

REFRIGERATED FOODS ASSOCIATION

VIRTUAL FALL SYMPOSIUM



September 20 - 21, 2022

**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 Fall Symposium
September 20 - 21, 2022



Join the Refrigerated Foods Association on September 20 - 21, 2022 for our Virtual Fall Symposium. This event provides members an additional opportunity to learn, grow and connect with each other through tailored, interactive sessions and networking opportunities.

The Virtual Fall Symposium will follow a similar format to last year's virtual event. The online event will take place on Zoom 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.

RFA Technical Director

TECHNICAL UPDATE

**Tuesday, September 20****1:00 - 1:50 pm ET**

RFA's new Technical Director (to be announced) 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.

Do you have any questions or suggested topics that you would like to see covered during this presentation? If so, please email them to info@refrigeratedfoods.org before August 22, 2022.



Wendy White, Georgia Tech
Hilarie Warren, Georgia Tech
Jenny Houlroyd, Georgia Tech



DON'T GIVE SAFETY THE COLD SHOULDER

Tuesday, September 20

2:00 - 2:50 pm ET



Exploring the Relationship Between Employee Safety and Food Safety

Employee Safety and Food Safety are among the most vital factors for any food manufacturing facility. They often compete for resources and can present challenges to each other. This presentation will start with a brief overview of these two sectors and applicable regulatory requirements, specific to the refrigerated foods industry. Food Safety involves identification and control of foodborne hazards to prevent consumers from illness or injury. Preventive plans, such as HACCP or Food Safety Plans, are created and controls monitored to ensure hazards are avoided. The regulatory agencies, FDA and USDA, require a hazard analysis, controls put in place, training performed, and documentation maintained. Much the same way, Worker Safety involves a hazard analysis and preventive programs in place to protect production employees from illness or injury sustained while producing the product. The regulatory agency involved is OSHA, and employee training and documentation of recordable accidents is required.

The critical intersection of Food Safety and Worker Safety often arises from conflicting requirements and the need to share capital expenses, management attention, and training hours. This presentation will delve into specific case studies that highlight this relationship. The shielding which prevents employee injury from a metal detector presented significant challenges to effective sanitation efforts. Gaseous carbon dioxide, needed to chill product, created an oxygen depletion situation, causing several employees to faint. The noise dampening effects of XXX equipment were diminished because of sanitary design requirements. These situations will examine both the Food and Worker Safety requirements, challenges, and solutions that were found. Lastly, the presenters will discuss the ways in which these two sectors can leverage their efforts by working together and how a Hierarchy of Control can be implemented to improve both programs.

Lizabeth Wesely-Casella, L-12 Services



DIAGNOSING AND COMBATING BURNOUT, UNREST AND DISENGAGEMENT IN THE WORKPLACE

Tuesday, September 20

3:00 - 3:50 pm ET



This valuable and timely deep dive will prepare operations professionals to diagnose burnout, unrest, and disengagement within their workforce and implement strategies that will help them retain their high-caliber talent.

Using case studies to demonstrate real-world challenges and introducing initiatives which provide immediate results, the attendees will learn about actionable strategies they can implement immediately following the symposium.

Participants will learn how to assess burnout within their teams, how to 'reach staff where they are', and leverage their teams' knowledge and personal investment to create solutions tailored to their organization's needs.

Those concerned with engagement, culture, and operations will understand better how to draw out innovative ideas, elevate institutional knowledge, and the benefits of active relationship development. Furthermore, they will propose and implement solutions that will save time, money, and talent.

Lizabeth Wesely-Casella is the Founder and CEO of L-12 Services, a Washington DC firm focused on internal communications and organizational development. She works with businesses to improve workflow, processes, and culture by leveraging the institutional knowledge of existing team members. She is a skilled strategic advisor specializing in attrition mitigation, workflow management, process improvement, and culture.

Suzy Badaracco, Culinary Tides

HOW TO USE STRATEGIC THINKING TO NAVIGATE TRENDS FOR 2022 & BEYOND: A FUTURE PREPARED

Wednesday, September 21

1:00 - 1:50 pm ET



Food industry players must understand the issues influencing health, food and beverage trends in order to successfully navigate them and uncover white space. Not only is the current environment changing rapidly, but there are also 2 Influences that are acting independently (COVID-19, Inflation). There is no single tool to predict what will happen when the next wave of COVID-19 arrives. And you should not rely on looking at the past to try to model the future because all 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 complex scenarios. There may be different scenarios that play out with more than one pathway through each. Menu items 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. 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 food and beverage 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

Allie Graham, Food Directions

FDA NUTRITION INNOVATION STRATEGY AND/OR SODIUM REDUCTION GOALS



Wednesday, September 21

2:00 - 2:50 pm ET



Americans consume on average 3,400 milligrams (mg) of sodium per day—nearly 50% more than the 2,300 mg limit recommended by federal guidelines for people 14 years and older. The majority of sodium consumed comes from processed, packaged and prepared foods, not from table salt added to food when cooking or eating. As a part of FDA's broader Nutrition Innovation Strategy and nutrition priorities, in October of 2021 FDA issued Final Guidance for industry on Voluntary Sodium Reduction Goals. The guidance provides short-term (2.5-year) reduction targets for certain foods as an initial step to reduce the amount of sodium in the U.S. food supply. The FDA expects the industry to meet these initial targets by 2024.

