

MiFOOD2014

Michigan Food Processing & Agribusiness Summit

When:

MAY 14, 2014

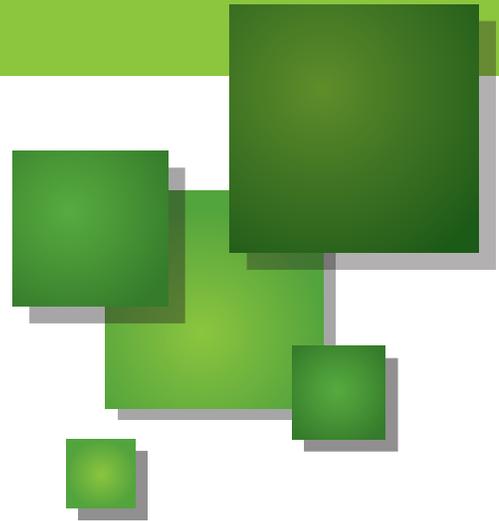
8:30 - 5:00 P.M.

Where:

PINNACLE CENTER

3330 HIGHLAND DR

HUDSONVILLE, MI 49426



Key ingredients to profit and success.

The MiFOOD 2014 summit tackles some of today's most challenging issues in the agriculture and food processing industries. Learn from business leaders and industry experts on how you can drive new, innovative strategies for growth, safety, and increased efficiency in your own company.

Michigan's food processing and ag industries are two of the fastest growing sectors of Michigan's economy. The goal of the 2014 summit is to ensure that trend continues and that Michigan's growers and processors have access to the resources, education, and support they need to succeed.

LEARN MORE & REGISTER AT: RIGHTPLACE.ORG

Brought To You By:



Event Partners:



AGENDA

8:00 – 8:30 a.m. **Registration and Breakfast**

8:30 – 8:35 a.m.

Welcome Remarks

Bill Small, Vice President Technical Services,
The Right Place, Inc./MMTC-West

8:35 – 9:00 a.m.

Opening Remarks

Jamie Clover Adams, Director, Michigan Department of Agriculture
and Rural Development (MDARD)

9:00 – 9:45 a.m.

OPENING KEYNOTE:

Gary Pullano, Fruit Growers News and Vegetable Growers News

9:45 – 10:00 a.m.

Break

10:00 – 11:00 a.m.

Concurrent Breakout Session 1 (Choose One)

**The Ebbs and Flows of a Growing Business:
Finding Value in the Production Process**

Bob McClure,
Co-Owner, McClure's Pickles

**Protecting Your Reputation
and Your Brand**

Kimberly Hale,
Vice President and
Senior Consultant, Marsh

11:00 – 11:15 a.m.

Break

11:15 – 12:15 p.m.

Concurrent Breakout Session 2 (Choose One)

**Filling the Talent Gap:
How Employing Great People Will Help
Your Business Grow & Succeed**

Beth Kelly,
Managing Partner,
HR Collaborative LLC

Molly Schmid,
Vice President of Talent & Retail
Operations, Natural Choice Foods

**New Opportunities and Innovations in Food
Safety Technology**

Dr. Julia Bradsher,
President & CEO,
Global Food Protection Institute

Jim Richter, President,
Michigan Research Institute

12:15 – 1:15 p.m.

Lunch Presentation - A New Look at the Ag Supply Chain

Mike DiBernardo, Economic Development Specialist,
Michigan Department of Agriculture and Rural Development

1:30 – 2:15 p.m.

Cargill's Corporate Food Safety Overview

Jill Tabatt, Director of Food Safety, Quality and Regulatory Compliance,
Cargill Kitchen Solutions

2:15 – 3:15 p.m.

CLOSING KEYNOTE:

Vik Srinivasan, Vice President, Supply Chain Operations, Meijer, Inc.

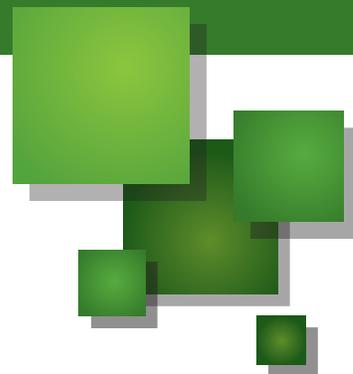
3:15 – 3:30 p.m.

Closing Remarks

Rick Chapla, Vice President, Business Development, The Right Place, Inc.

3:30 – 5:00 p.m.

