

2nd ANNUAL THE AGRI-FOOD SAFETY AND STANDARDS SEMINAR

From Paranoia to Prudence: Meeting the Challenges of New Demands in Safety and Standards
26th January 2010, Berjaya Times Square Hotel & Convention Center, Kuala Lumpur



INTRODUCTION

In recent year, the food market has been plagued by various cases of food scare and contamination issues. In Malaysia, it is estimated from official statistics by the Ministry of Health that more than 17,320 cases of food poisoning occurred in the year of 2008 alone, as compared to more than 6,930 cases in 2006. The sharp increase signifies clearly that, as population and the size of the food chain increases, it inevitably increases the challenge to safeguard the food safety of the wider public.

In an era of dynamicity, just as the spread of information has quickened, the spread of disease and contamination through the complex food chain is also becoming increasingly fast. Naturally, the public is seemingly becoming more paranoid about the safety of the food they consume. However, in order to move away from paranoia, the only route is prudence.

Prudent management and prevention of food contamination or diseases through tightly coordinated safety and standard systems will be the key in facing the food safety challenge.

Thus, this seminar aims to look at the current scenario of safety and standard systems along the food chain. It will explore some of the sources of contamination and evaluate the existing mechanisms for early detection systems. The seminar will also explore current certification and standards for organic, herbal and traditional medicinal products, as well as animal products. On top of that, participants will also be able to explore key issues such as information gap and capacity building within the food safety and standards system.

Developed & organized by:



Asia Executive Programs Sdn Bhd
(623109-U)

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THE OBJECTIVES

- This seminar is designed with the objectives of:
- Bringing to light the importance of a sound preventive system in the food management system
- Enlighten participants with the current issues within the area of food safety and standards
- Bringing forth ideas and solutions through interactive discussions between all participants
- Serving as a platform for effective business and social networking

WHO SHOULD ATTEND?

This seminar is designed for

- Managing Directors/ Directors/ Director Generals
- Business Unit Leaders/ Department Heads
- Managers/ Executives
- Internal/ External Auditors
- Researchers/ Academics

From:

- Importers/ Exporters/ Manufacturers/ Producers of
 - Agricultural Products
 - Food & Beverage Products
- Food Service Industry
- Professional Accreditation/ Certification Bodies for the Agricultural and Food Sector
- Government Department/ Agencies that
 - Are involved in Agricultural and Food Related Policy and Regulation Setting
 - Provides Accreditation/ Certification for Agri-Food/ Food Related Standards
- Training Centres/ Research Institutes involved in Agricultural/ Food Technology/ Food Related Research or Training
- NGOs that have an interest in
 - Consumer Health/ Issues
 - Agri-Food Standards and Safety

PROGRAMME

8:00 a.m. Registration

9:00 a.m. Session 1

Chain Reaction: Curbing Sources of Risks in the Agri-food Chain

In recent years, the series of food safety issues across borders have exposed the risks that exist in the agri-food chain. Thus, keeping close tabs on the potential risk factors and their sources will avoid these risks from rattling the entire supply chain.

- i. Pesticides: To what degree are they still a source of risk?
- ii. Chemicals in Agri-food Production: How do they threaten the food chain today?
- iii. What are the potential risks stemming from Genetically Modified Crops (GMC)/ Genetically Modified Organisms (GMO) products?
- iv. Where are the hotspots for potential generation of microbiological risks?
- v. How do we neutralize these risks along the agri-food chain?

10:00 a.m. Refreshments / Coffee Break

10:30 a.m. Session 2

Prevention and Prudence: Reinforcing the Early Detection System for Food Contamination

New federal figures from the Centers for Disease Control and Prevention, estimated that 76 million people are sickened, 325,000 are hospitalized and 5,000 die each year from food poisoning in U.S., which has been widely regarded as a country that has one of the safer food sources. This reflects the ever important need for an improved and sound early detection system that will prevent food contamination problems from spreading on the local front.

- i. What are the mechanisms that form the present early detection system for food contamination in Malaysia?
- ii. How does it impact businesses and public health?
- iii. How can private sector participation be increased in this system?
- iv. How can the system be further improved? Recommendations?

11:30 a.m. Session 3

Organically Certified: Securing the Organic Supply Chain

The organic trend has been picking up in the recent decade, as health conscious consumers increase their appetite for organic food products. However, aside from being labelled organic, more should be done to ensure that consumers get genuine organic products from the food chain.

- i. What are the critical challenges for current organic farmers to maintain an organic status or certification?
- ii. Are the current monitoring and certification systems locally adequate to ensure a fully organic end product? Gaps to fill?
- iii. Where does Malaysia stand in the organic market in terms of certification and products? What should be the future direction?

12:15noon Session 4

Keeping the Tradition: Growing the Market for Traditional Medicine and Herbs through Safety and Standards

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Traditional herbs and medicines have long been a supplement of daily dietary around the world. However, there is much to be looked into on the aspects of standardizing the cultivation and processing of these traditional products.

- i. Standards and Regulations: Does the current system provide adequate coverage to secure the herbal medicine in the supply chain from source to consumption? Recommendations?
- ii. Benchmarking
 - a. How safe are the herbal and traditional medicinal products in Malaysia relative to other countries?
 - b. What can we learn from traditional medicinal and herbal products related standards or systems in other countries?
- iii. What should be the direction for the future of safety and standards of traditional medicine and herbs in Malaysia?

