

# **REGISTER NOW!**

## **REFRIGERATED FOODS ASSOCIATION FALL SYMPOSIUM**



**SEPTEMBER 16-18, 2013  
SAN JOSE, CALIFORNIA**





## 2013 SYMPOSIUM

**T**he RFA Fall Symposium is an exciting three-day event that combines expert speaker presentations with educational tours to offer attendees a unique learning experience. This year's event will take place in San Jose, California on September 16 – 18. As you will see, the 2013 Fall Symposium includes sessions that are of interest to all facets of the industry and your business.

A highlight of this year's Fall Symposium will be visits to produce fields and processing plants in the Salinas Valley. Attendees will have the opportunity to observe harvesting crews in produces fields and also see and learn about processing procedures in manufacturing facilities. Other highlights include a visit to Mattson to learn about the latest consumer and product development trends, and a visit to Tragon for tours and seminars on sensory research. Presentations on FSMA and process validation, food safety in the produce industry, and industry trends will be featured as well.

Networking opportunities will also be a highlight of this year's Fall Symposium. You will have the opportunity to spend three days in the company of other professionals in the refrigerated foods industry, sharing and learning from each other.

The 2013 Fall Symposium promises to be of great value to you and your company. Whether you are involved in food safety and quality control, executive management, or marketing and operations, this event will offer valuable information and insights that can be applied to your own business. You can't afford to miss this year's Fall Symposium!

***SPACE IS LIMITED – ONLY THE FIRST 55 PEOPLE WHO REGISTER WILL BE ABLE TO ATTEND!***

### Thank You RFA Technical & Industry Development Committees!

#### RFA Technical Committee

**Martin Mitchell**, RFA Technical Director  
**Ahmad Tahajod**, Sandridge Food Corporation  
**Andrea Urel**, Hans Kissle Co.  
**Andy Hwang**, USDA  
**Arezou Rahbari**, Keybrand Foods, Inc.  
**Arletha Parks**, Reser's Fine Foods  
**Bill Schwartz**, Schwartz Consulting  
**Bob Clark**, Garden Fresh Foods  
**Bob Savage**, HACCP Consulting Group, L.L.C.  
**Bob Sapeta**, AES-Nilma  
**Brock Richards**, IPL Plastics  
**Bryan Westerby**, The Suter Company, Inc.  
**Bryan Koster**, Barilla America, Inc.  
**Chris Thorpe**, Aprac Food Group  
**Claudia Stohrer**, Boston Salads & Prepared Foods Corporation  
**David Horowitz**, DuPont Nutrition & Health  
**David Weslow**, The Suter Company, Inc.  
**Dee Ann Holbus**, Dawns Foods  
**Don Perkins**, Mrs. Stratton's Salads  
**Ed Wellmeyer**, Ventura Foods  
**Gabriela Gonzalez**, B. Roberts Foods LLC  
**George Bradford**, Mrs. Stratton's Salads, Inc.  
**Greg Levy**, Arpac Food Group  
**Heather Aldrich**, Boston Salads & Prepared Foods

**Heng Tsang**, DuPont Nutrition & Health  
**Jairus David**, ConAgra Foods, Inc.  
**Janet Cabe-Inman**, House of Thaller  
**Janet Rowat Kraiss**, The Suter Company, Inc.  
**Jennifer Shrader**, Atlantic Coast Marketing  
**Jim Badalati**, Stericycle  
**Joel Riegelmayr**, Sandridge Food Corporation  
**John Bowles**, Atlantic Coast Marketing  
**John King**, IPL Plastics  
**John Wyatt**, DuPont Nutrition & Health  
**Juana Sanchez**, Future Food Brands  
**Judy Kahn**, Zerega Pasta  
**Karen Bishop-Carbone**, Kettle Cuisine  
**Klaus Perkins**, Dawns Foods  
**Leland Jones**, ASK Foods, Inc.  
**Linda Smith**, Polyainers, Inc.  
**LouAnn Marshman**, Ecolab, Inc.  
**Michael Vella**, The Suter Company  
**Nick Cortolillo**, K.B. Specialty Foods  
**Oscar Santos**, St. Clair Foods  
**Pat Cauller**, Chemetall  
**Patrick Denor**, Lakeview Farms, Inc.  
**Pat Hadden**, Ukrop's Homestyle Foods, LLC  
**Robert Shore**, B. Roberts Foods, LLC  
**Robin Beane**, Hans Kissle Co.