Networking Reception



Full Conference Sponsor:



Opening Remarks

**Jamie Clover Adams, Director,
Michigan Department of Agriculture and Rural Development (MDARD)**

Jamie Clover Adams was appointed by Governor Rick Snyder in July 2012. Prior to becoming Director, Ms. Clover Adams worked in various governmental leadership roles for nearly 25 years in two state capitols, as well as our nation's capitol. She has served in both the legislative and executive branches and several business trade associations covering a broad range of issues. Ms. Clover Adams most recently served as Director of Policy for the State of Michigan's Quality of Life Group. She has held several leadership roles in the Michigan Senate and as the Secretary of the Kansas Department of Agriculture from 1999-2003. Additionally, she has worked for the Kansas Grain & Feed Association and the U.S. Chamber of Commerce. Ms. Clover Adams earned her bachelor's degree from the University of Michigan and has a master's degree in Public Policy from Georgetown University. She resides in DeWitt Township.

Opening Keynote

Gary Pullano, Fruit Growers News and Vegetable Growers News

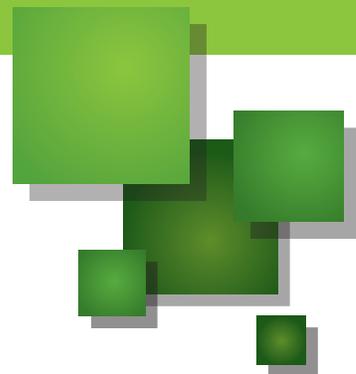
Gary Pullano has had an extensive career as a journalist and communications professional in West Michigan. A native of St. Joseph who now lives in Holland, he has been part of newsrooms throughout the region, serving in numerous reporting, editing and management positions following his graduation from Michigan State University. His coverage of commerce and industry included a role as managing editor of the Grand Rapids Business Journal. He also was public relations manager for Holland's public library system. Gary is employed by Great American Media Services in Sparta as assistant editor of Fruit Growers News and Vegetable Growers News, monthly publications with a national audience. He also is a contributing editor to the company's Fresh Cut and Spudman magazines. He joins a team that produces specialty agriculture resources covering all segments of the specialty agriculture market — from farm to fork.

Closing Keynote

Vik Srinivasan, Vice President of Supply Chain Operations, Meijer, Inc.

Vik Srinivasan serves as Vice President, Supply Chain Operations at Meijer Inc. In this role, he is responsible for supply chain strategy, network optimization, product flow, vendor management, lean/six sigma, business-to-business sales, and third-party services at the Retailer. Prior to joining Meijer, Vik held a variety of leadership positions in supply chain and operations at Dell Inc.

Vik resides in Grand Rapids, Michigan. He holds an MBA from the Kellogg School of Management at Northwestern University, a Masters in Engineering from Vanderbilt University, and a Bachelor's of Science in Mechanical Engineering from the University of Michigan.



Breakout Sessions

THE EBBS AND FLOWS OF A GROWING BUSINESS: FINDING VALUE IN THE PRODUCTION PROCESS

Bob McClure, Co-Owner, McClure's Pickles

What do you do when you think you're at capacity and your customers are demanding more? You find efficiencies and value in the production process. Hear how McClure's Pickles has kept up with demand by discovering value-added efficiencies in production flow. Their continuous improvement efforts have enabled the company to continue on their growth pace without making investments in costly expansions.

Bob McClure

Prior to the pickle biz, Bob McClure was an actor, comedy writer and pickle maker living in Brooklyn, NY with his wife Natalie and their son. He has since moved back to the Detroit area, working at the McClure's manufacturing plant in Detroit. There he oversees business administration, key account management and brand development. Represented by Abrams Artists, he has shot commercials for: Visa/NFL, Verizon, Time Warner, Staples, Quiznos amongst others and has appeared in films such as Neil Jordan's The Brave One with Jodie Foster. Currently, his work can be seen on The Burg and All's Faire.

In 2006, using his great grandmother Lala's recipe, Bob co-founded McClure's Pickles. Bob and his brother Joe learned how to make the pickles from their grandfather and parents and now they continue the tradition with a bit more room. They make pickles, relish, Bloody Mary mix and other McClure's products just outside of Detroit, Michigan. In Brooklyn they produce small batches for research and development. They use as much local produce as possible when it is in season and when it's not, they call up the farms and speak directly with the growers to know where their produce is coming from and how it is being grown making sure they are getting some of the best, freshest produce available. Every jar is hand packed, the cucumbers hand sliced in their own factory, not from a private labeler.

PROTECTING YOUR REPUTATION AND YOUR BRAND

Kimberly Hale, Vice President and Senior Consultant, Marsh

In the food industry, we face unique risks in our business every day. Pervasive oversight, heightened expectations, evolving regulations and standards all focus the spotlight on our operations, conduct and reliability. Our products reach vast numbers of consumers who rely upon their consistent quality, safety and value. At no time is the reputation of our companies at greater risk than during an adverse situation, high profile event or crisis. One of the key things those in the food industry can do to protect both their reputation and the brands they've worked so hard to build is to develop a well-informed, comprehensive and aligned preparedness program and capability. There are several top priorities that should be included in every company's programs, and these can make the difference between effective response and a not-so-ideal response to these types of situation. The program can provide a foundation on which to protect your brand and reputation.

