



# The Convergent Innovation Webinar Series:

## Inventing "One-World" Solutions for Lifelong Wellness and Sustainable Economic Growth

### *Food Integrity: The Socio-technical Interrelationships Between Product, Process, People and Data*



**Louise Manning** is Professor of Sustainable Agri-food Systems at the Lincoln Institute for Agri-food Technology, University of Lincoln. Louise has worked for over 35 years in the agri-food supply chain in a range of roles. Her expertise is in the area of food security and food integrity including food safety, food quality, food crime, policy and governance, social and corporate responsibility, resilience, risk assessment and mitigation strategies. Louise has carried out projects for government bodies and companies across the world. This work includes strategic risk analysis and mitigation for both corporate organisations and public bodies. She has been published over 100 papers in peer-reviewed journals, authored book chapters and written and edited books in the subject area. Louise's research work involves undertaking desktop reviews; qualitative and quantitative fieldwork including focus groups, workshops and in-depth interviews, questionnaire design and analysis, strategic framework, communication systems and model design and developing tools to drive risk communication and engagement of stakeholders at all levels of the supply chain.

**March 30, 2023**

**11:00 am EST**

**(2 hrs in length)**

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*Chair: Laurette Dubé (Scientific Director of MCCHE)*

*Co-Chair & Moderator: John G. Keogh (Professor of Practice, MCCHE; Founder, Shantalla Inc.)*

**ABSTRACT:** In the wake of the 2013 European Horsemeat Scandal, the term 'food integrity' was defined in the Elliott Report as encompassing food safety, food composition, transparency and the ways food is sourced, procured and distributed. In 2016, four elements of food integrity were proposed: product integrity, process integrity, people integrity and data integrity (Manning, 2016). These four elements underpin the strategic direction and operationalisation of a food control management system (FCMS) at organisational, supply chain or regulatory levels. FCMS have a wide breadth including food safety, food composition and quality, food legality (considering not only compliance, but also intention to undertake illegal actions) and food defence. Food integrity too, as a concept, is ever evolving both in academic literature and in practice, especially when considered in the wider context of operational integrity, smart food systems (internet of things, use of AI and machine learning and digitalisation) and organisational integrity. In this talk Professor Louise Manning will reflect on these themes, and the challenges and enablers to delivering food integrity. Whilst the focus is the food supply chain, the conversation will be of value to people and organisations working within all commodity and value-added supply chains

**PANEL DISCUSSION:** A panel with scientists, business and policy leaders will discuss how scientific and technological developments and ontologies bridging farm, food and human behavior, can accelerate the design and long-term performance of convergence platforms ecosystems targeting achievable and time-bound real-world solutions placing human and environmental health at the core. This will advance the design of integrative digital architecture and governance framework to scale up how real-world data generated by individuals and institutions within and across disciplines and sectors can contribute to a World reset on convergence economy, building upon the challenges and possibilities reviewed above. Capitalizing on digital transformation of science and society, convergence economy takes a person-centered approach to bridging organizations and systems across sectors and jurisdictions, fully acknowledging that developed and developing worlds share the same planet, for world-scale transformation toward sustainable prosperity and affordable nutrition and health.

**ABOUT THE SERIES:** The Convergent Innovation Webinar Series features cutting edge science, technology and innovation in agriculture, food, environment, education, medicine and other domains of everyday life where grand challenges lie at the convergence of health and economics. Powered by data science, artificial intelligence, and other digital technologies, this disciplinary knowledge bridges with behavioural, social, humanities, business, economics, social, engineering, and complexity sciences to accelerate real-world solution at scale, be it in digital or physical contexts. Initiated in the agri-food domain, the series is now encompassing other grand challenges facing modern and traditional economies and societies, such as ensuring lifelong wellness and resilience at both the individual and population levels.

