



*Advancing Beef Safety and Quality through research and innovation*  
An international conference organised by ProSafeBeef

**A European Commission Research Project**  
(Food CT-2006-36241)

**Tuesday 5<sup>th</sup> October – Thursday 7<sup>th</sup> October 2010**  
Aberystwyth, Wales UK

**Announcement including registration form**



### **Invitation**

The organisers of a European Commission integrated research project on “*Improving the Quality and Safety of Beef and Beef Products for the Consumer in production and Processing*”, which is funded within the EU VI framework programme, invite you to attend a conference overviewing the latest research findings from the project. ProSafeBeef is a five year integrated research project, which commenced in March 2007. It is co-ordinated by Teagasc, Ashtown Food Research Centre, Dublin and involves 41 leading research and industrial organisations from Europe, North and South America, Australia and New Zealand.

The conference will include oral and poster presentations overviewing recent outputs from ProSafeBeef in the areas of risk assessment, pathogen control, novel beef products and processes and consumer attitudes to beef safety and novel technologies. The conference will also include a half day industry focused workshop showcasing technologies and innovations stemming from the project, with presentations, practical demonstrations, and an opportunity for stakeholders to meet directly with the researchers.



### **Venue and Date**

The conference will be held from 5th to 7th October 2010 at  
William Davies Building,  
Institute of Biological, Environmental and Rural Sciences (IBERS),  
Aberystwyth University, Gogerddan Campus,  
Abersytwyth, Ceredigion,  
Wales UK SY23 3EB

### **Travel**

Maps and information on travel to the IBERS Gogerddan Campus, Aberystwyth, are available via: [www.aber.ac.uk/en/maps-travel/](http://www.aber.ac.uk/en/maps-travel/)

## Agenda

Tue 5 <sup>th</sup> Oct	Pillar Meetings (closed: <i>Prosafebeef</i> partners) 10:30 - 17:00
Wed 6 <sup>th</sup> Oct	General Assembly (closed: <i>Prosafebeef</i> partners) 09:30 – 10:30
	Open Conference Registration 10:30 Conference (open to all) 11:00 – 13:00
	Beef Industry Workshop (open) 14:00 – 16:00  Primary Producer Workshop (open) 16:00 – 17:00
Thu 7 <sup>th</sup> Oct	Conference 09:30 - 16:00

## Accommodation & Meals

The Gogerddan Campus is located approximately 3 miles from Aberystwyth town centre. It is recommended that delegates seek accommodation within the town centre and travel to the Gogerddan Campus by road each day.

Recommended hotels

- **Gwesty Cymru Hotel**, 19 Marine Terrace, Aberystwyth  
[www.gwestycymru.com](http://www.gwestycymru.com)  
Room charge: From £80 per night
- **Belle Vue Royal Hotel**, Marine Terrace, Aberystwyth  
[www.bellevueroyalhotel.co.uk](http://www.bellevueroyalhotel.co.uk)  
Room charge: From £70 per night
- **Four Seasons Hotel**, Portland Street, Aberystwyth  
[www.fourseasonshotel.uk.com](http://www.fourseasonshotel.uk.com)  
Room charge: From £60 per night
- **Yr Hafod Guest House**, 1 South Marine Terrace, Aberystwyth  
[www.yrhafod.co.uk](http://www.yrhafod.co.uk)  
Room charge: From £30 per night

## Topics: Beef Safety, Quality and Health:

1. Quantitative risk assessment of microbial and chemical hazards
2. Control and intervention strategies for pathogens
3. Producing safe and high quality beef products with enhanced nutritional and eating quality
4. Innovations in processing to develop nutritive, convenient and added-value beef products
5. Consumer Issues

## Abstracts (short oral and poster presentation)

Participants are invited to submit abstracts relating to the above topics. Abstracts should be on a single A4 page, text should be Times 12pt with single spacing and the length should not exceed 300 words. All abstracts should be in English and include the authors names, and the name and address of the institution. The name of the author presenting the contribution should be underlined. Please indicate whether abstract should be considered as short oral or poster presentation. Accepted abstracts will be published in the conference proceedings.

Closing date for receipts of abstracts is August 6<sup>th</sup> 2010.

Confirmation of acceptance and format will be provided to the author by September 6<sup>th</sup> 2010.

Please submit abstracts to [Geraldine.Duffy@teagasc.ie](mailto:Geraldine.Duffy@teagasc.ie)

*All the proceedings will be in English and translation will not be provided*

## Registration Cost: (£130 GB Pounds)

The conference fee will include lunches, refreshment and conference materials and a conference dinner on the evening of Wed 6<sup>th</sup> October. Hotel accommodation is not included and should be booked separately.

To register, please complete the registration and payment forms overleaf and return these to Jessica Longworth via [jkl@aber.ac.uk](mailto:jkl@aber.ac.uk).

## For further details on conference or on *ProSafeBeef* please contact:

Jessica Longworth, via e-mail, [jkl@aber.ac.uk](mailto:jkl@aber.ac.uk), or go to [www.prosafebeef.eu](http://www.prosafebeef.eu)

**REGISTRATION FORM: Return to [jkl@aber.ac.uk](mailto:jkl@aber.ac.uk)**

<b>Title (Prof/Dr/Mr/Ms)</b>		<b>First Name</b>	
<b>Family Name</b>			
<b>Business Address</b>			
<b>Tel</b>		<b>E-mail</b>	

<b>Business VAT No.</b>	
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<b>Registration Fee £130 GB Pounds</b>	
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Session Attendance		Yes/No	
Tue 5 <sup>th</sup> October	Pillar Meeting (closed)	10:30 - 17:00	<input type="checkbox"/> <input type="checkbox"/>
			<input type="text"/> <input type="text"/>
	General Assembly (closed)	09:30 – 10:30	<input type="checkbox"/>
	Open Conference Registration	10:30 onwards	<input type="checkbox"/>
Wed 6 <sup>th</sup> October	Conference (open to all)	11:00 - 13:00	<input type="checkbox"/>
	Beef Industry Workshop (open)	14:00 – 16:00	<input type="checkbox"/>
	Primary Producer Workshop (open)	16:00 – 17:00	<input type="checkbox"/>
Thu 7 <sup>th</sup> October	Conference (open to all)	09:30- 16:00	<input type="checkbox"/>

**PAYMENT FORM: Return to [jkl@aber.ac.uk](mailto:jkl@aber.ac.uk)**

Payment method	Chosen method of payment (Yes/No)	Details	
Credit Card (All card types are accepted, with the exception of American Express)		<b>Name of Cardholder:</b>	
		<b>Card Number:</b>	
		<b>Expiry Date (mm/yy):</b>	
		<b>Valid From (mm/yy) or Issue Number (Switch and Maestro):</b>	
		<b>Last three digits from security strip (back of card):</b>	
*Direct Bank Transfer		<b>Account Name:</b>	Aberystwyth University General A/C
		<b>Bank:</b>	HSBC
		<b>Branch:</b>	19 Great Darkgate Street Aberystwyth SY23 1DE
		<b>Sort Code:</b>	40-08-09
		<b>Account Code:</b>	01197339
		<b>IBAN:</b>	GB41MIDL40080901197339
		<b>BIC:</b>	MIDLGB22

**\*IMPORTANT:** *If paying by direct bank transfer, our conference code, "A9215 CZA 901", MUST be quoted in the transfer details. Without this code, your payment may be misallocated to another fund and your registration not processed.*