Topics to be addressed during this session include:

- How to establish an "early warning system" and escalation thresholds that help recognize situations with the POTENTIAL to damage Reputation and Brand
- Best practice in how to develop a proactive strategy to manage these situations to minimize impacts
- Ways to understand and address the potential role and impact of social media (both positive and negative)

Kimberly Hale

Kimberly Hale is a senior consultant in Marsh Risk Consulting's Reputational Risk & Crisis Management, Resiliency, and Response Practice based in Chicago, IL. She is responsible for crisis management planning and training, as well as real-time crisis response and communications. For more than 15 years, Kimberly has guided Fortune 500 companies, trade associations, professional organizations, and non-profits through some of the most complex crisis management and communications challenges they have faced. An experienced team leader, trainer, and project manager, she has helped her clients effectively respond to a wide range of events including food and consumer product recalls, industrial accidents, high profile litigation, and government investigations.

Prior to joining Marsh, Kimberly spent many years in the communications field where she was responsible for reputation management issues and crisis preparedness and response on behalf of some of the nation's most high-profile organizations, including American Honda, Kellogg, Los Angeles World Airports, Nissan North America, and the White House Office of National Drug Control Policy. Additionally, Kimberly gained extensive international experience providing issues management counsel to foreign governments, NGOs, and corporations as a member of the International Public Affairs group in one of the country's largest public relations firms.

Kimberly began her career on Capitol Hill on the staff of the late Representative Mike Synar (OK) and Senator Dianne Feinstein (CA). Additionally, she served as the communications director for the Tennessee Democratic Party.

FILLING THE TALENT GAP: HOW EMPLOYING GREAT PEOPLE WILL HELP YOUR BUSINESS GROW & SUCCEED

Beth Kelly, Managing Partner, HR Collaborative LLC

Molly Schmid, Vice President of Talent & Retail Operations, Nature's Choice Foods

Growing your business means growing your team of employees. And growing your team of employees means grappling with people issues so you can attract, hire, and keep the best talent for your company.

This session focuses on the three most important things you can do to hire and engage people who will help your business grow and succeed. You'll learn about techniques and ideas that will position you as a great place to work, and you'll hear firsthand how one company used these strategies to transform their workforce into a growth machine.

Beth Kelly

Beth Kelly is the Managing Partner of HR Collaborative, a human resource management firm for small and medium sized businesses. For the last 30 years Beth has been helping small companies become larger companies with great HR systems and practices. Prior to starting her own company, Beth worked as the Senior Vice President for D&W Food Centers and the Vice President for Cascade Engineering. Beth is passionate about helping people launch successful careers. She is on the Board of Directors at the Women's Resource Center and regularly works with students at Davenport University, Grand Valley State University, and Calvin College. Beth has her Masters in Human Resources and Labor Relations from Michigan State University and her Bachelors in Psychology and Communications from University of Michigan.

Molly Schmid

Molly Schmid is the Vice President of Talent & Retail Operations at Natural Choice Foods, a food wholesaler/distributor. In this capacity Molly is charged with hiring and developing key people in the organization, and planning and managing key retail locations. Molly has worked with developing employees in both nonprofit and for profit settings and enjoys seeing people succeed and advance in their careers. Molly has her Masters in Business Administration and Bachelors in Outdoor Education.

NEW OPPORTUNITIES AND INNOVATIONS IN FOOD SAFETY TECHNOLOGY

Dr. Julia Bradsher, President & CEO, Global Food Protection Institute

Jim Richter, President, Michigan Research Institute

The purpose of this session is to highlight the growing field of food safety technology and highlight the importance here in Michigan as it pertains to food growers and processors.

The need for advancements in food safety technology is driven by: 1) the continued burden of foodborne illness; 2) new federal food safety regulations ; and 3) the globalization of our food supply.

In Michigan, the governor has called for a 10% increase in the number of food and agriculture jobs by, double its agricultural exports, and increase the economic impact of its food and agriculture industry to \$100 billion in the coming years. Developing new food safety technologies will not only help Michigan achieve these goals, but will also help advance the common goal of global food safety. During this session, the participant will learn more about the drivers of food safety technology demands, learn about a new technology in the processing of eggs, and learn about innovations being implemented in the processing of produce.

