

Complying with FSMA's Food Import Regulations



Special Guest Speaker:



Domenic Veneziano,
Director, Division of Import Operations and Policy, FDA

Expert Speakers Include:



David Acheson*,
Leavitt Partners



John Bode,
John Bode LLC



Benjamin England,
Benjamin L. England & Associates, LLC
and FDAImports.com, LLC



Martin Hahn,
Hogan Lovells US LLP



Sarah Brew,
Faegre Baker Daniels LLP



Ricardo Carvajal,
Hyman, Phelps & McNamara, P.C.



Margaret Eckert,
Eurofoods Regulatory Advisors, LLC



Mark FeDuke,
VLM Trading (Canada)



Representative from
U.S. Customs and Border Protection,
Office of International Trade



Dr. Robert Brackett,
Institute for Food Safety and Health



Robert Hibbert,
K&L Gates, LLP



Richard Gilmore,
GIC Group



Chaired by: Jason Huffman,
Food Chemical News

**December 4-5, 2012,
Hilton Doubletree Hotel, Washington D.C.**

Examine the shape of the final regulation and ensure you are ready to minimize costs and impacts on your business

- **Ensure** you can comply cost efficiently with FSMA Preventive Controls
- **Identify** and overcome the specific challenges related to importing high-risk foods
- **Manage** imports from high-risk geographical regions and examine specific regional regulations
- **Assess** the added financial and operational effect of FSMA on your business
- **Optimize** your documentation and record keeping system
- **Examine** the most efficient ways to comply with FSMA regulations both from exporter and importer perspectives

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Complying with FSMA's Food Import Regulations

Letter from the Chair:

Dear Food Regulation Professional,

I've heard the FDA Food Safety Modernization Act described as the biggest change to food regulation in the United States since the 1930s. As grand as that sounds, it is no exaggeration.

The new law, which was passed by Congress in late 2010 and signed by President Obama on Jan. 4, 2011, contains dozens of major changes for the food industry, and especially companies and countries involved in importing food into the United States. In fact, FSMA takes particular aim at imported food, including provisions that would require FDA to continuously double its number of foreign food facility inspections every year, address port shopping, force importers to be accountable for their foreign suppliers, establish a third-party auditing certification program in relation to foreign facilities and also create a program by which certain trusted importers could earn fast-lane processing of their shipments at ports.

But that's just the stuff on the surface. There are numerous provisions contained in FSMA, including those related to produce safety standards and preventive controls, that also will impact those involved in the food importing business. And, of course, the devil will be in the details of how FDA writes and enforces its regulations.

Now here's the good news. The conference division of Food Chemical News has put together an incredible roster of FSMA experts who will share their best strategies for dealing with the coming changes. I know these speakers are fantastic because they are some of FCN's most valuable sources.

Don't sit still and wait for these FSMA regulations to be implemented. Save your seat now for Complying with FSMA's Food Import Regulations.

Sincerely,



Jason Huffman,
Editor in Chief,
Food Chemical News

About the organizers:



Food Chemical News is the leading news service on food law and policy. With more than 50 years' experience of monitoring and reporting on FDA, USDA and other federal and state agencies, we provide news, in-depth analysis and expert summaries on all food policy and regulations. Food Chemical News is widely considered to be the most authoritative source on food law and food policy, with subscribers including food manufacturers, traders and governments worldwide. There is no comparable insight into food regulations. www.FoodChemicalNews.com

"Why should I attend?"

- Get the latest word from the top official at FDA charged with implementing FSMA's import rules.
- Assess the impact of FSMA on Customs and Border Protection.
- Find out how FSMA's new produce safety standards and preventive control measures will affect importers.
- Identify the most common labeling mistakes made by importers, and how FSMA will further complicate labeling issues.
- Network with other senior industry professionals to identify efficient ways to overcome shared problems.

Who should attend?

Scientific and Regulatory Affairs Directors, Regulatory and Public Affairs Managers, Heads of Government Affairs, General Counsel, Importers, Heads of Sourcing, Corporate Food Law Directors, Technical Directors, Food Law and Labeling Managers, Food Policy Advisors, Food Law Regulation Specialists, Heads of Promotion and Labeling, Ministers and Attaches of Trade and Agriculture along with other Government Representatives dealing with exports and imports.

From the following stakeholders:

Food and Drink Manufacturers, Ingredients Manufacturers, Agricultural Sector, Retailers, Law Firms and Consultancies, NGOs, Certification Bodies, Trade Associations, Embassies and International Government Agencies, Food Safety Analysis Companies, Importers.

