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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: Dan 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 Deroschkowski
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

11:00am Breakout Panels
Panel 1: Reshaping the Farm Bill – What Are the Priorities? (Federal A)
Moderator: Philip Brasher
Reporter, Garnett 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 Baxter
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 DeWaal
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
Speaker:
Michael Curtin, President & CEO, The Food Institute
Panel 1:
Keynote Address
Introduction:
Secretary, Department of Agriculture
The Honorable Tom Vilsack
Speaker:
President and CEO, The Fertilizer Institute
Christopher Waldrop
Panelists:
Deirdre Schlunegger, Commissioner
STOP Foodborne Illness
Kathleen C. Hara Mathers, Vice President, Public Affairs, The Fertilizer Institute
Peggy Ingram, 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 2: Can the Local Food Movement and Traditional Agriculture Exist Side by Side? (Congressional)
Introductions:
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
Eleanor Sturman, 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
Panel 2: Nutrition Messaging and Food Marketing in the Digital World (Congressional)
Introduction:
Elanor Starmer, Policy Director, Community Food Security Coalition
Kathy Mulvey, Policy Director, Community Food Security Coalition
Eleanor Sturman, Special Assistant, Marketing and Regulatory Programs, Department of Agriculture
11:30am Keynote Address (Presidential Ballroom)
Introduction:
Desiree Schnuegger, Executive Director, STOP Foodborne Illness
Speaker:
The Honorable Margaret A. Hamburg, Commissioner, Food and Drug Administration
12:00pm End