

## REGISTRATION INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-Mail \_\_\_\_\_

### Registration Fees:

- Group 1:** Designated representatives of CFA member groups. **Fee: \$90.00**
- Group 2:** Government, academic, and non-CFA public interest groups and independent nutritionists and dietitians. **Fee: \$125.00**
- Group 3:** Industry, trade and professional association representatives and nutritionists or dietitians employed by industry. **Fee: \$325.00**

Registration fee includes all sessions, conference materials, continental breakfast and lunch both days.

Yes, I will attend:

- the Monday luncheon;     I request a vegetarian lunch
- the Tuesday luncheon;     I request a vegetarian lunch

**Accreditation:** Discussions are underway with The American Dietetic Association and the American Association of Family and Consumer Sciences for continuing education credits.

Please make your check payable and mail this form to:

**Consumer Federation of America**  
National Food Policy Conference  
1620 I Street, NW, Suite 200  
Washington, DC 20006

**Location:** National Press Building, 14th and F Streets, NW 202-662-7500. Parking is available at PMI Parking and CarrPark on 14th and G Streets, NW and the closest metro stop is Metro Center accessible via the blue, orange and red lines (use 13th Street exit).

**Contact:** Chris Waldrop, 202-797-8551, Fax: 202-797-9093 or e-mail to [cwaldrop@consumerfed.org](mailto:cwaldrop@consumerfed.org).

**Cancellation Policy:** Refunds will not be given for cancellations the day of the conference. Substitutions may be made.

### HOTEL

A list of hotels is on the CFA website at [www.consumerfed.org](http://www.consumerfed.org).

# 28th Annual National Food Policy Conference

*Food Policy and  
Consumer Choice:  
Complex Connections  
in a Global Marketplace*



Held each year, the National Food Policy Conference is a key national gathering for those interested in agriculture, food and nutrition policy. The Conference is coordinated by the Consumer Federation of America, in cooperation with the Food Products Association.

This year's two-day conference will highlight an examination of consumer behavior and attitudes towards food, and a discussion of agricultural subsidies. Now in its 28th year, the conference is held at Washington's National Press Club. Major speakers include leaders from government, the food industry, public health organizations, and the consumer community, addressing issues related to food safety, nutrition, biotechnology, and food and agriculture policy.

For the latest information on the agenda, see the CFA website at

[www.consumerfed.org/events.cfm](http://www.consumerfed.org/events.cfm).

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



**28th Annual National  
Food Policy Conference**



# 28th Annual National Food Policy Conference

*Food Policy and Consumer  
Choice: Complex Connections  
in a Global Marketplace*



**September 19 & 20, 2005  
National Press Club  
Washington, DC**

**CONSUMER FEDERATION OF AMERICA**  
[www.consumerfed.org](http://www.consumerfed.org)

## Monday, September 19, 2005

### 8:30 a.m. Welcome (Ballroom)

Stephen Brobeck, Executive Director  
Consumer Federation of America

Cal Dooley, President and CEO  
Food Products Association

### 9:00 a.m. Opening Address

Lester M. Crawford, Commissioner  
Food and Drug Administration

### 9:30 a.m. Facilitated Discussion (Ballroom)

#### Why Consumers Do What They Do

*Panelists:* Brian Wansink, Director, Cornell Food  
and Brand Lab, Professor of Marketing  
Cornell University

Paul Rozin, Professor of Psychology  
University of Pennsylvania

Mary Christ-Erwin, Director, Food,  
Beverage & Nutrition Practices  
Porter Novelli

Carol Tucker Foreman, Director  
Food Policy Institute  
Consumer Federation of America

### 10:30 a.m. Morning Address

A member of Congress discusses food  
and nutrition issues.

