

## **Leafy Greens: Building Confidence in a Safer Product**

Hyatt Regency Phoenix  
Tuesday, December 5, 2006

### **DRAFT AGENDA**

- 7:00 – 8:00**      **Continental Breakfast**
- 8:00 – 8:30**      **FMI Welcome & Introductions**  
*Dr. Jill Hollingsworth*  
*Vice President, Food Safety - Food Marketing Institute*
- 8:30 – 9:30**      **Update on the spinach investigation and the need for partnerships**  
*Barbara Cassens*  
*District Director, San Francisco Office, FDA*  
*Dr. Jeff Farrar, Chief*  
*Food and Drug Branch - California Department of Health Services*  
*Faye Feldstein*  
*FDA - Center for Food Safety and Applied Nutrition*
- 9:30 – 9:45**      **Break**
- 9:45 – 10:00**    **Marketing Order in California**  
*Western Growers Association*
- 10:00 – 10:15**   **Consumer Research**  
*Produce Marketing Association*
- 10:15 – 10:45**   **Role of microbiological testing**  
*Dr. Katherine Swanson*  
*Vice President, Food Safety - Ecolab, Inc.*
- 10:45 – 11:15**   **Lettuce and Leafy Greens Action Plan**  
*United Fresh*
- 11:15 – 11:45**   **Next Steps and Research Needs**  
*Dr. Trevor Suslow*  
*Department of Plant Sciences – University of California, Davis*
- 11:45 – 12:45**   **Lunch**
- 1:00 – 1:30**      **Working with Your Produce Suppliers**  
*Toni Hofer*  
*Food Safety Manager – Raley’s Family of Fine Stores*
- 1:30 – 2:00**      **Certification and Third-Party Audits**  
*Paul Ryan*  
*Executive Director, SQF Institute*
- 2:00-2:15**      **Break**
- 2:15 – 4:00**      **Open discussion by all participants: action plan, best practices, revised guidelines, implementation and verification**  
*Facilitator: Dr. Robert Gravani, Cornell University*
- 4:00 – 5:00**      **Summary/Conclusions**
- 5:00 – 5:15**      **Closing Remarks**
- 6:00 – 7:30**      **Reception**

(Legal counsel will be present. The meeting will be closed to the press.)