

GENERAL INFORMATION AND ORIENTATION



The Food Integrity and Traceability Conference will be held at Queen's University Belfast from Monday 21 March to Thursday 24 March 2011.

Registration and a Welcome Party will be held on the evening of Monday 21 March within the University. The Scientific Programme starts on Tuesday 22 March at 8.45am in the Sir William Whitla Hall at the University. For further information, please visit www.qub.ac.uk/asset2011

Belfast is easily reached from either Belfast International Airport or the George Best Belfast City Airport by bus. Buses from the Belfast International Airport run frequently with an interval of approximately 15 minutes and travel time to Belfast City Centre (Europa Bus Station) is approximately 30 to 40 minutes. Buses from the George Best Belfast City Airport run approximately every 20 minutes and journey time is approximately 15 to 20 minutes. For more information on public transport please visit www.translink.co.uk

ACCOMMODATION

A range of accommodation will be available throughout Belfast City and the Queen's University area. A number of hotel rooms in a variety of local hotels have been reserved for Conference delegates. To book these rooms, and for further information on accommodation in the Queen's area, visit www.qub.ac.uk/asset2011 and follow the Location and Accommodation link.

Please note that these rooms will only be held for Conference delegates until 1 January 2011.

REGISTRATION

For details on delegate fees and to register, please visit www.qub.ac.uk/asset2011

Participants must make their own arrangements in relation to health, travel and other insurances. The organisers cannot assume liability for changes in the programme due to unforeseen circumstances.

CONFERENCE SECRETARIAT

For the most current information regarding the Conference, please visit our website www.qub.ac.uk/asset2011

Alternatively, if you have any queries, you can contact the secretariat by email at asset2011@qub.ac.uk

During the Conference a registration and information desk will be located in the Sir William Whitla Hall at the University.



CALENDAR

17 September 2010	Announcement and call for papers
19 November 2010	Deadline for abstract submission
15 December 2010	Notification of abstract acceptance
1 January 2011	Deadline for hotel reservation
21 March 2011	Registration and Welcome Party
22 March 2011	Start of Scientific Programme
22 March 2011	Conference Dinner
24 March 2011	End of Conference (12.30pm)

CITY OF BELFAST

Northern Ireland has within its borders a wide variety of landscapes, cultural attractions and leisure opportunities, as well as an intriguing - and famously complex - history. Within a few miles of Belfast, one can take advantage of breath-taking coastlines and mountains, archaeological monuments, a buzzing arts scene and much more. It is no wonder that in 2009 leading travel guide publisher Frommer's named Belfast as one of its top 12 world travel destinations. Belfast is now emerging as a dynamic new destination for conferences, meetings and events, while continuing to offer close access to some of the most beautiful and diverse countryside in Europe.

QUEEN'S UNIVERSITY BELFAST

Just a short distance from Belfast City centre lies Queen's University Belfast, host to the Conference. Queen's University Belfast's proud academic tradition stretches back over 160 years from its establishment by Queen Victoria in 1845 as one of the three Queen's Colleges in Ireland. It received its Royal Charter from King Edward VII in 1908, becoming an independent University in its own right. Today, the University combines an international reputation for excellence in research and education, with a student-centred ethos and a leadership role in the community. The UK's Entrepreneurial University of the Year 2009, awarded by Times Higher Education, Queen's is a magnet for inward investment, an international centre of academic excellence.

In keeping with Queen's University Belfast's continued excellence in research, the Institute of Agri-Food and Land Use was founded in 2005. The Institute is fast becoming a centre of excellence and is recognised on a global basis for high quality research. Within this Institute, The Centre for **AS**sured, **SafE** and **T**raceable Food (ASSET) was launched in January 2009. In continuing this role as a base for world-class academic and scientific research, ASSET and Queen's University Belfast are delighted to host this important Conference during March 21-24 2011.



Assured, Safe, and Traceable



This project is supported by the Department for Employment and Learning through its "Strengthening the all-Island Research Base" initiative



FOOD INTEGRITY AND TRACEABILITY CONFERENCE

Queen's University Belfast
21-24 March 2011



ANNOUNCEMENT AND CALL FOR PAPERS

FOOD INTEGRITY AND TRACEABILITY CONFERENCE

21-24 March 2011

Queen's University Belfast
Northern Ireland
BT7 1NN

Organised by:

The Institute of Agri-Food and Land Use
School of Biological Sciences
Queen's University Belfast
in conjunction with **safe food**

safe food is the all-island consumer body established in 1999 to promote best practice in food safety and healthy eating across the food chain on the island of Ireland. **safe food** are delighted to be a partner in this conference which will highlight significant food safety concerns, emerging challenges in traceability and state-of-the-art methodologies for controlling food safety risks for the benefit of the consumer.