In this session, Allie Graham (Senior Director, Food Policy & Global Regulatory Affairs at Food Directions) will provide critical context to fully understanding this FDA initiative, determining what it means to your business, and gaining perspective on the future approach as FDA monitors and evaluates sodium reduction progress and continues to engage with stakeholders.

Christopher Drury, Blount Fine Foods



HANDLING CX INTERACTIONS AND NEGATIVE FEEDBACK THROUGH DIGITAL AND SOCIAL CHANNELS

Wednesday, September 21

3:00 - 3:50 pm ET



Delivering exceptional CX (Customer/Consumer Experience) has become more challenging for brands to deliver today in the “Now” economy, especially for the food industry. Food processing companies have traditionally applied organizational focus and resources to procurement, operations, warehouse management, food safety and food defense programs, logistics, and marketing. Customer Experience typically lags in terms of financial, technical, and staffing resources...and is most often viewed as a cost center rather than a revenue growth center. We find ourselves in a world where younger generations, particularly Millennials & Gen Z, prefer interacting with brands through digital channels and social media. Adding further challenge are the consumer expectations set by companies born through e-commerce and technology such as Amazon, Chewy, Hello Fresh, and Zappos. The people, process, technology, and data requirements of the contact center have evolved rapidly in recent years. COVID has also had a tremendous impact on consumer behavior, buying preferences, and preferred communication channels.

There is amazing opportunity for food processing companies to leverage their contact centers! Navigating the digital and social world of CX does not have to be complicated. The key to managing consumer interactions effectively through these channels is aligning people, process, and technology within the contact center to the right agent skill sets, service level expectations, workflows and escalations. This alignment extends beyond the contact center to Management, Operations, Quality Control, Food Safety, Marketing, Product Management, and other areas of the organization. How do we deliver the best experience through these channels while mitigating potential risk for the company and brand? We'll talk through some contact center people, process and technology best practices for Digital Care (web forms, SMS/text chat, web chat, virtual assistants) and Social Care.

SPONSORSHIP OPPORTUNITIES

The following is a list of sponsorship opportunities for RFA Manufacturer and Associate member companies to take advantage of during the 2022 Virtual Fall Symposium. Please review the following options and discover the extensive company exposure you can receive! Many thanks to all our members who have already signed up as sponsors.

- **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. 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.

Note: All presentations can be accessed in real time on September 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 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

Contact: _____ Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Amount Enclosed: \$ _____

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

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Signature: _____ Print Name: _____

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Address: _____

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ATTENDEES

Attendee 1:

Name: _____ Email: _____
Job Title: _____

Attendee 2:

Name: _____ Email: _____
Job Title: _____

Attendee 3:

Name: _____ Email: _____
Job Title: _____

Attendee 4:

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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 technical topics that you would like to see covered during the "Technical Update" presentation?

HOW IT WORKS

How to attend this meeting?

To register your company for the Virtual Fall Symposium, please fill out the registration information on pages 10-11 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 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 Fall Symposium, please contact the RFA office at info@refrigeratedfoods.org.

SCHEDULE

Tuesday, September 20:

1:00-1:50 pm ET: Technical Update - RFA Technical Director

2:00-2:50 pm ET: OSHA vs. Food Safety - Wendy White, Hilarie Warren, & Jenny Houlroyd, Georgia Institute of Technology

3:00-3:50 pm ET: Diagnosing and Combating Burnout, Unrest and Disengagement in the Workplace - Lizabeth Wesely-Casella, L-12 Services

Wednesday, September 21:

1:00-1:50 pm ET: How to Use Strategic Thinking to Navigate Trends For 2022 & Beyond: A Future Prepared - Suzy Badaracco, Culinary Tides

2:00-2:50 pm ET: FDA Nutrition Innovation Strategy and/or Sodium Reduction Goals - Allie Graham, Food Directions

3:00-3:50 pm ET: Handling CX Interactions and Negative Feedback through Digital and Social Channels - Christopher Drury, Blount Fine Foods