

37TH ANNUAL

NATIONAL FOOD POLICY CONFERENCE

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NATIONAL FOOD POLICY CONFERENCE

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

2014

April 22-23, 2014

Omni Shoreham Hotel, Washington, DC

TUESDAY, APRIL 22, 2014

7:00am **Registration (Palladian Foyer)**

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

Chris Waldrop
Director, Food Policy Institute | Consumer Federation of America

8:15am **A Conversation with the White House's Sam Kass (Palladian Ballroom)**

Interviewer:
Mary Clare Jalonick
Food Policy Reporter | The Associated Press

Speaker:
Sam Kass
Executive Director | Let's Move!
Senior Policy Advisor, Nutrition Policy | The White House

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

Introduction:
Sally Squires
Senior Vice President and Director, Food, Nutrition and Wellness Communications
Powell Tate

Speaker:
The Honorable Kevin Concannon
Under Secretary, Food, Nutrition and Consumer Services | Department of Agriculture

9:45 am **Consumer Trends: How are Millennials Shaping Our Food System? (Palladian Ballroom)**

Moderator:
Cathy Copley
Senior Vice President | Porter Novelli

Panelists:
Harry Balzer
Chief Industry Analyst and Vice President | NPD Group
Marcia D. Greenblum
Senior Director, Health and Wellness Communications | International Food Information Council

Paul Taylor
Executive Vice President, Special Projects | The Pew Research Center

Kate Wyatt
Senior Vice President and Group Head, Food and Nutrition | Edelman

11:15 am **Breakout Panels**

The Future of SNAP (Empire Ballroom)

Moderator:
Lisa Eaton Wright
Chair, Legislative and Public Policy Committee | Academy of Nutrition and Dietetics

Panelists:
Oran B. Hesterman
President and CEO | Fair Food Network

Jim O'Hara
Director, Health Promotion Policy | Center for Science in the Public Interest

Gabrielle Serra
Senior Policy Associate | Public Health Institute

Jessica Shahin
Associate Administrator, Supplemental Nutrition Assistance Program | Food and Nutrition Service

Ensuring the Safety of Imported Seafood (Congressional A)

Moderator:
Helena Bottemiller Evich
Food and Agriculture Reporter | POLITICO

Panelists:
John Connelly
President | National Fisheries Institute
Sandra B. Eskin
Director, Food Safety | The Pew Charitable Trusts

David Moreno
Senior Analyst, Natural Resources and Environment
Government Accountability Office

Michael Roosevelt
Acting Director, Division of Seafood Safety | Food and Drug Administration

How the Local Food Movement is Impacting National Policy (Congressional B)

Moderator:
Ami Gadhia
Senior Policy Counsel | Consumers Union

Panelists:
Claire Benjamin
Managing Director | Food Policy Action

Twilight Greenaway
Managing Editor | Civil Eats

Elanor Starmer
National Coordinator and Advisor, Local and Regional Food Systems |
Department of Agriculture

12:30pm Lunch (Palladian Ballroom)

1:30pm Keynote Address - "Food Policy and the Midterm Elections" (Palladian Ballroom)

Introduction:
Sandra B. Eskin
Director, Food Safety | The Pew Charitable Trusts

Speaker:
Jay Campbell
Vice President | Hart Research Associates

2:00pm Transforming the Consumer Right to Know (Palladian Ballroom)

Moderator:
Robert C. Post
Chief Science Officer | FoodMinds, LLC

Panelists:
Michael Cervino
Chief Technology Officer | Environmental Working Group

Sally Greenberg
Executive Director | National Consumers League

Karil Kochenderfer
Principal | Linkages

3:15pm Networking Break (Palladian Foyer)

3:45pm Breakout Panels

Meat and Poultry Safety: 20 Years after Jack in the Box (Congressional A)

Moderator:
Amber M. Healy
Deputy Editor and Video Producer | Food Chemical News

Panelists:
Caroline Smith DeWaal
Food Safety Director | Center for Science in the Public Interest

Daniel L. Engeljohn
Assistant Administrator, Office of Field Operations | Food Safety and
Inspection Service

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

Updating the Nutrition Facts Panel (Empire Ballroom)

Moderator:
Randy Green
Partner | Watson Green LLC

Panelists:
Richard Black
Vice President, Global Nutrition | PepsiCo

Jessica Leighton
Senior Advisor, Nutrition Science and Policy | Food and Drug Administration

Laura MacCleery
Chief Regulatory Affairs Attorney | Center for Science in the Public Interest

The Impact of Sequestration on Food Programs (Congressional B)

Moderator:
Ellyn Ferguson
Agriculture Reporter | CQ Roll Call

Panelists:
Martin Delgado
Principal | Shockey Scofield Solutions

Barbara Kowalczyk
CEO and Director of Research | Center for Foodborne Illness
Research & Prevention

Kelly Pike Poulsen
Director, Government Affairs | American Frozen Food Institute

Kathy A. Saile
Associate Director, Government Affairs | Center on Budget and Policy Priorities

5:00pm End

WEDNESDAY, APRIL 23, 2014

8:00am Registration (Palladian Foyer)

8:00am Continental Breakfast (Palladian Ballroom)

9:00am Welcome (Palladian Ballroom)

Chris Waldrop
Director, Food Policy Institute | Consumer Federation of America

9:15am Breakout Panels

Reducing Obesity among Infants and Young Children (Congressional A)

Moderator:
Tamar Magarik Haro
Assistant Director, Department of Federal Affairs | American Academy
of Pediatrics

Panelists:
Susan Brenner
Senior Vice President, Education | Bright Horizons

Mary Cheh
DC Councilmember | District of Columbia

Allison Gertel-Rosenberg
Director, National Prevention and Practice | Nemours

Jenna Seymour
Senior Scientist | Centers for Disease Control and Prevention

The Ripple Effect: Pressures on a Global Food Supply (Congressional B)

Moderator:
Lesly Weber McNitt
Director, Government Relations and Program Development | Farm Journal
Foundation

Panelists:
Katrin Kuhlmann
President and Founder | New Markets Lab

Janet Larsen
Director of Research | Earth Policy Institute

Andrew Muhammad
Chief, International Demand and Trade Branch | Economic Research Service

A Discussion on Consumer Behavior and Nutrition (Empire Ballroom)

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

Panelists:
Yvonne Bronner
Professor, Department of Behavioral Health Sciences | Morgan State University

Nancy M. Childs
Professor, Food Marketing | Saint Joseph's University

Shiriki K. Kumanyika
Professor of Epidemiology | University of Pennsylvania Perelman
School of Medicine

Jessica Todd
Agricultural Economist | Economic Research Service

10:45am The Changing Landscape of the Farm Bill (Palladian Ballroom)

Moderator:
Beth Johnson
Principal | Food Directions, LLC

Panelists:
Chuck Abbott
Contributing Editor | Food and Environment Reporting Network

Scott Lilly
Senior Fellow | Center for American Progress

Bill O'Conner
Senior Agricultural Counselor | McLeod Watkinson & Miller

Mary Kay Thatcher
Senior Director, Congressional Relations | American Farm Bureau Federation

12:00pm Keynote Address (Palladian Ballroom)

Introduction:
Jim Weill
Executive Director | Food Research and Action Center

Speaker:
The Honorable Jim McGovern | U.S. House of Representatives

12:30pm End