

CONSUMER
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AND THE GROCERY
MANUFACTURERS
ASSOCIATION PRESENT THE



33RD ANNUAL
NATIONAL FOOD POLICY CONFERENCE
2010

Improving Child Nutrition and Health:
New Challenges and Opportunities



SEPTEMBER 22 & 23 • RENAISSANCE HOTEL • WASHINGTON, DC

WEDNESDAY, SEPTEMBER 22, 2010

- 10:00 a.m. **Welcome** (Grand Ballroom North)
Speaker: Christopher Waldrop, Director, Food Policy Institute
Consumer Federation of America
- 10:30 a.m. **Keynote Address** (Grand Ballroom North)
Speaker: Samuel D. Kass, Senior Policy Advisor, Healthy Food Initiatives
The White House
- 11:00 a.m. **Facilitated Discussion** (Grand Ballroom North)
Assuring Sustainability in Child Nutrition and Health Programs
- 12:15 p.m. **Lunch** (Grand Ballroom Central)
Keynote Address
- 2:00 p.m. **Facilitated Discussion** (Grand Ballroom North)
The Next Generation of Food Labels
Moderator: Ellen Bloom, Senior Director, Federal Affairs
Consumers Union
Panelists: Marianne Smith Edge, Vice President, Nutrition and Food Safety
International Food Information Council
Scott Faber, Vice President, Federal Affairs
Grocery Manufacturers Association
Agnieszka Jarmula, Special Advisor
Food Safety, Health & Consumer Affairs
Delegation of the European Commission
Jessica Leighton, Senior Science Advisor
Food and Drug Administration
Bruce Silverglade, Director of Legal Affairs
Center for Science in the Public Interest
- 3:15 p.m. **Break** (Grand Ballroom North Foyer)
*Sponsored by the Robert Wood Johnson Foundation
Center to Prevent Childhood Obesity*
- 3:30 p.m. **Keynote Address** (Grand Ballroom North)
Speaker: Joe W. Thompson, Director
The Robert Wood Johnson Foundation Center to
Prevent Childhood Obesity
Surgeon General, State of Arkansas

4:00 p.m.

Panel Breakouts

Panel 1: *Measuring Progress on Improving Child Nutrition and Health* (Congressional A)

Moderator: Mary Christ-Erwin
Executive Vice President, Porter Novelli

Panelists: Patricia B. Crawford, Codirector, Center for Weight and Health
School of Public Health, University of California, Berkeley

Robin McKinnon, Health Policy Specialist
Risk Factor Monitoring and Methods Branch, National Cancer Institute

Panel 2: *Meeting the HealthierUS School Challenge* (Congressional B)

Panelists: Marla R. Caplon, Director
Division of Food and Nutrition Services
Montgomery County Public Schools

Kymm S. Mutch, Administrator, School Nutrition Services
Milwaukee Public Schools

Cindy Long, Director, Child Nutrition Division
Food and Nutrition Service
Department of Agriculture

Margie Saidel, Vice President, Nutrition, Sustainability, Community
Chartwells School Dining Services

Panel 3: *It's a SNAP! New Opportunities in the Supplemental Nutrition Assistance Program* (Congressional C)

Moderator: Julian Baer, Director, Nutrition Affairs
FoodMinds, LLC

Panelists: David Burr, Director, Supplemental Nutrition Assistance Program
Food and Nutrition Service
Department of Agriculture

Kenneth Hanson, Agricultural Economist
Economic Research Service
Department of Agriculture

Jennifer Hatcher, Senior Director, Government Relations
Food Marketing Institute

Matthew Marsom, Director, Public Policy
Public Health Institute

5:15 p.m.

End

THURSDAY, SEPTEMBER 23, 2010

7:30 a.m. **Continental Breakfast** (Grand Ballroom North Foyer)

8:30 a.m. **Welcome** (Grand Ballroom North)

Speaker: Christopher Waldrop, Director, Food Policy Institute
Consumer Federation of America

9:00 a.m. **Keynote Address** (Grand Ballroom North)

9:30 a.m. **Panel Breakouts**

Panel 1: Making Healthier Food Products
(Congressional A)

Moderator: Susan T. Borra, Managing Director, Nutrition, Food & Wellness
Edelman

Panelists: Jennifer A. Weber, Manager of Policy
Office of Child Health Policy and Advocacy, Nemours

Representative from the food industry

Representative from a market research company

Panel 2: Food Marketing to Children
(Congressional B)

Moderator: Tracy Fox, President
Food, Nutrition & Policy Consultants, LLC

Panelists: Elaine D. Kolish, Vice President & Director
Children's Food and Beverage Advertising Initiative
Council of Better Business Bureaus

David C. Vladeck, Director, Bureau of Consumer Protection
Federal Trade Commission

Margo G. Wootan, Director, Nutrition Policy
Center for Science in the Public Interest

Marc Zand, Executive Vice President, Digital Networks & Business Affairs
ION Media Networks

Continued on following panel

**Panel 3: Assuring Healthy Environments for
Low-Income Children** (Congressional C)

Moderator: Courtney Brein, Food Safety and Nutrition Fellow
National Consumers League

Panelists: Anne Alonzo, Vice President of Global Public Policy
Kraft Foods

Steven Carlson, Director, Office of Research and Analysis
Food and Nutrition Service
Department of Agriculture

Rebecca Flournoy, Associate Director
Policy Link

Laura Ojeda, Deputy Director
Leadership for Healthy Communities

10:45 a.m.

Break

11:00 a.m.

Keynote Address (Grand Ballroom North)

Speaker: Elisabeth A. Hagen, Under Secretary for Food Safety
Department of Agriculture

11:30 a.m.

Facilitated Discussion (Grand Ballroom North)
The Application of the New Dietary Guidelines

Moderator: Sally Squires, Director, Health and Wellness
Powell Tate/Weber Shandwick

Panelists: Lorelei DiSogra, Vice President, Nutrition and Health
United Fresh Produce Association

Kathryn Y. McMurry, Senior Nutrition Advisor
Office of Disease Prevention and Health Promotion
Department of Health and Human Services

Melissa Musiker, Senior Manager, Science Policy, Nutrition and Health
Grocery Manufacturers Association

Kimberly F. Stitzel, Director, Nutrition and Obesity
American Heart Association

12:45 p.m.

End

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POLICY CONFERENCE
'10

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The National Food Policy Conference is held in cooperation with the **Grocery Manufacturers Association**.

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