**Ruth Vassey**, ASK Foods, Inc.  
**Sally Bash**, Kettle Creations  
**Salvatore Moretti**, Moretti's Foods  
**Steve Loehndorf**, Reser's Fine Foods  
**Steve Scroggins**, Bongards Creameries  
**Susan Deeming**, Reser's Fine Foods  
**Susan Quesnel**, Harry's Fresh Foods  
**Tamara Postin**, Prime Foods, Inc.  
**Taygun Basaran**, Purac  
**Thor Wentzek**, Reser's Fine Foods  
**Tim Hendra**, Neogen Corporation  
**Tim Burns**, Blount Fine Foods  
**Timm Miller**, PSSI  
**Todd Brown**, Blount Fine Foods  
**Venkat Munukutla**, Michael Foods, Inc.  
**Victor Gramillo**, Allison's Gourmet Kitchens  
**Vlade Dobrohotoff**, Nilma  
**William Holmes**, Sandridge Food Corporation

#### RFA Industry Development Committee

**Mark Brown**, Fresh Creative Foods  
**John Bowles**, Atlantic Coast Marketing  
**Wes Thaller**, House of Thaller  
**Levon Kurkjian**, Kettle Cuisine, Inc.  
**Andy Tully**, Kurt Salmon



# SYMPOSIUM HIGHLIGHTS

## C & E FARMS and DOBLER AND SONS

A highlight of this year's Fall Symposium will be our visits to C & E Farms and Dobler and Sons. These tours will allow RFA attendees to see and learn about the growing and harvesting processes of celery, romaine, spring mix, and spinach firsthand from the fields themselves where harvest crews will be hard at work.

Produce safety has become a major focus of the refrigerated foods industry, and well-established Good Agricultural Practices (GAPs) are a necessity. Our tour guides are recognized experts at evaluating employee practices, field conditions, produce handling and horticultural practices, and the intricacies of harvest equipment in eye-opening detail. You will learn about how all of these factors combine to keep produce safe, and how to evaluate your produce suppliers against industries' best GAP programs, all-important in ensuring the safety of your own products.





# SYMPOSIUM HIGHLIGHTS

## WATSONVILLE PRODUCE & BLUE RIBBON FOODS, LLC

The Muzzi Family has been involved in the agriculture industry on California's central coast since 1964 when Dominic Muzzi Sr. and his wife Martha began growing fresh vegetables in the Moss Landing area. Business wasn't the only thing growing for the Muzzis, as Dominic Jr., and then Lisa, were born into the family. "Junior" and Lisa grew up helping out and learning the business from an early age.

As their farming operation grew, a roadside produce stand was added in 1975 and then, in 1984, Watsonville Produce, Inc. was formed to handle cooling, sales, and shipping of vegetables grown on area farms.

As Watsonville Produce's reputation for food safety, quality and customer service spread, their business grew, and expanded processing facilities were opened in Moss Landing and Yuma, Arizona. In 2007, the Muzzi's also became managing partners of Blue Ribbon Frozen Foods, LLC in Watsonville to process, freeze and pack locally grown vegetables.

Through the years, Watsonville Produce and Blue Ribbon Frozen Foods, LLC relied on its co-pack relationships with other shippers for the bulk of their sales volumes. In 2012, the family decided to expand again, and Muzzi Family Farms, LLC was formed to sell fresh and frozen produce processed by the family businesses.

