

Speaker Bios

Dr. Brian Clement

Director of the Hippocrates Health Institute

Dr. Brian Clement, Ph.D., N.M.D., L.N. has spearheaded the international progressive health movement for more than three and one-half decades. Over the last half century he and his team have pioneered clinical research and training in disease prevention using hundreds of thousands of participants who provided volumes of data, giving Clement a privileged insight into the lifestyle required to prevent disease, enhance longevity, and maintain vitality. Their findings have provided the basis for Hippocrates progressive, state-of-the-art treatments and programs for health maintenance and recovery---their Life Transformation Program.

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Jim Prevor

The Perishable Pundit

Jim Prevor is widely recognized as a leader in understanding and assessing the state of the perishable food industries. The founder and editor-in-chief of both PRODUCE BUSINESS and DELI BUSINESS magazines, he spearheaded the purchase and repositioning of AMERICAN FOOD AND AG EXPORTER magazine and FOOD DISTRIBUTION MAGAZINE and launched The Retail Institute, The International Prepared Foods Conference and Exposition and was a founding partner in the launch of both the Institute for Produce Entrepreneurs, designed to help family businesses, and Perishable Solutions, a consultancy specializing in bringing strategic thinking to the fast-moving business of perishables. Most recently, Mr. Prevor has led an effort to utilize the Internet and modern information technologies to advance the interests of the fresh foods industry. As part of this initiative, he launched *Jim Prevor's Perishable Pundit*, which quickly became the industry's most important forum for the discussion and analysis of issues relevant to the trade. Mr. Prevor combines the real world experience of one who has worked in the trade with the analytical perspective of an editor and analyst.

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Dr. Thierry Vrain

Dr. Vrain is a retired soil biologist and genetic engineer who, after a 30-year career with Agriculture Canada, no longer supports genetic engineering technology. During those years he was the Head of a research group of 40 professionals in Biotechnology, the Vice President and President of national and international associations of soil biologists, and an Associate Editor of several scientific Journals in Europe and the USA. Alarmed by the avalanche of scientific studies out of Europe raising many concerns about the long-term safety of genetically engineered foods, Dr. Vrain is increasing public awareness about their potential hazards.

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Tom Stenzel

President and CEO of the United Fresh Produce Association

Tom Stenzel is President and CEO of the United Fresh Produce Association, a position he has held since 1993. United Fresh is the pre-eminent trade association for the produce industry in shaping legislative and regulatory policies; providing scientific and technical leadership in food safety and nutrition; and developing educational programs for its members. Founded in 1904, United Fresh represents the interests of companies from small family businesses to the largest international corporations throughout the global fresh produce supply chain.

United Fresh is widely known for its work in government affairs, agricultural policy, food safety and nutrition, working to promote political and environmental change to help the next generation of children double their consumption of fresh produce. The United Fresh Foundation addresses food safety challenges, nutrition and health, sustainability, and leadership development within the industry through a variety of educational programs. United Fresh is a founding partner of the Let's Move Salad Bars to Schools campaign, in partnership with First Lady Michelle Obama's Let's Move initiative.

Tom is a frequent speaker on industry issues and has been recognized often by the produce industry throughout his career. He was honored as the 2002 Produce Man of the Year by The Packer newspaper, and is the past Chairman of the International Federation for Produce Standards, a global body representing national produce associations around the world. He is a member of the U.S. Chamber of Commerce Committee of 100 leading association executives, the Advisory Board of the International Food Protection Training Institute, and the Key Industry Associations Committee of the American Society of Association Executives, from which he achieved the Certified Association Executive (CAE) designation in 1990. He has served in many government and industry leadership positions, including the first U.S. Department of Agriculture Fruit and Vegetable Industry Advisory Committee, President George W. Bush's Transition Advisory Team for Agriculture, and as an advisor on the U.S. Agricultural Policy Advisory Committee for Trade.

Tom was the founding President of the International Food Information Council (IFIC) in 1986, and was previously director of public affairs for the National Soft Drink Association. Tom is a 1977 graduate of the University of Richmond.

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Dr. Don Schaffner

Distinguished Professor and Ext. Specialist in Food Science at Rutgers Univ.

