



37<sup>TH</sup> ANNUAL

# NATIONAL FOOD POLICY CONFERENCE

TUESDAY, APRIL 22, 2014

8:45 AM **Welcome**

9:00 AM **Keynote Address**

9:45 AM **Facilitated Discussion: Consumer Trends: How are Millennials Shaping Our Food System?**

A panel explores how consumer trends on food and nutrition have changed over the past twenty years; looks at current trends driving consumer purchasing today; and explores what will be important for consumers in the future. In particular, panelists will discuss how the shopping habits, diets and values of Millennials are shaping our food system and the implications for public policy.

11:15 AM **Breakout Panels**

### Panel 1: The Future of SNAP

The Supplemental Nutrition Assistance Program is the largest USDA entitlement program, providing monthly cash assistance to low-income participants to purchase food. In recent years, the program has sought to improve nutrition for SNAP participants through improved access to healthy foods at retail stores and farmers markets, development of pilot programs to incentivize fruit and vegetable purchases, and restructuring of USDA's nutrition education program. A panel of experts looks at the results of these efforts and explores whether and how nutrition should be more fully incorporated into the SNAP program.

### Panel 2: Ensuring the Safety of Imported Seafood

Approximately eighty percent of the seafood we eat in the U.S. is imported. A panel of experts looks at the safety of seafood, what more needs to be done to protect consumers, and how FDA's proposed import safety requirements under the Food Safety Modernization Act will better ensure the safety of imported seafood.



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# NATIONAL FOOD POLICY CONFERENCE

Examining key food policy issues affecting consumers, the food industry and government

# 2014

April 22 & 23, 2014  
Omni Shoreham Hotel, Washington, DC

NATIONAL  
FOOD POLICY  
CONFERENCE

Consumer Federation of America  
1620 Eye Street, NW, Suite 200  
Washington, DC 20006

# NATIONAL FOOD POLICY CONFERENCE

April 22 & 23, 2014 | Omni Shoreham Hotel

Please register online at [www.consumerfed.org](http://www.consumerfed.org) or by filling out the form below.

## REGISTRATION INFORMATION:

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_

### Yes, I will attend:

- The Tuesday luncheon.
- I request a vegetarian/gluten free lunch.

## REGISTRATION FEE:

Registration fee includes all sessions, conference materials, lunch on Tuesday and continental breakfast on Wednesday.

**GROUP 1** **Fee: \$90**  
Designated representatives of CFA member groups.

**GROUP 2** **Fee: \$125**  
Government, academic and non-CFA public interest groups and independent nutritionists and dietitians.

**GROUP 3** **Fee: \$325**  
Industry, trade and professional association representatives and nutritionists or dietitians employed by industry.

**GROUP 4** **Fee: \$45**  
College or graduate students.

*Note: CFA will be applying for Continuing Education credits from the Academy of Nutrition and Dietetics and the American Assn. of Family & Consumer Sciences.*

### Please make your check payable and mail this form to:

Consumer Federation of America  
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Washington, DC 20006

### Panel 3: How the Local Food Movement is Impacting National Policy

The local food movement is changing how some consumers think about and interact with the food system. Farmers markets, CSAs, farm to school programs, and local food policy councils are providing consumers with new markets for food and new avenues to become engaged in food policy. A panel explores the ways these grassroots efforts are changing our food system and looks at their impact on national policy.

### 12:30 PM Lunch – Keynote Address

#### 2:00 PM Facilitated Discussion: Transforming the Consumer Right to Know

Consumers are increasingly seeking more information about their food, including information about nutrition, safety, fair labor practices, environmental sustainability, animal welfare, origin, whether the food has been genetically modified, and more. A panel looks at whether consumers have a right to this information, how the food industry can use technology to provide it, the role of smart phones in providing access to greater

information, and what policymakers have to know to make the most of technology as a means of providing fast, accurate, reliable information.

### 3:15 PM Networking Break

#### 3:45 PM Panel Breakouts

##### Panel 1: Meat and Poultry Safety: 20 Years after Jack in the Box

Twenty years ago a nationwide outbreak of E. coli O157:H7 linked to ground beef from Jack in the Box fundamentally changed the meat industry and the government's approach to regulation of meat and poultry. A panel of experts examines what these changes have meant for consumers, the meat industry, and the government; how meat and poultry production and regulation has changed over the past twenty years; and what more needs to be done to ensure the safety of meat and poultry products.