During our visits to the manufacturing facilities of Watsonville Produce and Blue Ribbon Frozen Foods, RFA attendees will have the opportunity to observe produce processing procedures for some challenging commodities. Leafy salad greens and spinach have their own set of food safety concerns, so we will observe world-class techniques of multiple washings, size reduction, antimicrobial treatments, and packaging of these delicate vegetables. We will learn how to achieve food safety and optimize shelf life in a very demanding product category, techniques that we can take home to improve our own operations.



# SYMPOSIUM HIGHLIGHTS

## MATTSON

Founded in 1977, Mattson has been growing steadily since its early days in the San Francisco Bay Area. In 2000, the company became 100% employee owned and is now led by Steve Gundrum, President and CEO. As Board Chairman, founder Pete Mattson is still fully engaged in the business.

Mattson is the largest independent developer of new products for the food and beverage industry. From conceptualizing new business opportunities to formulating and scaling up new products, Mattson collaborates in these and many other ways with their clients to create successful new products:

- Compelling concepts with consumer frequency appeal.
- Protocepting with culinary inspired food technology.
- Consumer research to accelerate the development process.
- Integration of consumer insights into the development process.

In 2011, Mattson acquired DINE, a food and beverage-focused marketing and design firm. This allows Mattson to offer everything under one roof: brand, product, package, and promotional development. Product innovation from soup to nuts.

During our visit to Mattson, RFA attendees will have the opportunity to tour Mattson's facilities and learn about some case histories of refrigerated food successes and opportunities. The science of taste will be a hot topic of discussion and will include an interactive tasting as well, given by Barb Stuckey, EVP Marketing and author of Taste: Surprising Stories and Science About Why Food Tastes Good.



# SYMPOSIUM HIGHLIGHTS

## TRAGON



Founded in 1974, Tragon Corporation is a global organization, headquartered in Redwood Shores, California, with certified partners throughout the USA, Europe, Latin America, and Asia Pacific regions. Tragon provides a unique consumer-based perspective that leads to the creation of successful products through partnering with the brand and development teams.

Tragon is in the business of finding out, not only what consumers want, but why. They take an up-close quantifiable look at the human sensory experience and transform it into something that can be measured, controlled, and improved to achieve marketplace goals.

Tragon scientists, technologists, and marketing specialists pioneered many of the methodologies considered industry standard today.

Tragon integrates scientific based sensory research with consumer behavior measures to discover product ideas and improvements that match or exceed consumer expectations. Two of their most popular research tools are their sensory quantitative descriptive analysis program, Tragon QDA® and their product optimization program, PROP®. These tools integrate consumer language to describe products and it enables companies to communicate with consumers about their products on packaging and in advertising.

During our visit, RFA attendees will have the opportunity to tour Tragon's sensory laboratory as well as learn their insights into sensory evaluation.





# FEATURED SPEAKERS

## TREVOR SUSLOW



### **Key Components of a Produce Safety System and Preventive Control Program**

This is the responsible time to become better informed about the systemic nature of the linkages that exist between pathogens, produce, and practices. In all operations, there exists the potential for shifting levels of risk inadvertently, by indifference or by ignorance, from routine and safe to beyond the boundaries of our control. Available data from many labs points towards HIGH RISK POTENTIAL. Environmental, Biological, and Control Measures create natural and applied hurdles and barriers that result in a very low RISK EXPOSURE.

In many of the outbreak and recall investigations, there was a moment in time for someone to recognize a microbial hazard and make a prevention or control-point decision that would likely have averted or greatly reduced public risk and consequences to growers and consumers. Despite our best efforts to date, contamination and outbreaks still happen. Lessons learned from outbreak investigation help identify or confirm hazards along the supply-chain. However, the Illness to Total Servings per Year ratio is staggeringly small. Consuming fruits and vegetables as part of a diverse, wholesome and healthy daily diet remains the right message.

