

34th Annual

National Food Policy CONFERENCE

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34th Annual National Food Policy CONFERENCE

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

October 3 & 4, 2011
Capital Hilton Hotel, Washington, DC

Presented by the Consumer Federation of America
with *The Food Institute Report*

MONDAY, OCTOBER 3, 2011

- 7:00am **Registration**
- 8:00am **Welcome**
Speaker:
Christopher Waldrop
Director, Food Policy Institute, Consumer Federation of America
- 8:30am **Perspectives:**
Pressures on our Global Food System: How Do We Feed 9 Billion People by 2050? (Presidential Ballroom)
Speaker:
Daniel R. Glickman
Senior Fellow, Bipartisan Policy Center
- 9:45am **Facilitated Discussion:**
The Consumer Food Landscape (Presidential Ballroom)
Moderator:
Mary Christ-Erwin
Executive Vice President, Porter Novelli
Panelists:
Joseph Derochowski
Executive Director, The NPD Group, Inc.
Shelley A. Hearne
Managing Director, The Pew Health Group, The Pew Charitable Trusts
Shahram Heshmat
Associate Professor, University of Illinois at Springfield
Phil Lempert
Editor, Columnist & CEO, SupermarketGuru.com
- 11:00am **Breakout Panels**
Panel 1: Reshaping the Farm Bill – What Are the Priorities? (Federal A)
Moderator:
Philip Brasher
Reporter, Gannett Washington Bureau
Panelists:
David DeGennaro
Legislative and Policy Analyst, Environmental Working Group
Ferd Hoefner
Policy Director, Sustainable Agriculture Coalition
Monica Mills
Director, Government Relations, Bread for the World
Brittany Jablonsky
Government Relations Representative, National Farmers Union
Panel 2: Addressing Food Deserts: Can the Pennsylvania Model Work Nationally? (Congressional)
Moderator:
Jenga Mwendo
Director, Backyard Gardeners Network
Panelists:
Mike Basher
Executive Director, UpLift Solutions
Tina N. Castro
Director, Impact Investing & Strategic Partnerships, The California Endowment
Dwight Evans
Pennsylvania State Representative
Patricia L. Smith
Senior Policy Advisor, The Reinvestment Fund

Panel 3: Assuring the Safety of Imported Food (Federal B)

Moderator:

Marianne Smith Edge

Senior Vice President, Nutrition & Food Safety, International Food Information Council

Panelists:

Caroline Smith DeWaal

Director, Food Safety, Center for Science in the Public Interest

David K. Elder

Director, Office of Regional Operations, Food and Drug Administration

Michael C. Robach

Vice President, Corporate Food Safety and Regulatory Affairs, Cargill, Inc.

Eduardo Santos

Director, South American Markets, Allen F. Johnson & Associates

12:15pm **Lunch – Keynote Address** (Presidential Ballroom)

Introduction:

Michael Curtin

Chief Executive Officer, DC Central Kitchen

Speaker:

Jose Andres

Chef/Owner, ThinkFoodGroup

2:15pm **Facilitated Discussion:** Hard Times: How Budget Concerns Could Threaten Key Food Programs (Presidential Ballroom)

Moderator:

Ellyn Ferguson

Agriculture/Food Policy Reporter, Congressional Quarterly

Panelists:

Caroline Smith DeWaal

Food Safety Director, Center for Science in the Public Interest

Roberta Downing

Senior Legislative Associate, Center on Budget and Policy Priorities

Scott Lilly

Senior Fellow, Center for American Progress

Marshall L. Matz

Principal Attorney, OFW Law

3:30pm **Networking Break** (Capital Terrace)

4:00pm **Panel Breakouts**

Panel 1: Should Consumers Bear the Cost of Farm Support Programs? The Case for Sugar and Dairy Policy Reform in the Farm Bill (Federal A)

Moderator:

Jerry Hagstrom

Founder and Executive Editor, The Hagstrom Report

Panelists:

Chandler Goule

Vice President, Government Relations, National Farmers Union

Robert Randall Green

Senior Government Relations Representative, McLeod, Watkinson & Miller

Jack Roney

Director, Economics and Policy Analysis, American Sugar Alliance

Ruth D. Saunders

Vice President, Policy and Legislative Affairs, International Dairy Foods Association

Panel 2: Nutrition Messaging and Food Marketing in the Digital World (Congressional)

Moderator:

Laura Cubillos

Partner, FoodMinds, LLC

Panelists:

Marty Kearns

Project Co-Director, PreventObesity.Net

Barbara Longo

Deputy Division Chief, Nutrition and Local Program Services,

WIC Supplemental Nutrition Program

Kathryn Montgomery

Professor, School of Communication, American University

Panel 3: Next Steps for Food Safety: Improving Meat and Poultry Safety (Federal B)

Moderator:

Helena Bottemiller

Washington Correspondent, Food Safety News

Panelists:

Dane Bernard

Vice-President, Food Safety and Quality Assurance, Keystone Foods

Tony Corbo

Senior Lobbyist, Food & Water Watch

Brian Ronholm

Deputy Under Secretary, Food Safety, Department of Agriculture

5:15pm **End**

TUESDAY, OCTOBER 4, 2011

7:00am **Registration**

7:00am **Continental Breakfast** (Capital Terrace)

8:00am **Welcome** (Presidential Ballroom)

Speaker:

Christopher Waldrop

Director, Food Policy Institute, Consumer Federation of America

8:30am **Keynote Address** (Presidential Ballroom)

Introduction:

Connie Tipton

President and CEO, International Dairy Foods Association

Speaker:

The Honorable Tom Vilsack

Secretary, Department of Agriculture

9:00am **Keynote Address** (Presidential Ballroom)

Introduction:

J. Alan Baker

Interim Executive Director, American Public Health Association

Speaker:

Thomas R. Frieden

Director, Centers for Disease Control and Prevention

9:30am **Panel Breakouts**

Panel 1: The Costs and Impacts of Rising Food Prices (Federal A)

Moderator:

Brian Todd

President & CEO, The Food Institute

Panelists:

Eric Muñoz

Senior Agriculture Policy Advisor, Oxfam America

Ron Trostle

Economist, Agricultural Policy & Models Branch, Economic Research Service

Elaine Waxman

Vice President, Research and Partnerships, Feeding America

Panel 2: Older Americans: Promoting Healthy, Safe and Sufficient Food for this Overlooked Population (Federal B)

Moderator:

Sylvia A. Escott-Stump

President, American Dietetic Association

Panelists:

Ashley Carson Cottingham

Staff Director, Senate Health, Education, Labor and Pensions Subcommittee on Primary Health and Aging

Peggy Ingraham

Senior Vice President, Public Policy, Meals on Wheels Association of America

Barbara Mahon

Deputy Branch Chief, Enteric Diseases, Centers for Disease Control & Prevention

Ellen Vollinger

Legal Director, Food Research and Action Center

Panel 3: Can the Local Food Movement and Traditional Agriculture

Exist Side by Side? (Congressional)

Panelists:

Keith Jones

Professional Staff, House Committee on Agriculture

Kathleen O'Hara Mathers

Vice President, Public Affairs, The Fertilizer Institute

Kathy Mulvey

Policy Director, Community Food Security Coalition

Elanor Starmer

Special Assistant, Marketing and Regulatory Programs, Department of Agriculture

10:45am **Break**

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

Introduction:

Brian Folkerts

Vice President, Government Affairs, Kraft Foods

Speaker:

The Honorable Jack Kingston

Chairman, Agriculture Appropriations Subcommittee, U.S. House of Representatives

11:30am **Keynote Address** (Presidential Ballroom)

Introduction:

Deirdre Schlunegger

Executive Director, STOP Foodborne Illness

Speaker:

The Honorable Margaret A. Hamburg

Commissioner, Food and Drug Administration

12:00pm **End**