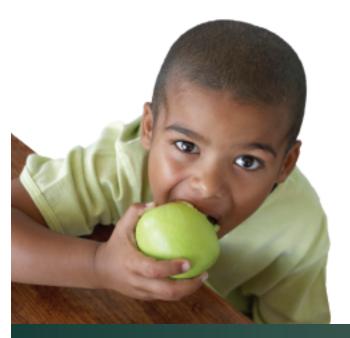


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Improving Child Nutrition and Health: New Challenges and Opportunities



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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**

NATIONAL FOOD E POLICY Improving Child Nutrition and Health:

Improving Child Nutrition and Health: New Challenges and Opportunities

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

Consumer Federation of America thanks the following additional financial supporters.

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