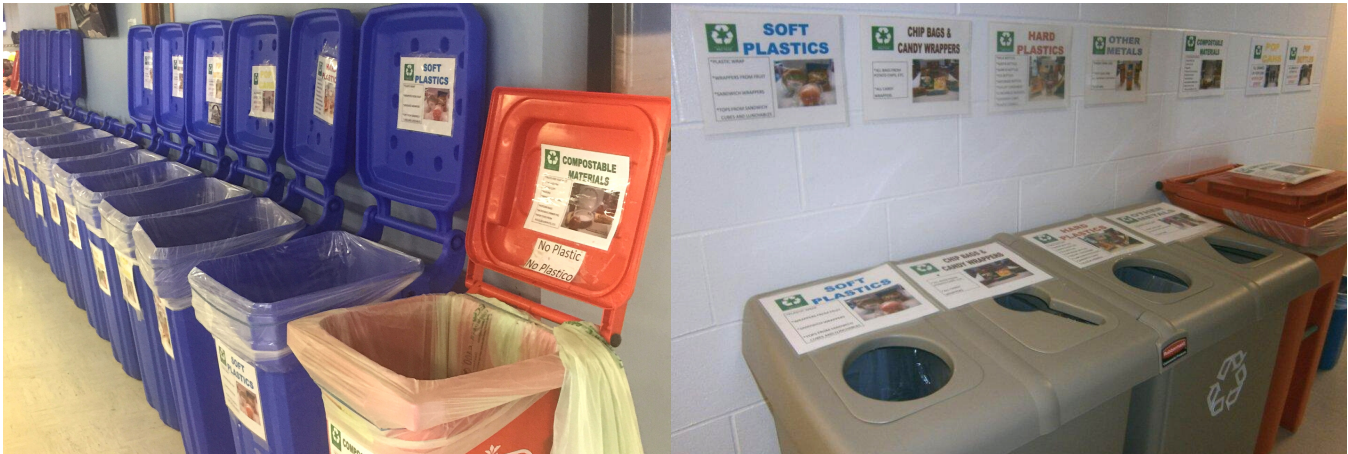


*Michele Boney, West Liberty Foods*

# LANDFILL FREE

Tuesday, September 22

3:00 - 3:30 pm ET

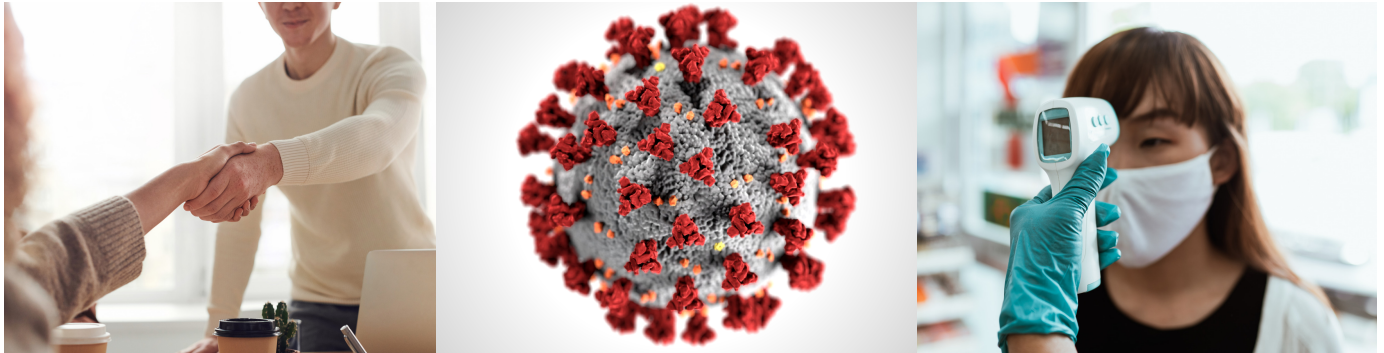


Michele is the Director of Environmental Health and Safety for West Liberty Foods. She is responsible for safety, health, environmental management programs, environmental compliance and sustainability programs corporate wide. Michele is an RAB certified lead auditor. She also serves on the board of directors as President for the Iowa Sustainability Business Forum.

Michele's presentation will discuss the journey that West Liberty Foods took to become Landfill Free and how they are maintaining that certification several years later. She will share how West Liberty Foods decided to become a Landfill Free organization, what some of those challenges were during the process, and how they were able to overcome the challenges. Michele will also share the process and procedures West Liberty Foods uses to keep track of every waste stream, the quantity, and how they separate them. She will also share where the waste goes when it leaves a West Liberty Foods facility and whether the waste is recycled, composted, reused, or sent to waste to energy.

# ROUNDTABLE DISCUSSION

Wednesday, September 23  
1:00 - 1:50 pm ET



This lively exchange will give you the opportunity to learn about several important and timely topics. Each segment will last about 15 minutes, including Q&A and discussion time. Our experts will introduce the topic, and your participation will make it a valuable experience for all!

Topics will include:

**1. The Future after COVID-19: Bill Schwartz and Janet Rowat Kraiss**

Bill and Janet will debate about what will remain part of our "new normal" and what aspects of how we address the coronavirus will go away once the crisis is behind us

**2. How to Legally Fire an Employee: Jim Wimberly**

RFA's labor and employment lawyer will guide us in how to legally dismiss an employee. You will be surprised by some of his insights!

**3. OSHA Reporting: Larry Stine**

All businesses are challenged with handling OSHA reporting during this time of COVID-19. Larry Stine, Senior Principal Attorney at Wimberly, Lawson, Steckel, Schneider & Stine P.C., will help us to understand OSHA's expectations and how to comply.



*Packers Sanitation Services, Inc. (PSSI)*  
*DeLaval Cleaning Solutions*  
*ChemStation*



# FOOD PLANT CLEANING & SANITATION

Wednesday, September 23  
2:00 - 3:30 pm ET



This module will provide topical information on the steps included in the cleaning process, prevention of cross-contamination related to sanitation and a virtual tour of the origins of your detergents and sanitizers.

- **Sanitation 101: ChemStation**

Covers all steps and facets in the cleaning process from dry pick-up to pre-operational inspection.

- **Cross Contamination: DeLaval**

This series of videos and photos will provide insights into effective environmental monitoring in food processing operations, including RTE prevention control.

- **Where Do Your Sanitation Chemicals Come From?: PSSI Chemical Innovations**

This virtual tour of a chemical blending operation will give you some vital knowledge around how products are made including dispensing equipment and Quality Control.

# SPONSORSHIP OPPORTUNITIES

The following is a list of sponsorship opportunities for RFA Manufacturer and Associate member companies to take advantage of during the 2020 VIRTUAL Fall 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 (6 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 Fall Symposium is as follows:

RFA Members:

\$200/company by check

\$210/company by credit card

Non-Members:

\$300/company by check

\$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 Sept. 21-23 or at your convenience (all sessions will be recorded and sent to all registered contacts).

**Cancellation:** No refunds will be made for the Virtual Fall 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: \_\_\_\_\_



# HOW IT WORKS

It's easy and convenient! The virtual Fall Symposium is one that you can "attend" and participate in right from your office. Each company only needs to register once.

How to attend this meeting?

To register your company for the virtual Fall 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 contact 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 this contact. It is the responsibility of this contact 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.

Please note: You must have JAVA enabled on your computer to participate.

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