

**34<sup>th</sup> Annual National Food Policy Conference  
October 3-4, 2011**

**Program Addendum**

**Tweet the Food Policy Conference: #FoodPolicyConf**

**Additions to Program on Monday, October 3**

**8:30am Perspectives: Pressures on our Global Food System: How Do We Feed 9 Billion People by 2050?**

Moderator:

Alan Bjerga

*Agriculture Reporter, Bloomberg*

Additional Perspectives:

Jim Harkness

*President, Institute for Agriculture and Trade Policy*

Asma Lateef

*Director, Bread for the World Institute*

**4:00pm Panel Breakouts 1: Should Consumers Bear the Cost of Farm Support Programs? The Case for Sugar and Dairy Policy Reform in the Farm Bill**

Additional Panelist:

Dana Brooks

*Senior Vice President, Government Relations, National Milk Producers Federation*

**4:00pm Panel Breakouts 2: Nutrition Messaging and Food Marketing in the Digital World**

Additional panelist:

Adam Adams

*Vice President, Marketing, Health and Nutrition, Mars, Incorporated*

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**Additions to Program on Tuesday, October 4**

**9:30am Panel Breakouts 1: The Costs and Impacts of Rising Food Prices**

Additional panelist:

Andrew S. Harig

*Director of Government Relations, Food Marketing Institute*

**9:30am Panel Breakout 3: Can the Local Food Movement and Traditional Agriculture Exist Side by Side?**

Moderator:

Keecha Harris

*President, KHA Inc.*

**11:00am Keynote Address (Presidential Ballroom)**

New Speaker:

The Honorable Chellie Pingree

U.S. House of Representatives