Dr. Julia Bradsher

Dr. Julia Bradsher leads the strategic direction and overall operations of GFPI's family of global initiatives. GFPI is a non-profit organization with the mission of improving public health around the globe through food safety. GFPI pursues its mission through training, certification, symposia and thought leadership, and through its technology initiative.

Prior to The Institute, Dr. Bradsher served as President and CEO of FAAN™ (The Food Allergy & Anaphylaxis Network), the world's largest nonprofit organization dedicated to increasing awareness and education of food allergies, informing public policy as it relates to people with food allergies, and advancing research on the cause and potential treatments. Before joining FAAN, she was the Senior Director of Marketing for Dey, L.P., where she was responsible for strategic planning and marketing for Dey Pharmaceutical products. In this role, she worked extensively with all stakeholders of Dey, L.P. products including regulatory affairs, government reimbursement, public and consumer relations, and medical advisory boards.

Dr. Bradsher has held adjunct faculty positions at the University of California, San Francisco; Sonoma State University; and, San Francisco State University, and she was a Research Scientist at the New England Research Institute. While in these positions she conducted research on health and disability policy, women's health, and preventive health strategies for Medicare beneficiaries, and taught undergraduate and graduate students in research methods and statistics, public policy, and medical sociology. Dr. Bradsher was a post-doctoral fellow in the Pew Health Policy Program at the University of California, San Francisco Institute for Health Policy Studies. She holds a Ph.D. in medical sociology from the University of Miami, and a master's in business administration from the Sawyer School of Management at Suffolk University in Boston.

Jim Richter

Jim Richter is the president and founder of the Michigan Research Institute, a 501c3 not for profit technology development organization that identifies, develops and spins out high tech companies that address unmet national needs. Founded in 2001, the institute has worked closely with numerous government entities including the State of Michigan, U.S. Department of Agriculture, Food and Drug Administration, Environmental Protection Agency, Department of Energy, Department of Defense, NASA and the Department of Labor. The Michigan Research Institute utilizes a collaborative model which engages expertise from corporations, academia and federal laboratories to rapidly mature technology for commercial application. Located in Ann Arbor Michigan, the institute also operates a 30,000 square foot wet lab incubator for biotech start-ups in the region.

Prior to 2001, Jim held positions as President of Grand River Technologies, an agricultural technology commercialization company; Vice President of Strategic Development for the National Center for Manufacturing Sciences, a consortium of U.S. manufacturing companies; and Vice President of Medical and International Operations for Gelman Sciences Inc. (Pall Corp), a manufacturer of medical, laboratory and process filtration products.

Lunch Presentation

A NEW LOOK AT THE AG SUPPLY CHAIN

Mike DiBernardo, Economic Development Specialist, Michigan Department of Agriculture and Rural Development

Mike DiBernardo

Mike DiBernardo is the Economic Development Specialist for the Office of Agriculture Development of the Michigan Department of Agriculture & Rural Development (MDARD). In an effort to enhance and accelerate the growth of Michigan's \$91 billion food and agriculture industry, Mike oversees the development and promotion of agri-businesses in Michigan including new products, emerging technologies and markets through the establishment of new and existing partnerships.

Mike and his team are the program administrators for the Specialty Crop Block and the Food Hub/Value Added Grant Programs. The goals of the programs are to establish, retain, expand, attract, or develop value-added processing and production operations in Michigan through innovative financing assistance to processors, agri-businesses, producers, local units of government, and legislatively-authorized commodity boards in Michigan.

Mike has been with MDA for fifteen years. He began his career as an auditor, which included both program and internal audits. He has the pleasure of working on many projects and programs throughout the department which has given him a unique view of the agri-food industry in Michigan.

Afternoon Presentation

CARGILL'S CORPORATE FOOD SAFETY OVERVIEW

Jill Tabatt, Director of Food Safety, Quality and Regulatory Compliance, Cargill Kitchen Solutions

Jill Tabatt

Jill Tabatt is the Director of Food Safety, Quality and Regulatory Compliance for Cargill Kitchen Solutions. She has a B.S. degree in Biotechnology, with a minor in Chemistry from Saint Cloud State University. She is a Minnesota Department of Health Certified Food Manager, a past UEA Scientific Advisory Committee Member, and a mentor for the University of Minnesota's Food Science/Nutrition Program. She has been certified in HACCP, HAZMAT, Cargill Food Safety Audit Academy, Confined Space Entry, and ServSafe. She has also completed multiple courses and many seminars related to egg quality, food safety, food microbiology, biosecurity, food defense, food law, and poultry animal welfare. Jill's 17.5 years of work experience with Cargill Kitchen Solutions has been in the areas of microbiology, quality assurance, sanitation, food safety, supplier qualification and animal welfare in operations at all five Cargill Kitchen Solutions facilities.