Trevor Suslow is the extension research specialist at the University of California, Davis, Department of Plant Sciences, with statewide responsibilities in quality and safety of perishable horticultural commodities.

Dr. Suslow's program involves pre-harvest and post-harvest research and outreach education on diverse fresh and fresh-cut horticultural foods. His emphasis is microbial safety and disinfection within the pre-harvest and post-harvest environment and post-harvest pathology. Other interests include biological control and other biologically mediated controls of post-harvest diseases and pathogens of human food safety concern.

Dr. Suslow received his B.Sc. in Agricultural Sciences with honors and his Ph.D. in Plant Pathology from the University of California, Berkeley.

# FEATURED SPEAKERS

## RICK FALKENBERG



### FSMA and Process Validation

Process “Validation” covers a multitude of processes, e.g., Thermal - Steam pasteurization, Low/High and Acidified Foods, Non Thermal - PPO/ETO, Cold Plasma, Irradiation, HPP, just to name a few. Validation is the collection and evaluation of scientific and technical information to determine if the treatment when properly applied, will effectively control the hazard(s). The process of establishing documented evidence that provides a high degree of assurance that a specific process or system will consistently produce a product meeting its predetermined specifications and quality attributes...

Rick Falkenberg, Ph.D., CFS is the Chief Technical officer at the Certified Food Safety Center, a division of Certified Laboratories.

His team provides consulting and technical support to the processed food, spice, nut and nutraceutical industries in the areas of sterilization process validation and implementation for shelf stable food products, co-packer identification and evaluation and commercial production transfer.

Rick brings his expertise to the Center with disciplines as diverse as food microbiology, sterilization process validation, the ability to conduct TDT or heat penetration testing, electronic controls and record keeping, and process bio-validation for various food products. Preparation of refrigerated and shelf-stable products in a variety of packaging, including metal, glass, plastic, and flexible laminates.

Rick is a recognized as process authorities by the FDA, the USDA FSIS covering high acid, low-acid or acidified foods as well as other formulated foods.

On 04/01/2013 the International Food Science Certificate Commission has conferred upon Rick the designation of Certified Food Scientist. The Certified Food Scientist credential is a formal global certification program, administered by the International Food Science Certification Commission, which recognizes the practical, applied scientific knowledge and skills possessed by food science professionals. CFS credential holders must pass a rigorous exam that tests them on the core professional competencies of a food scientist, and their ability to put that knowledge and skills into practice in a work environment.



# 2013 FALL SYMPOSIUM SCHEDULE

## Monday, September 16, 2013

- 12:30 p.m. Registration open at hotel
- 2:00 - 3:15 p.m. *FSMA and Process Validation*  
by Rick Falkenberg
- 3:15 - 3:45 p.m. Break
- 3:45 - 5:00 p.m. *Key Components of a Produce Safety  
System and Preventive Control Program*  
by Trevor Suslow
- 6:00 - 7:30 p.m. Welcome Reception
- 7:30 pm. Dinner on own

## Tuesday, September 17, 2013

- 6:00 - 7:15 a.m. Breakfast at your leisure  
in hotel restaurant
- 7:30 a.m. Bus departs hotel for Salinas Valley Tours
- 8:30 - 10:00 a.m. Tour of C & E Farms
- 10:30 - 12 p.m. Tour of Dobler and Sons
- 12:15 - 1:45 p.m. Lunch at Jardines De San Juan
- 2:15 - 3:15 p.m. Tour of Watsonville Produce
- 3:30 - 4:30 p.m. Tour of Blue Ribbon Frozen Foods
- 5:45 p.m. Bus returns to hotel
- 7:00 p.m. Open/Roundtable Discussions and  
Dinner at hotel

