

### David E. Gombas, Ph.D.

David E. Gombas is vice president for scientific and technical affairs for the United Fresh Produce Association. He provides technical, food safety, regulatory and public policy assistance for the fresh and fresh-cut produce industry. He served as vice president of the National Food Processors Association, where he co-authored the manual HACCP Verification and Validation. David also led the industry/USDA/FDA/academic collaborative retail survey and risk assessment for *Listeria monocytogenes* in ready-to-eat foods. He has industry experience at Campbell Soup Company and Kraft Foods and has developed HACCP training courses for FDA investigators.

### FDA ALERT Program

The ALERT initiative is intended to raise awareness regarding food defense issues. The ALERT acronym identifies five key points that industries and businesses can use to decrease the risk of intentional food contamination at their facilities: Assure, Look, Employees, Report and Threat. This initiative is generic enough to apply to all aspects of the farm-to-retail continuum.

### Sandra Baxter

Sandra S. Baxter is a public affairs specialist for the New Orleans district of the Food and Drug Administration, serving as the key liaison between the FDA and the public in the states of Alabama, Louisiana, Mississippi and Tennessee. She has a B.S. from Kansas State University in home economics with an emphasis in consumer education. Ms. Baxter conducts educational and informational programs for a variety of groups regarding FDA's role in public health. She is the Media Relations Chairperson for the Association of Food and Drug Officials of the Southern States and chairs the education sub-committee of the Tennessee Food Safety Task Force.

### Tennessee Food Safety Task Force Planning Committee

Sandra Baxter, FDA  
Sandria L. Godwin, Tennessee State University  
Theora Jamison, FSIS/USDA  
Jim Kohl, McKee Foods Corporation  
Kathleen McAnally, FSIS/USDA  
William C. Morris, University of Tennessee  
John Sanford, TDA

### Cancellation

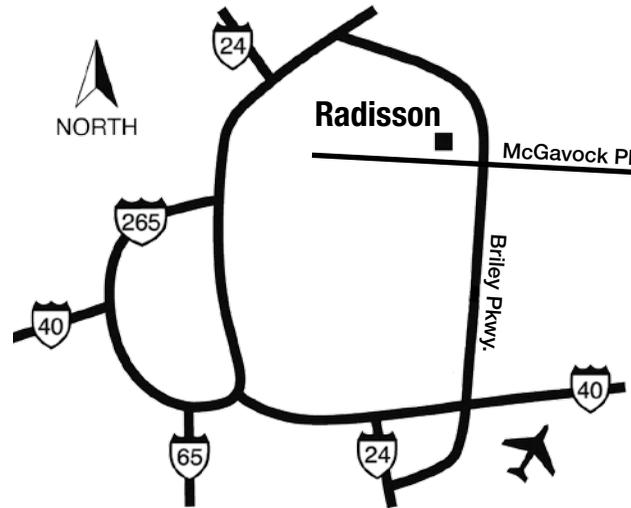
The planning committee reserves the right to cancel or postpone the conference due to insufficient enrollment or other unforeseen circumstances. If the conference is canceled or postponed, the committee will refund the registration fee, but cannot be responsible for costs or charges assessed by others.

### Organizations represented on the Tennessee Food Safety Task Force

Cracker Barrel  
Tennessee Dairy Products Association  
McKee Foods Corporation  
Memphis-Shelby County Health Department  
Nashville Metro Public Health Department  
National Association of Consumer Agency Administrators  
Tennessee State University, Dept. of Family and Consumer Sciences  
Tennessee Department of Agriculture  
Tennessee Department of Health  
Tennessee Department of Education  
Tennessee Grocers Association  
Sodexo  
U.S. Food & Drug Administration  
U.S. Department of Agriculture, FSIS  
University of Tennessee, Dept. of Food Science and Technology

### Conference Location

The Radisson Hotel at Opryland  
2401 Music Valley Drive  
Nashville, TN 37214  
(615) 231-8804  
www.radisson.com



