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Rong Murphy

Maple Leaf Farms, Inc., USA

Impact of food trends on food safety to food manufacturing organizations

There is an insatiable consumer-appetite for organic, all natural, non-GMO, antibiotic free, and gluten free foods, with productions in that market segment estimated to grow by as much as 16% annually through 2020. With more food startup companies claiming organic, all natural, non-GMO, antibiotic free, and/or gluten free and major food companies pivoting to offer new products in those categories, the compositions of our foods are shifting. With this market shift, artificial preservatives, colors and dyes as well as those food ingredients that are perceived as consumer-unfriendly are being eliminated from both human and animal foods. How does this shift in food trends impact our food supply? How does this market shift modify the shelf life of our food products? And, how does this shift affect food manufacturing organizations? Food researchers and industries are hard at work to validate the food safety of these new trendy products. As new food products enter the marketplace, food manufactures will need to avoid costly recalls and potential consumer health issues by verifying food safety of products on the frontend. As foods approach being in productions, food manufactures face more considerations about costs,

quality control, and record-keeping. From sourcing to packaging and to tracking, food ingredients and finished goods come from all over the world. Collaborations among supply chain partners and full integrations throughout networks of suppliers and customers are critical elements. Food companies that have fully integrated supply chain and customer networks are more likely to succeed, with access to the same information, working towards shared missions to deliver results, and being ahead of their competitors. Connected supplier and customer networks will allow food companies to be agile when faced with issues, responsive to recalls, and to be flexible and efficient.

Speaker Biography

Rong Murphy is the Vice President of Quality Assurance and Food Safety at Maple Leaf Farms, Inc., an America's leading producer of premium quality duck products. Previously, she served as the Vice President of Food Safety for McDonald's (China). She also served in various capacities to PepsiCo, Cargill, and Campbell Soup Company. She started her food professional career as a faculty at the University of Arkansas. She is a registered and licensed Professional Engineer. She received a Ph.D. degree in chemical engineering and three M.S. degrees in chemical engineering, food science, and microbiology, respectively.

e: rongmurph@yahoo.com