



GLOBAL COLD CHAIN ALLIANCE

NEWS RELEASE – Contact Tori Miller at +1 703 373 4300

Global Cold Chain Alliance Offers First Webinar in Spanish

Webinar Teaches Fundamentals of Maintaining Food Quality

Washington, DC, 15 October 2009 - The Global Cold Chain Alliance (GCCA) continues to expand its international educational offerings with its first-ever webinar in Spanish on “Maintaining Food Quality,” to be held 3 November 2009 from 1:00 PM - 2:00 PM EST.

“As our membership continues to expand internationally, programs like this webinar are critical to meeting the training needs of our global, diverse membership to ensure food quality and safety through every link of the cold chain,” explains GCCA President & CEO Bill Hudson. “This is the first in what will be an ongoing series of webinars for our Spanish-speaking cold chain professionals around the world.”

The webinar will teach the fundamental principles behind preserving food quality and food safety to prevent spoilage and maximize customer satisfaction. These principles have been developed by top scientists with the World Food Logistics Organization (WFLO), which is a core partner of GCCA.

The webinar will be led by Dr. Elhadi Yahia, WFLO Scientific Advisory Council member. Dr. Yahia is an authority on food science and its applications in cold storage. This seminar is designed for any staff at refrigerated warehouse companies involved in or responsible for food handling, from the supervisor who controls the storage of the product to the executive who handles the quality expectations.

For more information and to register, visit

http://www.iarw.org/hq/Intl_Programs/LAWebinar/English.htm.

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Comprised of its Core Partners, including the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Refrigerated Transportation Association, and the International Association for Cold Storage Construction, the Global Cold Chain Alliance (GCCA) represents all major industries engaged in temperature-controlled logistics. GCCA unites partners to facilitate communication, networking, and education for the perishable food industry. For more information about GCCA, visit www.gcca.org.