Day One – December 4, 2012

8.00 **Registration and Welcome Coffee**

9.00 **Opening Remarks from the Chair**

Jason Huffman,
Editor in Chief,
Food Chemical News

9.10 **Keynote Address: FDA's Vision for Implementing FSMA's Import Provisions**

- Policy drivers
- Development of FDA strategy to ensure successful regulation implementation

Domenic Veneziano,
Director, Division of Import Operations and Policy, FDA

9.30 **Prepare to Comply with New FSMA Regulations**

- Analyze preventive measures available to ensure efficient transition
- Get familiar with FDA assistance policies to aid effective implementation of new regulations

Domenic Veneziano,
Director, Division of Import Operations and Policy, FDA

10.00 **Food Industry Perspective: Identify Priorities When Adapting Business Operations to Comply with FSMA Regulations**

- Defining which aspects of FSMA will affect your business operations most
- What are the quickest ways of optimizing your operating procedures to comply?

10.30 **Questions**

10.40 **Coffee Break**

11.00 **Optimize Your Documentation and Record Keeping Under FSMA**

- Identify how incoming regulations will translate into a change of practices
- Develop strategies of how this change can be implemented most efficiently

Martin Hahn,
Partner,
Hogan Lovells US LLP

11.40 **Quantify Added Costs of Operating Under New Regulation Standards**

- FSMA fees
- Optimize production processes
- The effect of added time on cost of business operations

Benjamin England,
Attorney and Founder,
**Benjamin L. England & Associates, LLC and
FDImports.com, LLC**

12.20 **Questions**

12.30 **Lunch**

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1.30 Analyze the Effect of FSMA Preventive Controls on Food Imports

- Drill into details of Preventive Controls that will affect importing food in the U.S. and assess the effect those will have on your business

Ricardo Carvajal,
Attorney and Director,
Hyman, Phelps & McNamara, P.C.

2.30 Comply with FSMA Preventive Controls: Practical Guidelines to Avoid Increasing Costs and Lowering Business Efficiency

- Analyze ways in which Preventive Controls translate into different import practices and how to implement those

Dr. Robert Brackett,
IIT Vice President and Director,
Institute for Food Safety and Health

3.30 Questions

3.40 Coffee Break

4.00 Assess Key Challenges of Third-Party Auditor Accreditation and Its Effect on Business Operations

- Assess and compare the efficiency of proposed verification methods
- Identify triggers for more substantial verification standards and stricter policies
- Eligibility of different types of organizations to become accredited auditors and proposed FDA control measures

Richard Gilmore,
President and CEO,
GIC Group

4.30 U.S. Customs: Adjust Food Import Monitoring Procedures under FSMA

- Understand changes that the customs procedures will undergo
- Analyze the impact of re-inspection fees

Representative from
U.S. Customs and Border Protection, Office of International Trade

5.00 Questions

5.10 Closing Remarks from the Chair

5.25 End of Day 1.

Day Two – December 5, 2012

8.30 Welcome Coffee

8.50 Opening Remarks from the Chair

9.00 VQIP: Challenges, Opportunities and Preparation for New Regulations

- Identify benefits of becoming a VQIP member: reducing chances of inspection and ensuring getting your product into the U.S.

David Acheson,
*Partner, Leavitt Partners; former Assistant Commissioner for Food Protection, FDA**

10.30 Questions

10.40 Coffee Break

11.00 Comply with the FSVP

- Identify fundamentals of the proposed regulations
- Analyze major comments and identifying points of controversy with regards to implementation of the rule
- Define 'importers' and the breakdown of responsibilities between different part of the supply chain

John Bode,
Principal,
John Bode LLC

12.30 Questions

12.40 Lunch

1.40 Food Import: Identify Main Challenges in Food Labeling

- Identify and avoid common labeling mistakes
- Analyze direct and indirect effects of FSMA on labeling procedures

Margaret Eckert,
President,
Eurofoods Regulatory Advisors, LLC

2.20 Identify Specific Challenges for Importing High-risk Foods and Fresh Produce under FSMA


- Understand how and why FSMA creates special requirements for certain high-risk foods and fresh produce
- Discuss the import framework for high-risk foods and fresh produce
- Analyze practical implications and concerns for importers of high-risk foods and fresh produce

Sarah Brew,
Partner,
Faegre Baker Daniels LLP

3.00 Questions

3.10 Coffee Break

3.30 Regional Perspectives:

-  Stakeholder Responsibilities Within A Prevention-Based Food Safety System: An Importer's Perspective

Mark FeDuke,
Director Trade Compliance,
VLM Trading

-  FSMA and Application of Product Safety Standards in Latin America
-  Importing from China: Local Control Measures and Complying with Additional Safety Regulations

Robert Hibbert,
Partner,
K&L Gates LLP

4.50 Questions

5.00 Closing remarks from the Chair.

5.15 End of Conference.

*Subject to final confirmation

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Hotel reservations are not included in the conference fee, however, the conference organizers have negotiated a special rate at the conference venue. Details of how to book will be sent to you with confirmation of your registration and can be found on the conference website: www.fsma.agraevents.com

TERMS AND CONDITIONS

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