## Wednesday, September 18, 2013

- 6:00 - 7:45 a.m. Breakfast at your leisure in  
hotel restaurant
- 8:00 - 9:15 a.m. Industry Development Speaker
- 9:30 a.m. Bus departs hotel for Tragon
- 10:30 a.m. - 12:00 p.m. Tragon Tour
- 12:15 - 1:45 p.m. Group A - Mattson Tour  
Group B - Lunch
- 2:00 - 3:30 p.m. Group A - Lunch  
Group B - Mattson Tour
- 4:45 p.m. Bus drops attendees off at San Jose  
airport before returning to hotel

# 2013 REGISTRATION FORM

**Fall Symposium Schedule:** The Symposium will kick-off with at 2:00p.m. on Monday, September 16th and will end at 4:45 pm on September 18th. \*\* Participants may pick up their name badges and materials at the hotel on Monday, September 16th.

**Registration Fees:** The fee includes all transportation to off-site events and tours, opening reception, lunches on Tuesday and Wednesday, and dinner on Tuesday evening. The fees are as follows (prices are per person):

**RFA Members Pre-Registration Fee for Event**

**(Received ON or BEFORE August 9, 2013):**

Payment by Check: **\$395**

Payment by Credit Card: **\$410**

**RFA Members Registration Fee for Event**

**(Received AFTER August 9, 2013):**

Payment by Check: **\$450**

Payment by Credit Card: **\$465**

To register, please fill out the attached registration form and return it to the RFA office along with payment. Forms should be received no later than September 6, 2013. Confirmation will be sent by e-mail approximately two weeks before event. Full details and online registration also available at [www.refrigeratedfoods.org](http://www.refrigeratedfoods.org).

**Travel and Accommodations:** Sleeping accommodations are not included in the registration fee. Rooms have been reserved at the Hilton San Jose - 300 Almaden Boulevard, San Jose, CA 95110. To make reservations, please call the hotel at 408-287-2100. The RFA's discounted group rate is \$199/night. The hotel registration cut-off date is August 23, 2013. The hotel is located 4 miles from the San Jose International Airport. Super Shuttle service is available for approximately \$19/person one-way and taxis are approximately \$20 one-way. The hotel is located 35 miles from the San Francisco International Airport and Super Shuttle service is available for approximately \$39/person one-way. Complimentary internet access in the guest rooms and hot American breakfast buffet are included in the room rate.

## 2013 REGISTRATION FORM

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Please fill out the attendee name(s) below and **note all sessions each attendee will be participating in.** Also, please note if planning to attend the optional networking dinners on Monday and Tuesday.

Attendee 1: \_\_\_\_\_ Attending: \_\_\_\_\_

Are you riding RFA Transportation Sept. 17th? ☐ Riding RFA Transportation Sept. 18th? ☐

E-mail address: \_\_\_\_\_

Attendee 2: \_\_\_\_\_ Attending: \_\_\_\_\_

Are you riding RFA Transportation Sept. 17th? ☐ Riding RFA Transportation Sept. 18th? ☐

E-mail address: \_\_\_\_\_

Attendee 3: \_\_\_\_\_ Attending: \_\_\_\_\_

Are you riding RFA Transportation Sept. 17th? ☐ Riding RFA Transportation Sept. 18th? ☐

E-mail address: \_\_\_\_\_

**Payment:** Check-payable to *Refrigerated Foods Association*

Credit Card: ☐ Visa ☐ Mastercard ☐ AMEX ☐ Discover

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

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Security Code/CVV\*: \_\_\_\_\_ \*For Visa, Mastercard or Discover, it is a 3-digit number that appears to the right of your card number on the back. For AMEX, it is a 4-digit number that appears on the front of your card.

Billing Address: (Must match Credit Card if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

**TO REGISTER:** Return this form with payment by mail to Refrigerated Foods Association at  
1640 Powers Ferry Road, Building 2, Suite 200A, Marietta, GA 30067 or by fax at (770) 303-9906 or by email to  
[erik@refrigeratedfoods.org](mailto:erik@refrigeratedfoods.org).