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**DEC. 9, 2009
1 PM CST**

Free E. coli webinar

Winning the ground[beef] war against E. coli

This Webinar will give participants a tune-up on what's new, what's working and what they can expect as they work to improve their plants' fight against E. coli O157:H7 in ground beef products – from interventions to testing to new regulatory requirements.

An integrated approach to ground beef safety

Dr. James Marsden, Professor,
Kansas State University

Dr. Marsden will walk Webinar participants through the steps that can lead to winning the war against E. coli O157:H7 from slaughter and further processing interventions such as antimicrobial food surface treatments, thermal pasteurization, ultra violet and advanced oxidation and irradiation. He will also discuss new government regulations such as testing protocols for bench trim, sub primals and finished ground beef products and recent in-plant CCP verification rules. Finally, he will alert participants to emerging technologies including high hydrostatic pressure (HHP) product treatments.

The hard work of making it work inside the plant

Bob Jensen, President, Jensen Meat Co.

Debbie Dardon Anselm, Quality Assurance
Manager, Jensen Meat Co.

Bob Jensen and Debbie Dardon Anselm of Jensen Meat Co. will walk participants through their journey of creating and implementing a successful Sanova intervention program over the past three years. Their insights into what they learned along the way about colorization, oxidation and taste could cut another processor's learning curve in half.

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Dr. James Marsden

Professor, Kansas State University



Dr. James Marsden joined the Kansas State University's Animal Science and Industry faculty in 1994 as the Regent's Distinguished Professor of Food Safety and Security. He has a 100 percent research appointment. He also serves as

the associate director of the Biosecurity Research Institute located at KSU.

His research focus has been on the safety of food products. This work has included the control of E. coli O157:H7 in raw ground beef and other processed beef products and Listeria monocytogenes in processed meats. He also acts as the senior science advisor for the North American Meat Processors Association and has been involved in food safety training for the food industry.

Marsden is the author of numerous publications and book chapters on food safety and quality and has received awards for research and teaching.

He serves on a number of advisory boards for companies that provide food safety technologies to the food industry. He is a regular contributor to the television program "World Business Review with Alexander Haig" and has appeared on numerous television news programs as a food safety expert.

Bob Jensen

President, Jensen Meat Co.



Jensen Meat Company was started by Bob Jensen's father Reggie in 1958. Fifty years later we now operate in a large, modern, state-of-the-art facility with our business ties stretching across the United States. Bob Jensen is the

current President of the National Meat Association (NMA) and has been on the Executive Committee for many years. Bob was the past President and Chairman of the Board of National Association of Meat Processors (NAMPP).

Bob has actively worked with the Food Safety Coalition, BIFSCo and other industry experts to help insure that safe and wholesome products are brought to the dinner table. It has been this commitment to our customers and our product that has made Jensen Meat Company what it is today, a leader in food safety. Ground Beef is our only business and we want to make sure that we produce a product that is as safe as possible.

Debbie Dardon Anselm

Quality Assurance Manager, Jensen Meat Co.



Debbie grew up in the Los Angeles area and earned a Bachelor of Science degree in Food Science & Nutrition from California State Polytechnic University, Pomona.

Debbie has spent many years in Quality Assurance Management commencing at Heinz on Terminal Island prior to moving to San Diego. She has spent the last five years at Jensen Meat Co. as their Quality Assurance Manager and has implemented programs insuring Food Safety and Quality. She is currently the SQF practitioner to implement SQF 2000 Code Level 2 and subsequently Level 3. She has also achieved certification for the USDA National Organic Program as well as the USDA AMS School Lunch Program.

Debbie's commitment to Food Safety & Quality is apparent in the quality products Jensen Meat produces.

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