

Authenticate sponsors Proactive Food Safety & Food Fraud event



“32 Food & Drink Manufacturers & Retailers Reveal Practical, Realistic Approaches For Proactive Food & Drink Safety”

Read more: <https://foodsafetytrendsconference.com>

The Proactive Food Safety Conference – Wednesday 18th September

Authenticate is proud to be an official sponsor of the 2019 conference at One Whitehall Place, London.

The brand-led event will feature speakers from Compass group, Barilla, Harrods, Pizza Express & Pret A Manger, with an agenda that promises to deliver fresh perspectives & practical insights to help food businesses identify & reduce risks, threats & vulnerabilities across the supply chain, protect consumer health & brand Integrity & tackle regulation changes & brexit uncertainty.

Agenda overview...

1. **Maximise End-To-End Supply Chain Visibility In The Face Of Brexit:** Review the impact of Brexit and hear how to strengthen traceability across the whole supply chain
2. **Practical Steps To Reinforce Trust In Your Supply Chain:** Simplify supplier assurance programmes and boost supplier relationship building
3. **Determine The Integrity Of Raw Materials:** Rapidly determine raw material authenticity with the latest

testing methods and explore how to focus your vulnerability assessments

4. Proactive Preparations For Emerging Threats: Realistic practices to prepare to combat emerging risks and to identify reliable information sources
5. Utilise Cost-Effective Authenticity Methods: Discover cost-effective testing methods to facilitate routine testing and reduce incidences of fraud
6. Consistently Counter Threats With Integrated Risk Assessments: Best practice tips to integrate protection of product quality in routine food safety risk assessments
7. Defend Your Product, Staff & Consumers: Successfully create and implement food defence plans in the wake of BRC8 to counter deliberate tampering with products and production
8. Define & Manage Evolving Regulation: Ensure compliance with clear definitions of HACCP, VACCP and TACCP
9. Consumer Concerns & Fake News: Better communicate and present products through different media to counter false information online and prevent negative brand perception

Food Fraud Day – Thursday 19th September

Attendees can also find Authenticate exhibiting at the “Preventing Food Fraud” event which takes place the following day.

Food Fraud Day covers “Horizon-Scanning For Emerging Vulnerabilities, Testing For Adulteration & Tracing New Threats To Safeguard & Secure Production Processes & Boost Consumer Confidence In Product Authenticity.”

Buying tickets for this event?

Get your Authenticate discount... Food and drink retailers and manufacturers can quote ‘Partner150’ when booking to save £150.

Meet us there... [Contact us](#) to arrange a meeting, or come and find us in the exhibition hall.

[Visit event website](#)