### Global Pulse Innovation Platform:



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**Chair: Laurette Dubé**, initially trained as a nutritionist, also holds degrees in finances (MBA), marketing (MPS), and behavioral decision-making/consumer psychology (PhD). Dr. Dubé is Full Professor at the Desautels Faculty of Management, McGill University. Her research focuses on the study of affects, behavioral economics, and neurobehavioral processes underlying consumption, lifestyle, and health behavior. Her translational research examines how such knowledge can inspire effective interventions. She is also the founder and scientific director of the McGill Centre for the Convergence of Health and Economics, a unique initiative to push the boundaries of science to tackle societal and economic challenges and foster individual and collective health and wealth.



**Moderator: John G. Keogh** is a strategist, C-level advisor and academic researcher with 25 years of executive leadership roles as Director, VP and SVP in global Supply Chain Management, Information Technology, Technology Consulting and global Supply Chain Standards. He advises the public and private sectors worldwide and is a regular subject matter expert on TV and Radio. Mr. Keogh is managing principal at Toronto-based, niche advisory and research firm Shantalla Inc. Mr. Keogh holds a PG diploma and an MBA in Management and an MSc in Business and Management Research in transparency and trust. He is currently completing doctoral research on transparency and trust in food chains at Henley School of Business, University of Reading.

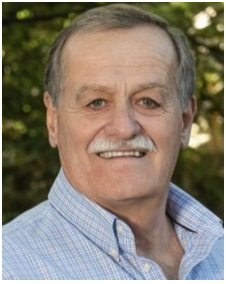
### *Panellists:*



**Gijs Kleter** is with Wageningen Food Safety Research, Wageningen, The Netherlands. He has been working at this institute for 20+ years, particularly on safety of genetically modified foods and feeds, emerging food risks, international harmonization of safety requirements for biotech foods. He was a member and vice-chair of the European Food Safety Authority's Expert Panel on Genetically Modified Organisms until 2015. He also serves on committees of the OECD - Organization for Economic Cooperation and Development and the IUPAC - International Union for Pure and Applied Chemistry, and has taught on line courses on biosafety for the United Nations Industrial Development Organization for many years. In 2016, he led a mission in Nigeria exploring the issues surrounding pesticide residues in dried cowpea, after findings of excessive levels had triggered an EU import ban.



**Hannu Saarijärvi** is the Professor of Marketing at the Faculty of Management and Business, Tampere University, Finland. His research interests include customer experience, retailing, customer data and service research. He is one of the principal investigators for the LoCard research project that utilizes customer loyalty card data for multidisciplinary scientific research. He has recently published e.g., in Journal of Business Research, Journal of Retailing and Consumer Services, and International Journal of Information Management.



**Brian Bedard** is a veterinary epidemiologist, international agriculture and food safety specialist and senior manager with more than 35 years of experience. He is currently the Director of Food Safety and Animal Health at Alinea International (formerly (Agriteam Canada Consulting Ltd.). He previously served as Executive Director of the GMA Science and Education Foundation supporting research, training and education programs to the food industry and consumers in the US and internationally. Prior to this, he was employed by the World Bank to manage international agri-food projects and programs including the Global Food Safety Partnership, coordination of the global avian influenza program and evolving One Health initiatives related to the prevention and control of diseases at the animal-human interface in developing countries. His work has contributed to the success of national and international projects and programs related to research and rural development, education and training for the agri-food industry, the livestock sector, for governments, international devel-



**Spencer Henson** is a Full Professor in the Department of Food, Agricultural and Resource Economics (FARE) and adjunct Faculty member in the Guelph Institute of Development Studies (GIDS). He also serves as Editor-in-Chief of the European Journal of Development Research (EJDR) and is an editor of the journal Global Food Security. Currently, he is serving as a member of the expert Advisory Committee for Social Science of the UK Food Standards Agency. His research interests focus on the economics of food safety and quality and Nutrition, with a focus on both developing and industrialized countries. He also has an interest in public understandings of international development and support for aid in industrialized countries. Through his research work, Spencer Henson, has collaborated with a number of international agencies including the World Bank, Organization for Economic Cooperation and Development (OECD), World Trade Organization (WTO), Food and Agriculture Organization (FAO), World Health Organization and numerous international non-governmental organizations (INGOs).