His research interests include quantitative microbial risk assessment and predictive food microbiology. Dr. Schaffner has educated thousands of Food Industry professionals through short courses and workshops in more than a dozen countries around the world. Dr. Schaffner has served on a variety of national and international expert committees, including service to US National Academy of Sciences and the World Health Organization and Food and Agriculture Organization. Dr. Schaffner is active in several scientific associations including the International Association for Food Protection and Dr. Schaffner currently serves as the President of IAFP. He holds a B.S. in Food Science from Cornell University and a M.S. and Ph.D. in Food Science and Technology from the University of Georgia. Don co-hosts a podcast on microbial food safety for professionals and the public, available at <http://foodsafetytalk.com>.

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Ed Treacy

Produce Marketing Association, Vice President - Supply Chain Efficiencies

With more than 25 years of senior management experience in logistics and supply chain management, Ed Treacy serves as PMA's expert in developing supply chain practices to lead the produce and floral industries forward. Possessing dual citizenship in Canada and the U.S., Treacy has spent most of his career working with major Canadian retail chains, including Loblaw Companies Ltd. and Sobeys Inc.

Among his responsibilities, Treacy monitors and forecasts trends related to supply chain efficiencies, designs and maintains related products, services and educational events for PMA members. He also serves as staff lead and technical consultant to the industry-wide Produce Traceability Initiative (PTI), and leads all data synchronization and alignment initiatives for PMA. Many retailers, wholesalers and foodservice companies have already requested their suppliers label their produce cases and pallets with PTI compliant labels. An overview of what PTI compliance requires of shippers and an update on implementation in the industry. Hear how some early adopters have leveraged their PTI investment into a cost savings initiative.

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Dr. Alexander "Sandro" Sulakvelidze

Chief Scientist of Intralytix, Inc.

He be giving a presentation on bacteriophages and their practical applications, including their uses for improving food safety. The presentation will give the audience a current and novel perspective on the crucial regulatory and human safety issues facing the use of bacteriophages in various foods and food processing facilities, as well as for other agricultural applications (including their potential uses in the sprout industry). The safety of products containing bacteriophages and their overall and specific impact on segments of the food industry will be addressed. Overall, research findings and analysis of regulatory and safety issues will provide audience members with an update on the current status of the use of bacteriophages for various agricultural applications.

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Steve Meyerowitz

The Sproutman

He was christened "Sproutman" in the 1970s in a feature article in *Vegetarian Times* because his New York City apartment was always filled with gardens of mini-vegetables. They were part of his lifetime fight against chronic allergies and asthma. After 20 years of disappointment with orthodox medicine, he became symptom-free through his use of diet, juices, and fasting. In 1980, he founded "The Sprout House", a "no-cooking" school in New York City teaching the benefits of a living foods diet. Steve is a health crusader and author of 10 books including *Power Juices Super Drinks*, *Wheatgrass Nature's Finest Medicine*, *Juice Fasting and Detoxification*, and *Food Combining and Digestion*. His most recent book is *"The Organic Food Guide: How to Shop Smarter and Eat Healthier."* He has been featured on PBS, the Home Shopping Network, TV Food Network, and in Better Nutrition, Prevention, Organic Gardening and Flower & Garden Magazines. His sprouting inventions, such as the "Hemp Sprout Bag" are sold nationwide.

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Lydia Berry

Lydia E. Berry earned her Bachelor of Science degree in Horticulture from Delaware Valley College of Science and Agriculture and is an *American Society for Quality (ASQ)* Certified HACCP Auditor. She reported for her first USDA assignment in 1977. Since then, she has worked in the New York City and North Brunswick, NJ Processed Products field offices as a grader, inspector-in-charge, and assistant officer in charge. Lydia performed her first audit in the Qualified through Verification (QTV) Program in January 1999 before accepting a promotion to headquarters in the same year. In Washington DC, she worked developing grade standards for processed fruit and vegetable products and developing instructions and tools for field inspectors to promote uniformity in interpreting and applying grade standards, working in auditing part time. In 2012, Specialty Crops Inspection Division was formed from the merger of the Processed Products and Fresh Products Branches of Fruit and Vegetable Program and Auditing became a separate work unit. Lydia currently manages the QTV and Plant Systems Audit Programs as part of her role as an Audit Programs Coordinator with the Audit Programs Branch. QTV audits verify fresh-cut produce facilities are in compliance with a HACCP based food safety management program. PSA audits verify processing facilities have developed and implemented a food safety management program. Both programs assess compliance with U.S. Food and Drug Administration Current Good Manufacturing Practices and FDA industry guidance for Food Defense. She thanks you for your invitation to speak at this conference and looks forward to working with you to develop an audit program for the sprout industry.