##### Panel 2: Updating the Nutrition Facts Panel

In 1994, Congress required food companies to provide consumers with nutrition information via a

5:00 PM End

standardized label on all packaged foods. Twenty years later, FDA is seeking to revise and update the label. An expert panel looks at how the Nutrition Facts panel has changed how consumers make decisions about food purchases; identifies the most important information to include on the label; and discusses how the Facts Panel should be revised to provide consumers with accurate, useful information.

##### Panel 3: The Impact of Sequestration on Food Programs

Efforts to reduce the federal deficit have impacted food assistance, nutrition, food safety and food and agricultural research programs across the government. A panel looks at the effects of sequestration and other budget cuts on these programs, discusses whether last year's budget deal provides any relief, explores how gaps are being addressed, and identifies issues policymakers must consider as they make future funding and program decisions.

## WEDNESDAY, APRIL 23, 2014

### 8:15 AM Welcome

### 8:30 AM Keynote Address

### 9:15 AM Panel Breakouts

#### Panel 1: Reducing Obesity among Infants and Young Children

Obesity rates among preschoolers are improving and some states are seeing signs of progress, yet rates are still too high. A panel of experts looks at the factors that have led to progress in certain states; identifies the areas in which we should focus to see greater improvement; and discusses the most important elements of new USDA nutrition guidelines for infants and nutrition standards for childcare.

#### Panel 2: The Ripple Effect: Pressures on a Global Food Supply

Changing food consumption patterns in some countries can have an impact across the globe, as can new food laws or policies. Experts explore how demand for certain foods can affect food production and local economies around the world and the implications for safety, nutrition, labor, the environment and global agriculture; and analyze the role that trade policy plays in a global food supply.

#### Panel 3: A Discussion on Consumer Behavior and Nutrition

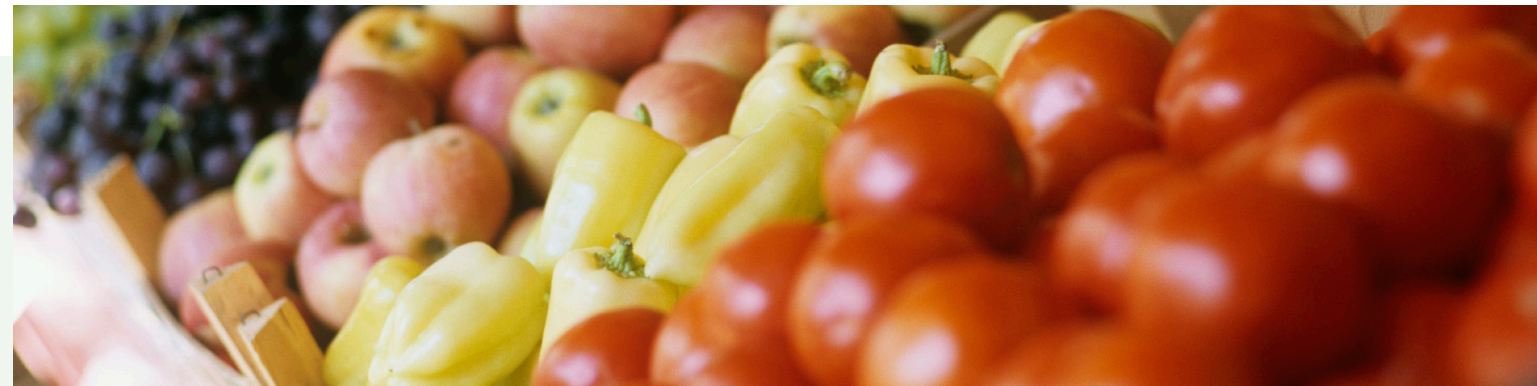
A panel of experts will explore the cultural and economic contexts in which decisions about food are made; what drives consumers to choose certain foods over others; and the impact of food product innovation and reformulation. The panel will engage in a wide-ranging discussion on the most effective approaches for improving the nutrition of the American public.

#### 10:45 AM Facilitated Discussion: The Changing Landscape of the Farm Bill

Efforts in the House to separate food assistance programs such as SNAP from farm programs in

12:00 PM Keynote Address

12:30 PM End



the Farm Bill raise concerns about the future of the strategic alliance between urban and rural groups that have historically supported the bill. A panel will look at how the Farm Bill became an example of legislative success based on its appeal to disparate groups; explore the political context that led to efforts to separate the Farm Bill and the implications of doing so; examine how support for farm and food assistance programs has changed in recent years; and discuss the likelihood of future efforts to separate the programs.