



New Jersey Food Processors Association

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## **Food Processors to “Meet the Future” at the NJFPA Annual Convention Food Futurist, Safety Experts, and Government Leaders to Reveal Latest Industry News and Trends**

Trenton, NJ—The New Jersey Food Processors Association will gather at the association’s 2012 Annual Meeting and Conference on Monday, January 30. The meeting’s agenda offers a full agenda packed with high-profile speakers who will address the latest food industry trends, legislation and economic development initiatives from international, national and statewide perspectives. The location is the Westin Hotel in Mount Laurel, New Jersey.

“This year we are offering the best agenda ever,” said Lou Cooperhouse, president of NJFPA and president and COO of F&S Produce Company, Inc. “We’ll kick off with a nationally-acclaimed food futurist who will give insights into trends in the food industry. Then three experts from Washington DC will speak to us about the new US FDA Food Safety Modernization Act, and help us understand these new regulations that represent the first overhaul of our nation’s food safety legislation in 70 years. After that we’ll hear from the New Jersey Secretary of Agriculture and the Executive Director of the NJ Business Action Center, for an update regarding efforts in New Jersey to attract and retain food businesses in our state, and legislation that is affecting our industry. And finally, we’ll be talking about the exciting new services that NJFPA will be offering during the coming year.”

**Tiana B. Holt**, principal, Faith Popcorn's BrainReserve (FPBR), will present the keynote talk, *The Future of Food – How Shall We Prepare for Trends during the next Decade?* As principal of FPBR, a strategic trend-based marketing company, Holt helps clients not only see the future, but also to apply it to their business today. She has led numerous FPBR projects in the food consumer space, including topics such as Future of Wellness, Future of Convenience, Future of Sustainability, Future of the Good Corporation, etc., for clients that include Campbell’s, FritoLay, PepsiCo, and Kraft.

Three nationally-recognized speakers will address the US FDA Food Safety Modernization Act (FSMA) to our NJFPA audience. This new legislation was signed into law by President Obama earlier this year, and will affect our entire food industry when it is implemented during the coming months. Speakers include **Dr. David Acheson**, managing director, food and safety import practice at Leavitt Partners, who formerly served as the Chief Medical Officer at the US FDA’s Center for Food Safety and Applied Nutrition, and the Associate Commissioner of Foods for the US FDA. The panel will also include **Shannon Cole**, senior director, science program management at Grocery Manufacturers Association (GMA), who oversees all scientific activities at GMA including management of the implementation of the FSMA. In addition, the panel will tentatively include **Kathy Gombas**, Acting Deputy Director of the FDA’s Office of Food Defense, Communication and Emergency Response, or her designate from the FDA, who will give us a viewpoint and update on this new legislation direct from the US government. In addition to giving presentations at the morning general session, these experts will also be panelists at an afternoon roundtable on the topic, which will allow conference participants to

ask specific questions about their questions and concerns. **David Baldwin**, vice president, food safety and quality systems at Pinnacle Foods Group will moderate the afternoon panel.

During lunch, the program focuses on issues in New Jersey, as the speakers address the future of the food industry in our Garden State. Presentations will be provided by **Douglas H. Fisher**, New Jersey Secretary of Agriculture, and **Linda Kellner**, executive director of the New Jersey Business Action Center. During these presentations, attendees will learn about recent changes in our state government to attract and retain food businesses in New Jersey.

“We are very excited to have so many high-caliber thought leaders willing to share their ideas and perspectives about the future of our industry,” said Cooperhouse. “This is truly a must-attend event for anyone in the New Jersey food industry who wants to be ‘in the know’ about where our industry is headed. The conference presents extremely high value to our members, and also includes an opportunity to visit with exhibitors of products and services that are critical to our companies. At our 2011 conference, we had over 200 attendees and three dozen exhibitors, and we expect a significant increase in these numbers at our 2012 conference. In addition, the NJFPA will be introducing many new offerings to our members that will further demonstrate the tremendous benefits of membership in our association.”

The conference date is Monday, January 30, 2012 and the event runs from 8:00 a.m. to 3:00 p.m. A continental breakfast will be available between 8:00 a.m. and 9:00 a.m., lunch will be served from noon until 1:00 p.m., and the afternoon roundtable will begin at 1:30 p.m. The hours of 8:00 a.m. to 9:00 a.m. and 11:00 a.m. to noon have been set aside for networking and visiting exhibits of the NJFPA’s associate members.

The cost to attend the entire conference (including all meals and conference sessions) for NJFPA members is just \$75 per person, and attendance for non-members is \$295 per person. Registration can be conducted online at the NJFPA website at <http://www.njfoodprocessors.org/>. Information on exhibiting or sponsoring parts of the conference is available at <http://bit.ly/NJFPASponsor>.

For additional conference information, visit the NJFPA website at <http://www.njfoodprocessors.org/>. or contact Christine Higgins, NJFPA associate executive director, at [christine@njfoodprocessors.org](mailto:christine@njfoodprocessors.org) or 609-392-5558.