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Dr. Keith Warriner *Department of Food Science, University of Guelph, Guelph, ON, Canada*
“Seed Disinfection Methods: How do they measure up?”

Introduction: Sprouted seed such as alfalfa have been implicated in high profile foodborne illness outbreaks and as such are considered a high risk food despite the perceived nutritional benefits. In addition to applying GAP during production, pathogen screening and traceability, seed disinfection is considered a key intervention to enhance microbiological safety of sprouts. Currently seed disinfection is voluntary in sprout production although proposals under FSMA would make a verified seed disinfection method mandatory in the industry.

Purpose: To undertake a survey on what seed disinfection methods are currently applied in industry and understand the reasons for selection. A second part of the study tested the efficacy of the identified seed disinfection methods to control *Escherichia coli* O157:H7, *Salmonella* and *Listeria monocytogenes* inoculated on alfalfa seeds.

Methods: A thirteen-question survey was sent to sprout growers in North America, Europe and Australia to identify seed disinfection applied, in addition factors influencing selection. Laboratory based trials assessed the efficacy of identified seed disinfection methods to inactivate human pathogens inoculated onto alfalfa seed. Assessment of the different seed disinfection methods was assessed on the basis of effect on seed germination, initial reduction of pathogens and potential for post-treatment recovery during the sprouting process.

Results: From the survey results it was found that 90% of respondents applied seed disinfection with hypochlorite being the most used although hot water, peroxyacetic acid, hydrogen peroxide, electrolyzed water and chlorine dioxide were also applied. The main motivation for selecting a specific seed disinfection method was based on government recommendations. From laboratory trials none of the treatments, apart from sodium chlorite, could ensure elimination of pathogens without post-treatment recovery or significant effect on germination rates.

Significance: Methods for seed disinfection should be evaluated using standard protocols taking germination rates and potential pathogen post-treatment recovery into account. Government recommendations have a strong influence on the method sprout producers used for seed disinfection.

Dr. Melinda Marton

Dr. Marton earned her Ph.D in biochemistry with co-advising between University POLITEHNICA of Bucharest, Department of Chemical Engineering, Bucharest, Romania and University Medical Centre Freiburg, Department of Environmental Health Sciences, Freiburg, Germany, 2009-2012

Thesis title: "Investigations on ITC bioavailability from Brassicales plants and their bioactivity in normal and malignant human white blood cells "

List of publications:

Minarini A., Milelia A., Tumiatti V., Ferruzzi L., Marton M-R., Turrini E., Hrelia P., Fimagnari C. (2012): Design, synthesis and biological evaluation of new naphthalene diimides bearing isothiocyanate functionality, *European Journal of Medicinal Chemistry*, 48, 124-131.
Lamy E., Herz C., Lutz-Bonegel S., Hertrampf A., Marton M-R, Mersch-Sundermann V. (2013): The MAPK pathway signals telomerase modulation in response to isothiocyanate-induced DNA damage of human liver cancer cells, *PLoS One*, 8, 1, e53240.
Marton M-R., Krumbein A., Platz S., Schreiner M., Rohn S., Rehmers A., Lavric V., Mersch-Sundermann V., Lamy E. (2013): Determination of bioactive, free isothiocyanates from a glucosinolate-containing phytopharmakon: a pilot study with in vitro models and human intervention, *Fitoterapia*, 85, 25–34.
Marton M-R., Grundemann C., Schell J., Herz C., Merfort I., Huber R., Mersch-Sundermann V.: Immunomodulatory efficacy of horseradish, watercress and their corresponding isothiocyanates on primary human peripheral blood lymphocytes, in preparation for Pharmaceutical Research in 2014

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Chef Ken Blue

After graduating from the Hippocrates Health Educator program, Ken was hired by Hippocrates to assist the head chef for one year. He soon assumed this pivotal role and has since enriched and expanded the repertoire of delicious, nourishing cuisine served to our guests and visitors. As a former proprietor of his own award-winning vegetarian restaurant, his executive culinary skills were well-recognized before coming to Hippocrates. In addition to preparing cuisine for the guests and leading "raw cooking classes" for them, Ken offers monthly classes on gourmet living food preparation for the general public.

Chef Ken's menu for the Sproutfest Luncheon on Thursday.....

Pad Thai ~ using bean sprouts with raw turnip noodles

Raw nori rolls (sushi) ~ with sprouts in the roll along with avocado and veggies

Small salad with sprouts ~ sunflower, pea, buckwheat, broccoli, radish