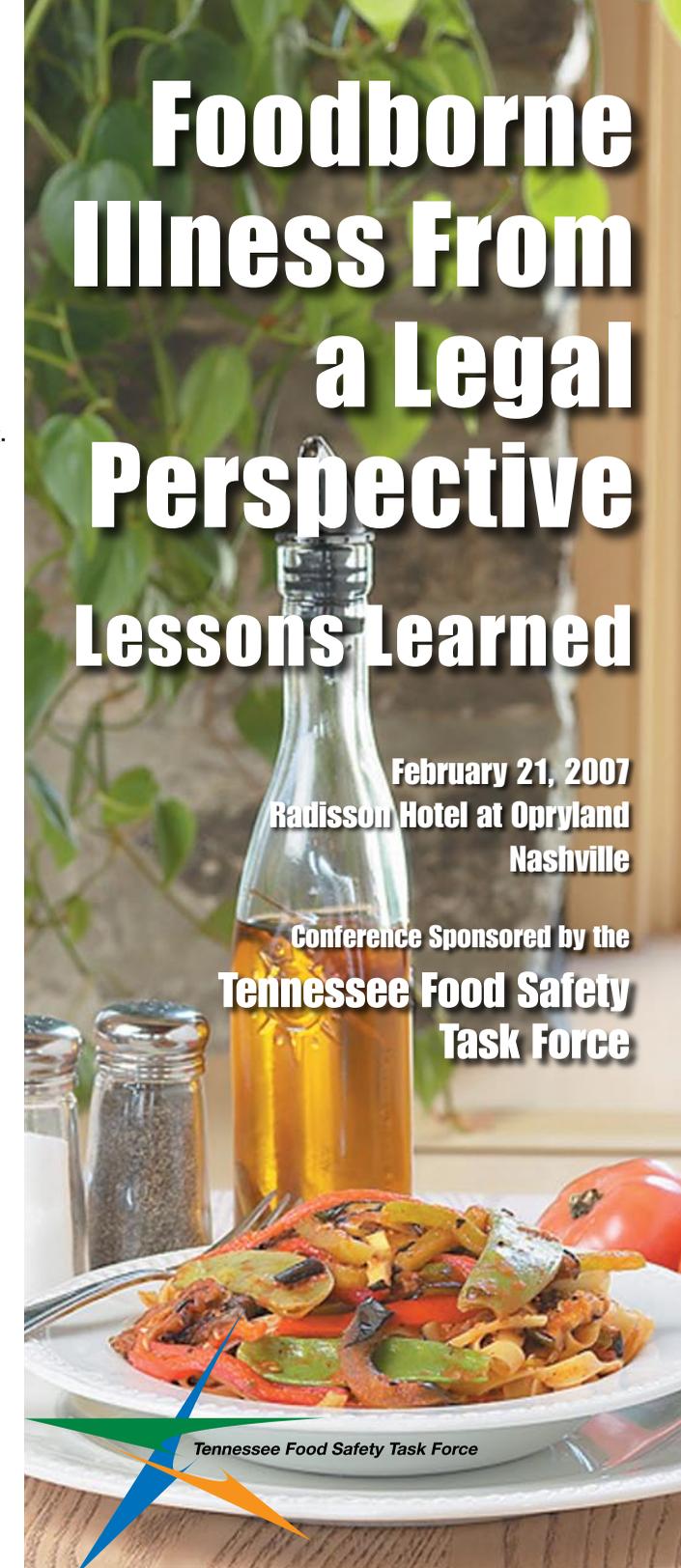
THE UNIVERSITY of TENNESSEE



# Foodborne Illness From a Legal Perspective Lessons Learned

February 21, 2007  
Radisson Hotel at Opryland  
Nashville

Conference Sponsored by the  
Tennessee Food Safety  
Task Force



Tennessee Food Safety Task Force

# Foodborne Illness From a Legal Perspective Lessons Learned

## Program Objectives

1. Learn how to reduce your chances of incurring a lawsuit from one of the nation's leading attorneys specializing in the area of foodborne illness.
2. Learn from representatives of industries that have experienced major incidents.
3. Learn some of the immediate steps to take should your product be traced to a foodborne illness outbreak.
4. Learn how to strengthen your company's controls to prevent foodborne illness.

