



**GLOBAL
FOOD PROTECTION
INSTITUTE**



**IMAGINED
FOOD FUTURES**

A Member of the GFPI Global Initiative

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**IMAGINED FOOD FUTURES® SYMPOSIA LAUNCHES INAUGURAL
FOOD SAFETY CONFERENCE**

Ensuring Safe Food in Dynamic Food Systems to take place in Battle Creek

BATTLE CREEK, Mich., April 23, 2012– The [Imagined Food Futures Symposia](#), an initiative of the [Global Food Protection Institute](#), today announced its inaugural conference “**Ensuring Safe Food in Dynamic Food Systems.**” The conference will be held May 1 and 2 at the McCamly Plaza Hotel in Battle Creek, Michigan. Senator Debbie Stabenow, Chairwoman of the U.S. Senate Committee on Agriculture, Nutrition, & Forestry, will join the conference with a special video message. The program will feature speakers from academia, regulatory, industry and public advocacy groups involved in safer food systems.

By examining food systems through the lens of food safety, the conference will include innovative ways to make food safety a global priority. Participants can expect engaging speaker presentations with a scenario planning exercise to create a blueprint for food systems and safety change.

“We are very excited to be hosting this unique conference,” said Dr. Julia Bradsher, President and CEO of the Global Food Protection Institute. “We look forward to bringing together leaders from many facets of the food community to discuss real-world solutions to key issues facing the safety of the global food supply.”

The first day of the conference is open to the public. For more information and to register for the conference please visit www.imaginedfoodfutures.org/.

Dinner Keynote Speaker:

Ms. Ellen Gustafson - founder of 30 Project, a sustainable food system activist, innovator, and social entrepreneur. As the Founder and Executive Director of the 30 Project, Gustafson is working to promote a new dialogue and new solutions for a better global food system.

Program Speakers:

Dr. David William Kennedy Acheson - Leavitt Partners, Managing Director, Food and Import Safety Practice, at Leavitt Partners. Acheson helps clients enter new markets, enhance the value of their products, navigate dynamic regulatory and reimbursement systems and improve health conditions around the world.

Mr. Joseph W. Reardon - U.S. Food & Drug Administration, Senior Advisor for Federal-State Relations. Reardon provides the leadership, vision and strategic direction that are critical to the Agency’s commitment to increasing collaboration and communication with state and local partners, sustaining the public health infrastructure, and achieving a national integrated food safety system.

Dr. Julia E. Bradsher, Ph.D., MBA - Global Food Protection Institute, President and CEO of The Institute. Previously, Bradsher served as CEO of FAAN™ (the Food Allergy & Anaphylaxis Network).

Dr. Christine Bruhn - University of California, Davis. Bruhn has expertise in consumer behavior, food science, and consumer economics. She studies consumer attitudes toward food safety and quality and guides educational programs that inform consumers about new products and new technologies.

Mr. Dan Carmody - Detroit Eastern Market Corporation (EMC). Since 2007 Carmody has served as President of EMC, where he leads the non-profit entity charged with converting one of the nation's oldest and largest public markets into a healthy metropolitan food hub.

Mr. Joe Colyn - Originz, LLC, an innovative Agri-Food professional with 30 years of experience in research and development, purchasing, quality programs, supply chain, and business scenario development. He has a track record delivering creative and cost effective programs in support of business development and growth.

Mr. Bradd Eldridge – Abbott Nutrition. As Director of Quality Assurance, his responsibilities include global regulations and developing and implementing programs to assure successful product quality, safety and compliance programs across the Abbott Nutrition division.

Dr. Rick Foster - Michigan State University, his interests lie in helping to bring integrative sustainability solutions to long-term problems impacting the social, economic, and environmental systems affecting Michigan communities.

Dr. Ricardo J. Salvador - Union of Concerned Scientists, an agronomist, with interests and specializations in the culture of corn, crop production techniques, sustainability and systems analysis.

About the Institute and the Symposia

The Global Food Protection Institute is a 501 (c)(3) non-profit organization driving the adoption of food protection policies and practices for a safer global food supply. The Institute's mission is to improve public health and reduce mortality, morbidity and economic costs associated with foodborne illnesses through three core initiatives.

- Imagined Food Futures is facilitating the adoption of policies and practices that will lead to improved public health.
- Emerging Technology Accelerator is advancing the development of novel food protection technologies.
- International Food Protection Training Institute is building the training infrastructure for the national integrated food safety system.

Start-up funding for the Institute has been generously provided by the W.K. Kellogg Foundation. For more information, visit www.gfpi.org.

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