

## **The Role of Public and Private Regulation in Detecting and Responding to Foodborne Disease Outbreaks**

A Symposium at the University of Wisconsin-Madison

The Pyle Center, 702 Langdon Street, Madison, WI 53706

November 21, 2011, 1:30 to 4:30pm

Managing Import Safety, a collaborative project funded by the Center for World Affairs and the Global Economy (WAGE), examines market, regulatory, and hybrid approaches to preventing and detecting economic adulteration and accidental contamination of the food supply. In this final event, our multidisciplinary project team proposes to evaluate and compare the current systems for detecting and responding to foodborne outbreaks in the U.S. and the European Union. In the context of recent, produce-related foodborne outbreaks in the EU and the US, we will examine and compare the respective approaches, assessing challenges in surveillance, detection, trace-back and identification of a contaminated food item. Finally, we will consider lessons learned from recent outbreaks by examining issues of public health, responsibilities of industry, and comparisons of regulatory frameworks.

**Sponsors:** Center for European Studies, European Union Center of Excellence, Center for World Affairs and the Global Economy, Center for Human Performance and Risk Analysis, Food Research Institute, and the Renk Endowed Laboratory for Food Safety.

### **Draft Agenda:**

1:30 pm Symposium Introduction: Dr. Lorna Zach

1:45 pm Speaker from ECDC (pending confirmation) *EU ECDC experience with their regulatory framework for improving public health from food borne contaminants.*

2:25 pm Robert Tauxe, Deputy Director, Division of Foodborne, Waterborne and Environmental Diseases, US CDC *Evaluation of the US CDC experience with produce-related food borne outbreaks.*

3:05 pm Break

3:20 pm Dr Jordi Serratos-Vilageliu, EFSA Liaison Officer at FDA *Risk governance for improving public health.*

4:00 – 4:30 pm Moderated Discussion

**Who should attend:** State and local regulatory officials working in food safety, inspection, or public health, food-industry leaders in quality assurance, procurement, and supplier management, University faculty, staff and students, and interested members of the general public.

**To register, please send an email to Lorna Zach ([lzach@engr.wisc.edu](mailto:lzach@engr.wisc.edu)) with your name, affiliation, and email contact information.**

Dr. Serratoso is interested in meetings with groups and research teams at the UW - Madison campus to present his views, and forge ties for future collaborative work. He can give presentations on the role of EFSA (European Food Safety Authority) and discuss comparisons with the US system. Plant and animal health are also part of the EFSA remit and of particular interest to our speaker are microbiological and chemical risks, as well as the antimicrobial issue, correlating production and resistance.

Please respond to Lorna Zach ([lzach@engr.wisc.edu](mailto:lzach@engr.wisc.edu)) to organize a meeting time with this speaker.

Potential available times

1. Monday evening, November 21, 2011, 5:40 to 7pm,  
Law School class, *International Trade Law*
2. Tuesday morning, November 22, 2011, 9-11am
3. Tuesday lunch 12 – 1:30
4. Tuesday afternoon, November 22, 2011, 2-4 pm
5. Tuesday evening, November 22, 2011, 5:30-7pm

#### Short Bio for Dr. Jordi Serratoso

As the European Food Safety Authority Liaison Officer to the US FDA since September 2009, Dr. Jordi Serratoso is well placed to compare the differences between the EU and US systems. Jordi's educational background includes a PhD from Hannover University (Germany), researching probiotics as feed additives, a Bachelor's degree in Hygiene, Science, and Food Technology from the Universidad Complutense of Madrid (Spain), and an MBA at EADA in Barcelona. Since 1986, Jordi has been Associate Professor in Veterinary and Food Regulation at the Autonomous University of Barcelona.

Dr. Serratoso worked the private sector for 10 years as Technical Director of Rhone Merieux and as International Business Director in Feed Additives in Co Lucta. At the European Commission in Brussels, Jordi worked for DG SANCO\* on legislation, which would be applicable to both EU member states and outside countries exporting products to the EU. This work involved veterinary aspects of public health specifically, animal products and their residues, including hormones, BST, dioxins, and residues. Additionally the work included the coordination of four Community Reference Laboratories. Since 2003 he has been in charge of the Animal Health and Welfare Unit, a division of the European Food Safety Authority and he is currently in Washington DC at the US FDA working to increase collaboration, particularly in the area of scientific risk assessment of food safety between EU and US.

\*([http://ec.europa.eu/dgs/health\\_consumer/about\\_us/who\\_we\\_are\\_en.htm](http://ec.europa.eu/dgs/health_consumer/about_us/who_we_are_en.htm))