



PROGRAM AT-A-GLANCE

The World of the Latino Cuisine: Food Beverage and Trade Show
August 23-24-25, 2016

Tuesday, August 23

	Event	Room
8:00 a.m.-11:00	Exhibitor Registration	Rear Entrance
8:00 a.m. -5:00 p.m.	Set-Up	Exhibit Floor

Wednesday, August 24

	Event	Room
9:00 a.m.	Registration Opens	Foyer/Lobby
9:30 a.m.	Trade Show Opens	Exhibit Floor
10:00 a.m.-2:30 p.m.	Educational Sessions	Rooms A,B
12:00 noon -3:00 p.m.	Presentations and Culinary Demonstrations	Stage Area
5:00 p.m.-8:30 p.m.	Food & Wine Festival	Stage Area

Thursday, August 25

	Event	Room
7:30a.m. – 2:00 p.m.	Attendee Registration	Lobby Area
9:30 a.m.	Trade Show Opens	Exhibit Floor
9:50 a.m – 12:20 p.m.	Educational Sessions	Rooms A,B,C
12:30p.m. – 4:00 p.m.	Culinary Demonstrations	Stage Area
5:00 p.m.	Trade Show Closes	Exhibit Floor



FEATURED SESSIONS AND EVENTS

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Tuesday, August 23

8:00 a.m.-11:00

Event

Exhibitor Registration

Room

Rear Entrance

8:00 a.m. -5:00 p.m.

Set-Up

Exhibit Floor

Wednesday, August 24

7:00 a.m.-9:00 a.m.

Registration

Foyer/Lobby

9:30 a.m.

Trade Shows Open

Exhibit Floor

10:00 a.m.-11:30 a.m.

Room A

Trends and Technologies in Specialty, Prepared Foods

Tremendous growth is occurring in the specialty, prepared foods industry, as consumers are continually seeking new foods and new “experiences”. In this presentation, you will learn about the various types of trends that consumers are seeking, and also some of the steps you should employ as you develop your business plan. In addition, this session will help you understand the various types of technologies that can be applied to differentiate your product and your business – including product formulation options, thermal and non-thermal processing technologies, extended shelf-life packaging considerations, and best practices in distribution. An overview of the capabilities of the Rutgers Food Innovation Center will also be provided.

Diane Holloway, Associate Director, Client Services, Rutgers Food Innovation Center

Sho Islam, Sr. Manager Client Services, Rutgers Food Innovation Center

10:00 a.m – 11:30 a.m.

Room B

The New Face of Food Safety Requirements in 2016 and Beyond

In 2016, as a result of the Food Safety Modernization Act (FSMA), new types of Food Safety trainings and certificates are required for personnel working in food processing facilities. HACCP (Hazard Analysis and Critical Controls Points) has not gone-away, and is still required for certain types of foods. However, Preventive Controls

for Human Food (PCHF) training is now needed for individuals who will serve as the PCQI (Preventive Controls Qualified Individual), and is required for every company making food under FDA inspection (other than Juice or Seafood). In addition, every employee working for a food processing company must have documented training on Food Safety that includes personal hygiene, adverse health conditions, and other specific training as applicable to each specific job description. Learn about these new training requirements in this extremely timely presentation.

Lou Cooperhouse, Director, Rutgers Food Innovation Center

11:30 p.m. – 12:30 p.m.

Room A

Healthy Eating and Good Nutrition

**Presentation by Dr. MeriTerese Racanelli
Nutritionist and Food Scientist, Goya Foods**

1;30 p.m.-2:30 p.m.

Room A

New FDA Rules: Protecting your Business

The FDA recently made significant changes to Nutrition Facts panels for food products the first time in 20 years. Antonio Gallegos, an attorney with the international law firm of Greenberg Traurig LLP, will present an overview and answer questions on the new regulations which address changes to the declarations for calories, fat, sugar, serving size, daily values for several nutrients, vitamins and minerals, and changes to the Nutrition Fact panel format.

Antonio Gallegos, Esq., Greenberg Traurig, LLP

1:00 p.m.-3:00 p.m.

Culinary Demonstrations

Stage Area

5:00 p.m.-8:30 p.m.

Food & Wine Festival

Stage Area

**Nuestro Gran Festival Gastronómico
Sampling the best of our Latino Cuisine**

Participating Chefs

Fernando Desa	Novo Latino Cuisine	Puerto Rico
Juancho Ortíz	Caribbean Cuisine	Dominican Republic
Ronaldo Linares	Cuban Cuisine	Cuba
Adolfo Parret	Peruvian Cuisine	Perú
Carolina Arias	Caribbean Cuisine	Dominican Republic
Leo Cervantes	Mexican Cuisine	Mexico
Amalia Moreno-Damgaard	Guatemalan and Central American Cuisine	Guatemala
Diego De la Rosa	Spanish Cuisine	Spain



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9:50 – 11:00 a.m.		Room A

Understanding and Marketing to the Growing Numbers of West Indies and Jamaican Consumers in the United States

There are many similarities in the food consumed by Latinos and our Caribbean neighbors. We share common ingredients, flavors and tastes, but there are nuances on how to approach this growing consumer base in the United States. This is a master presentation by Ricardo Bryan, a senior executive in the food and beverage industry, with broad expertise and practice across the spectrum of the marketing disciplines.

Ricardo Bryan, Senior Vice President, Grace Foods/La Fe (USA)

11:10 – 12:30 p.m. Room A

Country of Origin Labeling (COOL) U.S. Department of Agriculture, Agricultural Marketing Service

Did you know retailers and their suppliers are required to convey country of origin information to their customers? Discover the various ways you can provide this information while also learning the labeling requirements for the commodities covered by COOL. Most importantly, find out how recent regulatory changes published on March 2016 may positively impact your compliance and overall business process. Play an active role in staying informed and come join us while we guide you through COOL compliance!

Maribel Reyna, Agricultural Marketing Specialist, USDA
Cordell Givens, Agricultural Marketing Representative, USDA

11:10 – 12:30 p.m.

Room B

The New Face of Food Safety Requirements in 2016 and Beyond

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Lou Cooperhouse, Director, Rutgers Food Innovation Center

1:30 p.m. -2:30 pm

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Diane Holloway, Associate Director, Client Services, Rutgers Food Innovation Center

Sho Islam, Sr. Manager Client Services, Rutgers Food Innovation Center

12:30 p.m.- 4:00 p.m.

Culinary Demonstrations by “Dream Team” of Latino celebrity Chefs

Stage Area

4:00 p.m. -5:00 p.m.

Closing

Stage Area