## Program – Wednesday, February 21, 2007

- 8:30 – 9:00      **Registration**
- 9:00 – 9:15      **Welcome**  
W.C. Morris, Ph.D., Department of Food Science and Technology, University of Tennessee and Chairman of Tennessee Food Safety Task Force
- 9:15 – 12:00    **Distinguishing Between Legitimate and Illegitimate Claims of Food Poisoning**  
Bruce T. Clark, Principal, Marler Clark

(There will be a 20 minute break at 10:30)

- 12:00 – 1:00      **Lunch**
- 1:00 – 2:00      **Making Food Safety a Priority**  
Darren N. Blass, Director, Quality Assurance and Product Safety, Jack in the Box Restaurants System
- 2:00 – 2:20      **Break**
- 2:20 – 3:20      **Fresh Produce Food Safety–The Path Forward**  
David E. Gombas, Ph.D., Vice President, Scientific and Technical Affairs, United Fresh Produce Association
- 3:20 – 4:00      **FDA ALERT Program**  
Sandra S. Baxter (Sandy), Public Affairs Specialist, Food and Drug Administration

## Distinguishing Between Legitimate and Illegitimate Claims of Food Poisoning

Pathogens in food cause an estimated 76 million cases of human illness in the United States each year, resulting in an estimated 325,000 hospitalizations and 5,000 deaths. While only a small percentage of legitimately injured persons pursue legal action, the food industry also has to deal with people making suspect, unsupportable or illegitimate claims of foodborne illness. It is, therefore, important to develop reliable methods for recognizing suspect food poisoning claims. Mr. Clark will discuss both the methods Marler Clark uses to sort out suspect claims and the tools used to analyze and investigate legitimate claims.

### Bruce T. Clark

Bruce T. Clark is a principal in Marler Clark. He received his law degree from the University of Puget Sound (Seattle University) in 1984 where he was on Law Review. Mr. Clark has an extensive background in civil litigation, including personal injury, product liability and professional malpractice actions. He was the lead attorney representing Foodmaker Inc., the parent company of Jack in the Box restaurants, in its

*E. coli* O157:H7 personal injury litigation. The Jack in the Box litigation spanned more than four years and involved well over 100 lawsuits in four states. Mr. Clark has worked with his partners in notable *E. coli* O157:H7 litigation against Odwalla, ConAgra and the White Water water park. He has been involved in the resolution of food borne illness cases with a total value of over \$200 million.

## Making Food Safety a Priority

Darren Blass will provide valuable insight into the development of food safety programs at Jack in the Box restaurants. He will discuss opportunities such as developing a food safe culture, raising the bar on suppliers, relations with the regulatory community and sharing food safety knowledge with the industry—all to make food safer for everyone.

### Darren N. Blass

Daren N. Blass is director of quality assurance and product safety for the Jack in the Box Restaurants System. He has a B.S. degree in food science from California Polytechnic State University. During his 23 years with Jack in the Box, he has been involved in the research and development, product marketing and quality assurance/product safety aspects of the Jack in the Box restaurant concept. He currently oversees the company's product quality, safety and regulatory compliance programs. His primary focus is on the development and execution of quality and safety systems for food and packaging materials.

## Preventing Contamination in Fresh and Fresh-Cut Produce

Fresh and fresh-cut produce pose unique microbiological food safety challenges. Because they are not processed, these healthy and nutritious products do not have a "kill" step on which to base food safety programs. Rather, we rely on the weakest of food safety controls—prevention of contamination. Significant improvements have been made, but recent outbreaks demonstrate that more needs to be done.

## Registration Form

The Radisson Hotel at Opryland  
2401 Music Valley Drive  
Nashville, TN 37214  
(615) 231-8804  
www.radisson.com

(Please print or type)

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Last, First, Middle

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Company

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Mailing Address

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City, State, Zip

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Phone

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FAX

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E-mail

Duplicate this form as needed and complete separate form for each participant.

Enrollment fee: \$35 per participant  
Includes continental breakfast, and break refreshments. Lunch is on your own.

Deadline – February 21, 2007. Space is limited.

Register online with major credit card at:  
[www.foodsafetytaskforce.org](http://www.foodsafetytaskforce.org)

or

Please make checks payable to:  
The University of Tennessee

Return form with payment to:

Nancy Austin  
Department of Food Science and Technology  
The University of Tennessee  
2509 River Drive  
Knoxville, TN 37996-4539  
(865) 974-7331