34th Annual National Food Policy Conference  
October 3-4, 2011  

Program Addendum  
Tweet the Food Policy Conference: #FoodPolicyConf  

Additions to Program on Monday, October 3  

8:30am Perspectives: Pressures on our Global Food System: How Do We Feed 9 Billion People by 2050?  
Moderator:  
Alan Bjerga  
*Agriculture Reporter*, Bloomberg  

Additional Perspectives:  
Jim Harkness  
*President*, Institute for Agriculture and Trade Policy  
Asma Lateef  
*Director*, Bread for the World Institute  

4:00pm Panel Breakouts 1: Should Consumers Bear the Cost of Farm Support Programs? The Case for Sugar and Dairy Policy Reform in the Farm Bill  
Additional Panelist:  
Dana Brooks  
*Senior Vice President, Government Relations*, National Milk Producers Federation  

4:00pm Panel Breakouts 2: Nutrition Messaging and Food Marketing in the Digital World  
Additional panelist:  
Adam Adams  
*Vice President, Marketing, Health and Nutrition*, Mars, Incorporated  

Additions to Program on Tuesday, October 4  

9:30am Panel Breakouts 1: The Costs and Impacts of Rising Food Prices  
Additional panelist:  
Andrew S. Harig  
*Director of Government Relations*, Food Marketing Institute  

9:30am Panel Breakout 3: Can the Local Food Movement and Traditional Agriculture Exist Side by Side?  
Moderator:  
Keecha Harris  
*President*, KHA Inc.
11:00am Keynote Address (Presidential Ballroom)
New Speaker:
The Honorable Chellie Pingree
U.S. House of Representatives