1:00 p.m. Lunch

2:00 p.m. Session 5

Bridging the Information Gap: R&D on Agri-food Nutrition and Health Development

As consumers today become more informed, they demand even more information about the food that they consume daily. However, in Malaysia, a comprehensive database on the nutritional and health values of our food diet, as well as the pattern of consumption has yet to be constructed. Bridging this information gap will definitely provide valuable information to upkeep agri-food standards and quality.

- i. What are the sources of information that will paint a complete picture of the Malaysian food nutrition and health development?
- ii. Where do the gaps exist? Solutions?
- iii. What are the venues for private-public partnership in this area?
- iv. Overcoming the Challenges in Funding the R&D on Nutrition and Health: What are the alternatives?

3:00 p.m. Session 6

Exploring New Frontiers: Veterinary Health and Food Safety

According to the Livestock, Environment and Development (LEAD) report by FAO in 2006, the global production of meat and milk is expected to double from 2000 to 2050. The implication is clear. With current strains of viruses and diseases looming, it is imperative that the increase in livestock production requires even more stringent standards and healthcare to maintain high levels of food safety.

- i. What are the various alternatives for the Malaysian livestock producers to cope with the increasing threat to livestock health?
- ii. Genetically modified organisms (GMO) and transgenic animals:
 - a. Will there be expected changes to treatment of these specific groups of animals under current standards?
 - b. How will GMO impact veterinary health, food safety and quality in the long-run?
- iii. What will be the future trend for developments in livestock related food safety issues?

4:00 p.m. Session 7

Building Capacity: Expanding Resources for Agri-food Safety and Standards

The recent series of food scare has been putting a strain on the resources and support systems that maintains the agri-food safety and standards. In order to ensure effective surveillance of the food chain, further upgrades to the overall capacity of these support systems are necessary to safeguard public health.

- i. How have the food safety issues in recent years affect the resources in the safety and standards system?
- ii. What are the critical areas in current resources that require upgrade and expansion?
- iii. How will current and future expansion impact the overall agri-food safety and standards support system?

5:00 p.m. Refreshments/ End of Seminar

Invited Role Players

- Dato' Junaidi Che Ayub, Director-General, Department of Fisheries Malaysia*
- Dr. C.L. Ooi, Business Centre Manager, Lloyd's Register Quality Assurance (LRQA) Malaysia*
- Dr. Nik Ismail Nik Daud, President, Malaysian Institute of Food Technology*
- Dr. Ahmad Shukri Abdullah, Deputy Director - Veterinary Health, Department of Veterinary Services Perak, Malaysia*
- Assoc. Prof. Dr. Bashir Ahmad Fateh Mohamed, Dean, Faculty of Veterinary Medicine, UPM*
- Assoc. Prof. Dr. Fatimah Abu Bakar, Head - Department of Food Science, Faculty of Food Science and Technology, UPM*
- En. Ridzuan Ismail, Managing Director, Acumen Scientific Sdn. Bhd.*
- En. Mazlan bin Saadon, Director, Malaysian Quarantine and Inspection Services (MAQIS)*
- Mr. Chua Keng Jin, Senior Manager, ecoBrown*
- Mr. Lok Eng Hock, Managing Director, Eu Yan Sang Malaysia/ Senior Vice President, Eu Yan Sang International*
- Ms. Saleha Md Ewan, Head, Complementary Medicine Section, National Pharmaceutical Control Bureau*
- Mr. Loh Yang Hui, President, Federation of Chinese Physicians & Medicine Dealers Associations of Malaysia (FCPMDAM)*
- Miss Ratna Devi Nadarajan, CEO, Malaysian Association of Standards Users (Confirmed)
- En. Rafaiq Bakri Zakaria, Strategic Management Division, Department of Standards Malaysia (Standards Malaysia) (Confirmed)
- Mr. Chang Hon Fong, Director - Industry and Trade Tariff Classification Division, Department of Chemistry Malaysia*
- Pn. Noraini Bt. Dato' Mohd Othman, Director, Food Safety and Quality Division, Ministry of Health Malaysia*
- Pn Rokiah Don, Deputy Director, Nutrition Division, Ministry of Health*
- Mr. Loh Siew Fook, Founder, Loh's Organic Veg Garden*
- Dr. Ng Kock Wai, Council Member, Nutrition Society of Malaysia (NSM)/ Senior Lecturer, International Medical University (IMU)*
- Dr. Hj. Miskandar Mat Sahri, Head, Food Technology and Nutrition, Product Development Research & Advisory Services, Malaysian Palm Oil Board*
- Dr. Abd Rahman Md Saleh, Executive Consultant, Federation of Livestock Farmers Association of Malaysia (Confirmed)

Note:

The organizer reserves the right to change the programme and speakers in the best interest of the seminar
* subject to confirmation

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Participant's Information

(1) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

(2) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

(3) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

Contact Person's Details

Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

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Registration Fee

Standard Rate

RM 980.00 per delegate

Group discount of 10% will be extended to organization sending 3 or more delegates.

Fee is inclusive of lunch, refreshments and documentations.

Venue

Date

26th January 2010

Venue

Berjaya Times Square Hotel & Convention Center, Kuala Lumpur

Registration Information

Payment

All payment must be made in advance of the seminar. Bank drafts or cheques should be crossed and made payable to Asia Executive Programs Sdn Bhd together with the completed registration form.

Cancellation

A prompt refund minus a service charge of 15% will be levied for cancellations received in writing 10 days before the date of the seminar. Alternatively, you may nominate a substitute. We would appreciate advance notice.

Registration Procedure

Please complete and fax the registration form to book a seat/seats to the address listed below :

a) Asia Executive Programs Sdn Bhd
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Website : <http://www.aep.com.my>

b) Payment can be deposited directly to :
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