

Quantifying Food Risk Executive Education

September 24-25, 2014: Quantifying Food Risk Executive Education –
Invitation Only

September 22-23, 2014: *Also offered:* Food Fraud Basics Short Course

Executive Education Program Overview:

The Food Fraud Initiative (FFI) within the Master of Science in Food Safety Program and the College of Veterinary Medicine at Michigan State University is proud to offer this Executive Education program on *Quantifying Food Risk* including Food Quality, Food Safety, Food Fraud, and Food Defense. This is led by Dr. John Spink, Director of the FFI. The content is applicable to anyone assessing food risks. The application of the concepts can support decision-making from the most basic level all the way to full enterprise risk management assessments. This course is based on the graduate course *Quantifying Food Risk* (VM 825), which is part of our Graduate Certificate in Food Fraud Prevention.

Before implementation of actions or solutions to reduce food risks, it is important to review and calibrate all food risks including: food quality, food safety, food fraud, and food defense. Participants will be led through the Graduate Course case study of implementing the Quantifying Food Risk Matrix – a method to estimate and quantify the range of food risks into one value. While there is a universal theory, the application is unique to each company and product.

This Executive Education is a structured, education-focused program that provides attendees with an insight into the emerging corporate management function of Enterprise Risk Management (ERM) and COSO accounting principles. The format is very interactive and we keep the class sizes smaller for one-on-one engagement. We incorporate many real-world applications and problem-solving exercises that will provide you with an effective framework for addressing your organization's product protection needs. In addition, there are presentations by industry and agency experts, determined by the topics covered.

MSU's Food Fraud Initiative contributes to or helps lead many of the world's strategic Food Fraud prevention activities. Recent activities have expanded to include leadership in defining the terms in laws, regulations, certification and standards. Also, there is a current focus on risk and vulnerability assessment.

Concepts Covered:

- Food Fraud
- Economically Motivated Adulteration (EMA)
- Food Quality
- Food Safety
- Food Defense
- COSO Accounting Principles
- The VACCP, TACCP, and HACCP continuum
- Legislation and Regulations – including US FSMA, EU, UK, GFSI, and ISO
- Criminology and Behavioral Sciences
- Consumer Behavior and Brand Equity
- Dietary Supplement Fraud
- Veterinary Product Fraud
- Food Fraud Prevention Policy

Enrollment Information:

Fee: The fee is \$1950 (US) for the two day session. Payment: Payment can be made by check or credit card.

Registration: To register, visit <https://noncredit.msu.edu/listSections.action?offeringid=943>

Location: The course will be conducted on the campus of Michigan State University at the National Food Safety & Toxicology Building, 1129 Farm Lane, East Lansing, MI 48824.

Campus map: <http://maps.msu.edu/interactive/>

Time: Day 1 will be 8:30am to 5:00pm with an optional dinner. Day 2 will be 8:30am to 3:30pm.

Lodging Recommendations:

- Kellogg Center, MSU, PH: (800) 875-5090. Make Reservations Early!
- Candlewood Suites (The Henry Center), MSU, PH: (800) 541-4998
- Marriott of East Lansing, PH: (517) 337-4440

Program Leader
John Spink, PhD

Director and Assistant Professor, Food Fraud Initiative, Master of Science in Food Safety Program

Affiliations:

Member, Food Fraud Think Tank, GFSI

Advisor, Brand Protection Project, GMA

Advisor, Economic Adulteration of Food Project, GMA

Chair, US Technical Advisory Group to ISO Technical Committee 247 Fraud Counter-measures and Controls

Member, 3 USP Expert Panels: Food, Drug, Dietary Supplements

Member, State of Michigan's Ag & Food Protection Strategy Steering Committee

Testified, FDA Open Meeting on Economically Motivated Adulteration, May 1, 2009



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