

FLASH

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FAPC to hold Crisis Management Seminar Feb. 19

The Robert M. Kerr Food & Agricultural Products Center on the Oklahoma State University-Stillwater campus is holding a Crisis Management Seminar on Feb. 19, 2008, at 10:30 a.m. in room 201 of the FAPC.

The seminar will feature Will Daniels, quality, food safety and organic integrity vice president for Natural Selection Foods/Earthbound Farm in San Juan Bautista, Calif. Daniels and the company received some experience in crisis management when an *Escherichia coli* O157:H7 outbreak was linked to its fresh spinach sold under the Dole brand.

Chuck Willoughby, FAPC business and marketing relations manager and co-chair of the event, said he hopes numerous food industry leaders will attend the seminar.

"I believe that Oklahoma food manufacturers will benefit from hearing Earthbound Farm's experience and how they were proactive in dealing with the *E. coli* O157:H7/spinach outbreak," Willoughby said. "There will be things from Mr. Daniels' presentation that they will be able to take back to their companies and adapt to their systems."

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Chuck Willoughby
FAPC Business and Marketing Relations Manager

A free lunch will be provided after Daniels' presentation. In addition, participants are invited to view research posters and listen to oral presentations as part of a research symposium sponsored by the FAPC, Institute of Food Technologists - Oklahoma and Oklahoma Grocers Association.

The FAPC/IFT-OK Research Symposium will run from 9:30 a.m. to 4 p.m. on Feb. 19, 2008, and will highlight food and agricultural products research conducted by the FAPC and OSU. The posters will be displayed in the morning on the first floor of the FAPC, and the oral presentations will be held in room 201 of the FAPC following the free lunch.

The program will include discussions of current industry advances and presentations of current research on food technology, said Peter Muriana, FAPC food microbiologist and co-chair of the event.

"The research symposium will provide an opportunity for graduate students to make oral and poster presentations of their work and for scientists and researchers to network with others in the food and agricultural field and possibly foster future collaborations among colleagues," Muriana said.

Immediately following the symposium, student awards will be presented in both the oral presentation and the poster presentation categories. Student winners each will be awarded \$250.

The seminar and research symposium are open to anyone who wants to attend. There is no charge for the day's events; however, registration is required to receive a complimentary lunch ticket.

The deadline to register is Feb. 8, 2008, so enroll today by registering online at www.fapc.biz/pages/crisismanagementseminar.htm or calling 405-744-6071.

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