

## 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 Thursday luncheon;  I request a vegetarian lunch
- the Friday luncheon;  I request a vegetarian lunch

**Accreditation:** Participants can receive continuing education credits for both days from The American Dietetic Association and/or the American Association of Family and Consumer Sciences.

Please make your check payable and mail this form to:

**Consumer Federation of America**  
National Food Policy Conference  
1424 16th Street, NW, Suite 604  
Washington, DC 20036

**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:** Adele Ellis, 202-387-6121, Fax: 202-265-7989 or e-mail to [aellis@consumerfed.org](mailto:aellis@consumerfed.org).

**Cancellation Policy:** There will be a \$25.00 cancellation fee for cancellations received after April 23. Substitutions may be made.

### HOTEL

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

# National Food Policy Conference 2004

*Searching for Solutions  
in an Increasingly  
Complicated World*

Held each Spring, 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 National Food Processors Association. Additional program support is provided by the International Food Information Council.

This year's two-day conference will highlight debates on obesity solutions from government and food industry leaders, and the government's response to the BSE scare. Now in its 27th 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, food security, nutrition, and food and agriculture policy.

For the latest information on the agenda, see the CFA website at [www.consumerfed.org](http://www.consumerfed.org).

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**Consumer Federation of America**  
1424 16th Street, NW, Suite 604  
Washington, DC 20036



**National Food  
Policy Conference  
2004**



# National Food Policy Conference 2004

*Searching for Solutions  
in an Increasingly  
Complicated World*



May 6-7, 2004  
National Press Club  
Washington, DC

CONSUMER FEDERATION OF AMERICA

## Thursday, May 6, 2004

### 8:30 am Welcome (Ballroom)

*Speakers:* Steve Brobeck, Executive Director, Consumer Federation of America  
John Cady, President and CEO, National Food Processors Association

### 9:00 am Keynote Address (Ballroom)

*Speaker:* Walt Willett, Nutrition Chair, Harvard University School of Public Health

### 9:30 am Facilitated Debate (Ballroom)

#### Nutrition and Obesity: How Are We Responding as a Nation?

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

*Panelists:* Barbara Moore, President and CEO, Shape Up, America!  
Michael Jacobsen, Executive Director, Center for Science in the Public Interest  
Joe Levitt, former Director of FDA's Center for Food Safety and Applied Nutrition

### 10:15 am Break

### 10:30 am Keynote Address (Ballroom)

*Speaker:* Richard Carmona, U.S. Surgeon General\*

### 11:10 am Panel Breakouts

#### 1) Obesity Lawsuit Legislation – Needed or Not?

- Key congressional offices, National Food Processors Association, National Restaurant Association, and Consumer Federation of America.

#### 2) The Changing Face of the Retail Landscape

- Grocery Manufacturers of America, Food Marketing Institute, food co ops, National Consumers League, and Consumer Federation of America.

#### 3) Changing Marketplace for Food Biotechnology

- Center for Science in the Public Interest, International Food Information Council, North American Millers Association, and Consumer Federation of America.

### 12:15 pm Breakouts End

### 12:30 pm Luncheon Address (Ballroom)

*Speaker:* Lester Crawford, acting Commissioner of the Food and Drug Administration

### 2:15 pm The Food Industry Speaks Out on Obesity (Ballroom)

*Speakers:* Brock Leach, Senior Vice President of New Growth Platforms, Pepsico  
Michael Mudd, Executive Vice President of Global Corporate Affairs, Kraft  
Shelley Rosen, Senior Director for the Eat Smart, Be Active program, McDonald's

### 3:00 pm Facilitated Debate (Ballroom)

#### Obesity in America: How the Food Industry is Responding

*Moderator:* Susan Borra, Executive Vice President, International Food Information Council

*Panelists:* Margo Wootan, Director of Nutrition Policy, Center for Science in the Public Interest

Susan Finn, Chair, American Council for Fitness and Nutrition

David Katz, MD, Director, Yale Prevention Research Center

Spokesperson, Healthy Weight with Dairy campaign

Alan Rulis, Senior Advisor for Applied Nutrition, FDA

### 3:45 pm Break

### 4:00 pm Panel Breakouts

#### 4) How Subsidies Shape International Food Policy

- German Marshall Fund, anti-hunger groups, United Fresh Fruits and Vegetables, Food Chemical News and Consumer Federation of America.

#### 5) Single Food Safety Agency: Why or Why Not?

- National Food Processors Association, Food Marketing Institute, legislative staff to Sen. Durbin, General Accounting Office.

#### 6) Obesity and the WHO Report

- World Health Organization, Center for Science in the Public Interest, Grocery Manufacturers of America, Department of Health and Human Services, Consumer Federation of America.

### 5:00 pm End

## Friday, May 7, 2004

### 9:00 - 10:15 am BSE – Has the Government Response Been Correct? (Ballroom)

**9:00 am The Government's Response**  
*Speaker:* Ron DeHaven, Administrator, Animal and Plant Health Inspection Service\*

### 9:30 am Facilitated Debate

*Moderator:* Bob Hahn, Attorney, Olsson, Frank and Weeda

*Panelists:* John Stewart, CEO, Creekstone Farms\*  
Caroline Smith DeWaal, Director of Food Safety, Center for Science in the Public Interest

James Hodges, President, American Meat Institute Foundation

### 10:15 am Morning Address (Ballroom)

*Speaker:* Ann Veneman, Secretary of the U.S. Department of Agriculture\*

### 10:45 am Break

### 11:00 am Panel Breakouts

#### 7) Bioterrorism and Food Security

- Food and Drug Administration, Food Safety Inspection Service Homeland Security, Center for Science in the Public Interest, National Food Processors Association, Olsson, Frank and Weeda..

#### 8) Traceback and Animal Identification

- National Cattlemen and Beef Association, legislative staff to Sen. Daschle, National Farmers Union, European Union representative, Consumer Federation of America.

#### 9) Labeling and Food Health Claims

- Food and Drug Administration, National Food Processors Association, Grocery manufacturers of America, Center for Science in the Public Interest, Porter Novelli.

### 12:15 pm Breakouts End

### 12:30 pm Luncheon Address (Ballroom)

*Speaker:* Allen Johnson, Chief Agriculture Negotiator, U.S. Trade Representative\*

### 2:00 pm Golden Carrots Awards

### 2:15 pm Afternoon Address: Are We in the Era of "Food Coaches"? (Ballroom)

*Speaker:* Craig Bamsey, Strategy Director for Faith Popcorn's Brain Reserve

### 3:00 pm End

\*Invited