

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

**NATIONAL  
FOOD POLICY  
CONFERENCE**



**36<sup>TH</sup> ANNUAL**

**NATIONAL  
FOOD POLICY  
CONFERENCE**

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

**2013**

**April 15 & 16, 2013**  
Capital Hilton Hotel, Washington, DC

**36<sup>TH</sup> ANNUAL**

**NATIONAL  
FOOD POLICY  
CONFERENCE**

For 36 years, the National Food Policy Conference has been a Washington institution and a unique collaboration between consumer advocates, the food industry and government. The conference is organized by the Consumer Federation of America and is a key national gathering for those interested in agriculture, food and nutrition policy.

This year's conference will explore an array of important food policy issues facing consumers and the food industry. The conference will explore how immigration reform might impact our food supply and look to the future of food shopping. Speakers and panelists will examine timely food policy topics including the debate on sugar sweetened beverages (SSBs), the impact of changing animal welfare standards, an update on implementation of the Food Safety Modernization Act, the opportunities and challenges of sodium reduction, and priority setting in a time of reduced resources.

For updates and the latest information, see the CFA web site at [www.consumerfed.org](http://www.consumerfed.org).

Promotional support provided by Powell Tate Food, Nutrition and Wellness Practice  
[www.powelltate.com](http://www.powelltate.com)

**MONDAY, APRIL 15, 2013**

**8:30 AM Welcome**

**9:00 AM Keynote Address**

**9:45 AM Facilitated Discussion:  
The Future of Food Shopping**

The way consumers shop for food is changing rapidly as they seek diverse outlets to purchase food and employ new technologies. Meanwhile, retailers and other food sellers are developing new strategies to reach consumers and are reshaping the food aisle to meet consumer demand for healthier, safer, and more affordable food choices. A panel of experts takes a look at the rapidly changing marketplace and what the future will look like, as well as the implications of these changes for consumers and the food industry.

**11:15 AM Breakout Panels**

**Panel 1: Is Nutrition Research Keeping Pace with Policy and Consumers?**

A panel of experts explores the gaps between the latest nutrition science and dietary recommendations and the nutritional health of consumers; discusses how best to translate nutrition research into actionable steps to improve the public health; examines the importance of integrity in nutrition research; and explores how best to deal with political intervention efforts.

**Panel 2: The Food Safety Modernization Act: Year Two**

Two years after passage of the Food Safety Modernization Act, the FDA continues to work on implementing the biggest provisions of the law. A panel of experts discusses the progress that has been made thus far; the provisions that are most critical in the coming year; the major challenges facing FDA, the food industry and consumers in implementation; and how FDA should prioritize the remaining provisions of the law.

# NATIONAL FOOD POLICY CONFERENCE

April 15 & 16, 2013 | Capital Hilton 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 Monday luncheon.
- I request a vegetarian/gluten free lunch.

## REGISTRATION FEE:

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

**GROUP 1** **Fee: \$90.00**  
Designated representatives of CFA member groups.

**GROUP 2** **Fee: \$125.00**  
Government, academic and non-CFA public interest groups and independent nutritionists and dietitians.

**GROUP 3** **Fee: \$325.00**  
Industry, trade and professional association representatives and nutritionists or dietitians employed by industry.

**GROUP 4**  
College or graduate students. Reduced fee available. Please inquire.

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

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### Panel 3: Waste Not, Want Not – Addressing the Problem of Food Waste

Experts estimate that thirty percent of all food grown worldwide may be lost or wasted before it even reaches consumers. Food waste can occur at various points along the food supply chain – on the farm, during processing, during transportation and storage, in retail environments, and at home. A panel of experts discusses the importance of addressing this problem – from reducing hunger to improving efficiency along the supply chain to better use of natural resources – and identifies programs, policies and incentives we could employ to help reduce food waste.

### 12:30 PM Lunch – Keynote Address

### 2:00 PM Facilitated Discussion: How Immigration Reform Could Impact Our Food Supply

As the Administration and Congress tackle immigration reform, the results could have a profound effect on our food supply. A panel of experts examines the role immigrants play in our food system, how the current situation affects and is affected by nutrition policy, food safety, and agriculture policy, how immigration

reform efforts at the state level have impacted food production, and how to best address the challenges of this complex problem.

### 3:15 PM Networking Break

### 3:45 PM Panel Breakouts

#### Panel 1: Improving the Regulation of Food Additives

The FDA regulates thousands of ingredients and substances which can be added to food, but is the regulatory system up to the challenges of today's modern food system? A panel of experts examines FDA's approach to assessing the safety and suitability of food additives, identifies key challenges facing the agency, industry and the public, and provides recommendations for needed changes.

#### Panel 2: The Debate on Sugar Sweetened Beverages

As cities and states tackle the role of sugar sweetened beverages in our diets, how these

beverages are defined will determine the reach of the approach and whether beverages such as energy drinks, teas, enhanced waters, flavored milk and fruit drinks are included. A panel of experts explores how different jurisdictions define SSBs and the implications of those definitions, as well as discuss two of the most controversial policy approaches: bans and taxes.

#### Panel 3: The Impact of Changing Animal Welfare Standards

In response to consumer expectations and demands, retailers and fast food restaurants are requiring their suppliers to make specific changes in how food animals are raised, handled and treated. A panel of experts looks at what these changes mean for the food industry, retailers and consumers, and how this changing dynamic is shaping the future of our meat, poultry and egg supply.

5:00 PM End



## TUESDAY, APRIL 16, 2013

8:00 AM Welcome

8:30 AM Keynote Address

9:15 AM Panel Breakouts

#### Panel 1: Priority-Setting in a Time of Reduced Resources

As the Administration and Congress seek to address looming fiscal challenges, food policy stakeholders are analyzing the impacts of reduced resources for food safety, nutrition, hunger, agriculture and other issues. A panel of experts discusses the new reality of reduced budgets and provides suggestions for how government agencies should prioritize in a tough fiscal climate and what new approaches may be necessary.

#### Panel 2: The Impact of Droughts, Floods, and Other Disasters on our Food Supply

Last year's drought in the U.S. was the worst in decades and climate predictions anticipate more frequent

summer droughts, and other natural disasters, in the future. A panel looks at the effects of these events on food availability and price instability and what a future of volatile weather means for our food supply. The panel will also identify policy approaches to help prepare for and rebound from the short-term impacts of a disaster, and will identify remedies to lessen the impact of a changing climate on our food supply over the longer term.

#### Panel 3: The Opportunities and Challenges of Sodium Reduction

The federal government, the food industry and consumer groups are all seeking ways to decrease sodium use to help reduce the health risks linked to excess sodium. Yet challenges in food technology, food safety, and consumer taste preference remain. A panel explores these challenges and identifies ways to adequately address them. The panel also examines whether the current regulatory approach and

framework is sufficient, particularly for addressing links between issues such as nutrition and food safety.

#### 10:45 AM Facilitated Discussion: Communicating about Food Issues in the Age of Social Media

In an age of increased information access and fast-paced social media, consumer concern about a food issue can often result in government, the food industry and other stakeholders scrambling to respond. A panel of experts examines the new ways consumers access and evaluate information, make risk determinations, and decide to engage in food policy debates. The panel also explores how risk is understood and put into perspective, how stakeholders can help inform the debate before an issue becomes a crisis, and how best to respond when a crisis does arise.

12:00 PM Keynote Address

12:30 PM End