### 11:00 a.m. Break

### 11:15 a.m. Panel Breakouts

#### Affecting Consumer Behavior to Improve Nutrition

*Panelists:* Linda Brugler, Nutrition Marketing  
Manager  
Produce for Better Health Foundation

Susan Linn, Associate Director  
Media Center at Judge Baker Children's  
Center  
Harvard University

Federal Trade Commission  
representative

Mark Baum, Executive Vice President  
Grocery Manufacturers Association

#### The Ups and Downs of Food-borne Illness: Why E.coli Poisoning Has Declined While Illnesses from Other Pathogens Are Increasing

*Panelists:* Fred Angulo, National Center for  
Infectious Diseases  
Centers for Disease Control & Prevention

Michael Robach, Vice President  
Corporate Food Safety and  
Regulatory Affairs  
Cargill, Incorporated

Caroline Smith DeWaal  
Director of Food Safety  
Center for Science in the Public Interest

#### Low-Income Consumers: Assuring Access to Plentiful and Healthful Foods

*Panelists:* Jessica Shahin, Associate Deputy  
Administrator, Food Stamp Program  
Food and Nutrition Service

Reggie James, Director, Southwest  
Regional Office  
Consumers Union

Fern Gale Estrow  
Society for Nutrition Education

Safeway representative

### 12:25 p.m. Lunch Address (Ballroom)

Michael Johanns, Secretary  
Department of Agriculture

### 2:15 p.m. Facilitated Discussion

#### Will Food From Cloned and Transgenic Animals Be "What's For Dinner?"

*Panelists:* Michael Rodemeyer, Executive Director  
Pew Initiative on Food and Biotechnology

Susan T. Borra, Executive Vice President  
International Food Information Council

Autumn Fiester, Senior Fellow  
Center for Bioethics  
University of Pennsylvania

### 3:30 p.m. Break

### 3:45 p.m. Panel Breakouts

#### Exploring the Organic Explosion

*Panelists:* Catherine Greene  
Economic Research Service  
Robert Atwood, General Manager  
Takoma Park Silver Spring Food Co-op

Food industry representative  
Organic producer

#### The Next Generation: Children and Nutrition

*Panelists:* Tracy A. Fox, President  
Food, Nutrition & Policy Consultants,  
LLP

Mary Jane Whitney, Assistant to the  
Deputy Administrator, Special  
Nutrition Programs  
Food and Nutrition Service

Robert Earl, Senior Director of  
Nutrition Policy  
Food Products Association

Sean Faircloth  
Maine state representative

#### Eat Your Vegetables: Can Ag Policy Be Used to Increase Fruit and Vegetable Consumption?

*Panelists:* United Fresh Fruit and Vegetable  
Association representative  
Key Congressional office  
Nutrition advocate

### 5:00 p.m. Reception

## Tuesday, September 20, 2005

### 9:00 a.m. Facilitated Discussion

#### Agricultural Subsidies: Effects on Nutrition, Consumers, Farmers, the Federal Budget, Trade and World Hunger

*Panelists:* Charles W. Stenholm, Senior  
Government Affairs Advisor  
Olsson, Frank and Weeda

Senate Agriculture Committee senior  
staff member

Ken Cook, President  
Environmental Working Group

David Beckman, President  
Bread for the World

Parke Wilde, Assistant Professor  
Friedman School of Nutrition Science  
and Policy  
Tufts University

### 10:30 a.m. Break

### 10:45 a.m. Morning Address

Robert E. Brackett, Director  
Center for Food Safety and Applied  
Nutrition  
Food and Drug Administration

### 11:15 a.m. Panel Breakouts

#### The Shape of the 2007 Farm Bill

*Panelists:* Tom Buis, Vice President  
Government Relations  
National Farmers Union

Neil Conklin, Director, Markets and  
Trade Economics Division  
Economic Research Service

Niel Ritchie  
Institute for Agriculture and Trade  
Policy

Senate Agriculture Committee staff  
member

#### Eating Out Without Losing Control

*Panelists:* Margo Wootan, Director  
Nutrition Policy  
Center for Science in the Public Interest  
Academician  
State representative  
Restaurant representative

#### The Next Big Thing: Determining New Food Products

*Panelists:* Rhona Applebaum, Vice President  
Science and Regulatory Affairs  
The Coca-Cola Company

Kevin Scott, Senior Vice President  
and General Manager, Natural and  
Organic Foods  
Kraft Foods  
Consumer representative

### 12:25 p.m. Lunch Address

A senior government official continues  
the discussion of agricultural and trade  
issues.

### 2:30 p.m. End