



41st Annual

# National Food Policy CONFERENCE

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

MARCH 28 & 29, 2018 • CAPITAL HILTON HOTEL, WASHINGTON, DC

For 41 years, the National Food Policy Conference has been a Washington institution and a unique collaboration among 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 the regulatory and communication challenges posed by scientific innovations in the food sector, and examine the latest proposals to shape federal food assistance and agriculture programs. Speakers and panelists will consider timely food policy topics including the proliferation of "clean label" initiatives, obstacles facing beginning farmers, the direction of the National Organic Program, and antibiotic use in agriculture.

➔ **For updates and the latest information, go to [www.consumerfed.org](http://www.consumerfed.org)**

*Promotional Support provided by Powell Tate Food, Nutrition and Wellness Practice.*

# Program

WEDNESDAY, MARCH 28, 2018

8:15 am **Welcome**

8:30 am **Keynote Address**

9:00 am **Facilitated Discussion: Reporting on Science and Food Policy**

A panel of journalists discuss the challenges associated with writing about food and science, how best to sift through the science, what issues deserve more coverage, and common pitfalls in reporting on the science of food policy.

9:55 am **Facilitated Discussion: The Science of Evidence-Based Food Policy**

Effective food policy depends on the best science available. How can we ensure that the regulatory process is informed by the best and most up to date science? How should policymakers address issues of uncertainty, insufficient public research funding for science, and conflict of interest concerns?

10:45 am **Networking Break**

11:15 am **Breakout Panels**

**Panel 1: Rooting out Foodborne Illness**

To help prevent food safety problems, we need to understand their root cause. But this type of analysis is not often conducted by food companies and government agencies, and if it is done, the findings are not routinely shared. Why? What are the obstacles to the wider use of root cause analysis and how could it improve food safety?

**Panel 2: Growing Pains: What's in Store for Organic?**

Since the National Organic Program was implemented in 2002, sales of USDA-certified organic products have skyrocketed to nearly \$50 billion a year, accounting for more than 5% of all food sales. The rapid growth of the organic industry, however, has come with challenges. A panel of experts will discuss key issues on the horizon for the organic program, from protecting animal welfare, to combatting food fraud, to how the program determines what substances and processes qualify for certification.

**Panel 3: What's in a (Clean) Label?**

An increasing number of companies are removing artificial flavoring, coloring, preservatives, and other chemicals from the foods they sell, seeking to simplify ingredients and capitalize on consumer demand for "clean label" products. What does this trend mean for consumers, food companies, and regulatory agencies? What are some of the unintended consequences? How is a "clean label" ultimately defined?

12:30 pm **Lunch—Keynote Address**

2:00 pm **Facilitated Discussion: Food, Science and the Consumer**

What is the science behind consumer purchasing decisions? How should food companies communicate with consumers about the science behind their products? What does transparency really mean when it comes to discussions about food and science?

3:00 pm **Networking Break**

3:30 pm **Facilitated Discussion: The Future of Food Assistance**

Roughly 42 million low-income Americans, nearly half of whom are children, receive monthly Supplemental Nutrition Assistance Program (SNAP) benefits. The Department of Agriculture continues to experiment with innovations to enhance SNAP, decrease hunger, improve diets and health outcomes, and broaden access to healthier foods. At the same time, the White House and congressional leaders have proposed significant changes to SNAP. With the program up for reauthorization this year, what is at stake?

5:00 pm **End**

THURSDAY, MARCH 29, 2018

- 8:15 am **Welcome**
- 8:30 am **Keynote Address**
- 9:15 am **Breakout Panels**

**Panel 1: Looking Ahead to the 2020 Dietary Guidelines for Americans**

The 2015 Dietary Guidelines for Americans—with new recommendations on the amounts of added sugars and red and processed meats in a healthy diet—generated unprecedented controversy. Now, the process to develop the 2020 Dietary Guidelines for Americans is underway. What are the key issues at play? Which ones are likely to breed controversy? What is the vision for 2020 and beyond?

**Panel 2: Growing the Next Generation of Farmers**

The American farming workforce is aging rapidly. Nearly two-thirds of farmland is currently managed by someone over 55. Combined with difficult economic conditions, the demographics have given rise to food security concerns. Recent surveys, however, have shown an uptick in interest among younger workers seeking to establish themselves as farmers. What are the obstacles facing a beginning farmer, and what are the implications for federal food policy? A panel of farmers and ranchers will discuss the challenges they face in making a living off the land, and their priorities for food policy reform.

**Panel 3: The One Health Approach to Antibiotic Resistance**

Many antimicrobial medicines used to treat infections in humans are also used to treat diseases in animals. Resistant bacteria arising in humans, animals, or the environment may spread from one to the other. This has led public health authorities to call for a “One Health” or multi-sectoral approach to antibiotic resistance. What does a “One Health” approach mean for the food sector? How have new technologies changed our understanding of the role animal antibiotic use plays in resistant infections in humans? What policies are needed to protect public health?

- 10:30 am **Break**
- 10:45 am **Facilitated Discussion: A New Farm Bill on the Horizon**

With discussion of the Farm Bill well underway, a panel looks at the status of the debate in Congress and the most controversial measures. Have reform efforts made any progress? What does this all mean for consumers?

- 12:00 pm **Keynote Address**
- 12:30 pm **End**

## Registration

REGISTER ONLINE AT [www.consumerfed.org](http://www.consumerfed.org)

**Registration Fees**

Includes all sessions, conference materials, lunch on Tuesday and continental breakfast on Wednesday

Industry, trade and professional association representatives and nutritionists or dietitians employed by industry	\$425
Government, academic and non-CFA public interest groups and independent nutritionists and dietitians	\$175
Designated representatives of CFA member groups	\$120
College or graduate students	\$75

CFA will be applying for Continuing Education credits from the Academy of Nutrition and Dietetics and the American Association of Family & Consumer Sciences.

**FOR MORE INFORMATION**

Please contact  
Anna Marie Lowery at  
202-939-1005 or  
[alowery@consumerfed.org](mailto:alowery@consumerfed.org).

[www.consumerfed.org](http://www.consumerfed.org)  
[@CFAFoodPolicy](https://twitter.com/CFAFoodPolicy)