ORGANISING COMMITTEE

Chair:	Chris ELLIOTT
Members:	Edel CASEY
	Andrew CASTLES
	Terry FODEY
	Mark MOONEY
	Eimear NELIS
	Antony POTTER
	Clare REDSHAW
	Luc ROCK
	Angela SEATON
	Joyce WATTERSON

INTERNATIONAL SCIENTIFIC COMMITTEE

Paul BRERETON	United Kingdom
Padraig BURKE	Ireland
Andrew CANNAVAN	Austria
Martin DANAHER	Ireland
Chris ELLIOTT	United Kingdom
James LINDSAY	United States
James MCINTOSH	Ireland

CONFERENCE ANNOUNCEMENT

On behalf of the Institute of Agri-food and Land Use, Queen's University Belfast, and in collaboration with **safe food** and the Organising Committee, I cordially invite you to take part in The Food Integrity and Traceability Conference, to be held at Queen's University Belfast, from 21 March to 24 March 2011.

The number of 'food scares' has grown enormously over the past decade; imported foods found to contain dangerous contaminants such as drugs, dyes and bacterial toxins are now reported frequently. As demands from consumers and regulators grow, the need to develop technologies to detect contaminants in food has increased.

This Conference, the first on this subject at Queen's University Belfast, will consist of plenary lectures, presented by high calibre invited speakers, contributed papers (10 or 20 minute communications or posters), and a technical exhibition of scientific instruments and related products.

The City of Belfast is an emerging cultural, historical, economic and touristic centre. The Northern Irish friendliness and hospitality is well known to everyone who has been in the region before. It would be a great pleasure to welcome you to our Conference in Belfast!

Professor Chris Elliott
Chair of the Organising Committee

INVITED LECTURERS

Andrew CANNAVAN	International Atomic Energy Agency (IAEA), Austria
Antonio DI GIULLIO	European Commission
Gerry DOWNEY	Teagasc, Republic of Ireland
Lujia HAN	Chinese Agricultural University, Beijing, China
Harvey INDYK	Fonterra, New Zealand
Simon KELLY	Food & Environment Research Agency, United Kingdom
James LINDSAY	US Department of Agriculture (USDA), United States of America
Michel NIELEN	Wageningen University and Research Centre (WUR), The Netherlands
Gaud PINEL	LABERCA, Ecole Nationale Vétérinaire, Nantes, France
Pat WALL	University College Dublin (UCD), Republic of Ireland
Stefan WEIGEL	RIKILT, Institute of Food Safety, Wageningen, The Netherlands

CONTRIBUTED PAPERS AND TOPICS

Contributed papers, as 10 minute (student) and 20 minute oral presentations, or posters, are particularly welcome across the main broad themes of the Conference:

- Reviewing recent progress in delivering safe, authentic and traceable food to the consumer;
- Identifying the greatest current and emerging threats to the integrity of the agri-food supply;
- Delivering new analytical means of verifying the integrity of the agri-food supply chain.

Contributions on the following specific topics are also encouraged:

- Advances in monitoring schemes for feed and food contamination identification;
- Advances in methods/processes for improving feed and food traceability;
- Emerging biotoxins: environmental contaminants, processing contaminants, microbiological threats which may pose new challenges for supply chain integrity;
- Fingerprinting-based approaches for early risk identification;
- On-site analysis e.g. on farms, slaughterhouses, feedmills, processing plants;
- The issues that current regulations, or lack thereof, pose in delivering total food integrity;
- Laboratory accreditation and method validation;
- Key findings from National, EU and International food safety research projects;
- The potential roles of nanomaterials (positive and negative) in food safety;
- Innovations in combating food fraud.

ABSTRACTS

Scientists wishing to present a paper are invited to submit an abstract before 19 November 2010. The authors should visit the Conference website at www.qub.ac.uk/asset2011 and follow the online instructions for submission. Authors should be advised that all successful abstracts will be published in the Conference Programme.

The authors should indicate their preferences as to the presentation mode (poster or oral) and length (for oral presentations: 10 or 20 minutes). Applicants will be notified as to the success of their abstract submission not later than 15 December 2010.

A Special Edition of *Trends in Food Science and Technology* will be dedicated to reviews and viewpoint articles around the themes of the Conference. Other manuscripts dealing with original research papers can be submitted to *Food Chemistry*.

All papers must be presented in English.

PRESENTATION

The time allotted for oral presentations is either 10 or 20 minutes, discussion included. Facilities for PowerPoint® multimedia presentations will be available. No simultaneous translation will be provided.

The surface available for poster presentation will be 1200mm x 1200mm. This is suitable for both B1 and A0 posters.

EXHIBITION

The Conference will include a technical exhibition of scientific instruments, materials and books. Rates for the rental of space are available on request. Interested companies are asked to contact the secretariat by emailing asset2011@qub.ac.uk

