



## State of Consumer Trust and the Food System

CFI/NCCR Annual Food System Summit

October 6-7, 2009

Hilton Kansas City Airport • Kansas City, Missouri

### Agenda

Tuesday, October 6, 2009

1:00 p.m.

#### Opening and Welcome

- Charlie Arnot — CEO, The Center for Food Integrity
- Ira Brill — Director, Marketing Services, Foster Farms
- Mike Starnes — Vice President, Brand Protection, Quality & Regulatory Compliance, Denny's Corporation
- Jack Whipple — President, National Council of Chain Restaurants

#### The New Normal — Opening Keynote

“Maintaining Trust in the Global Food System in Uncertain Times”

**John Lamb, Agribusiness Team Leader, Agriculture and Rural Development, World Bank**

The number of people below the poverty line increased during the global food price increase that peaked during the spring of 2008. Mr. Lamb, a respected international agricultural expert, will discuss his vision for feeding the world in the year 2050 including changes in food demand and the drivers behind them.

2:00 p.m.

#### Concurrent Session One — The New Normal

*Please proceed to the Breakout Session you selected upon registration*

5:00 p.m.

#### Featured speaker: Robert Kenner, director/producer of *Food, Inc.*

Filmmaker Robert Kenner will field questions from Summit participants on issues raised in the documentary film, *Food, Inc.*

6:00 – 7:30 p.m.

#### CFI Opening Reception

*Sponsored by Ice Miller LLP*

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# Breakout Session One - THE NEW NORMAL

Please proceed to the Breakout Session you selected upon registration

## Sustainability

This session will highlight the efforts of three distinct food system stakeholders — the food animal industry, restaurants/retailers, and a sustainable agriculture initiative. The speakers will provide insight on how they developed and implemented their organization's sustainability programs and the process they use to evaluate each program.

### *EXPERT INSIGHT – OUR SPEAKERS:*

**Sarah Stokes Alexander — Sustainability Director,  
The Keystone Center**

The world population is expected to reach nine billion people by the year 2050, which means agricultural productivity will need to at least double in the next 40 years. Ms. Alexander will discuss results from its environmental indicator report and resources and tools the Field to Market alliance has developed to promote continuous improvements in productivity, environmental quality, and human well-being.

**Rick Naczi — Chief Executive Officer, American Dairy Association and Dairy Council, Inc.; Executive Vice President, Strategic Industry Analysis and Evaluation, Dairy Management Inc.**

Research shows that consumers consider environmentally sustainable practices when making purchasing decisions. Mr. Naczi will discuss a comprehensive, industry-wide sustainability initiative designed to help the dairy industry reduce its carbon footprint and to build demand for dairy products.

**Jason Wadsworth — Sustainability Coordinator,  
Wegmans Food Market, Inc.**

Sustainability is a core part of Wegmans' business. Mr. Wadsworth will share his thoughts concerning the "Wegmans effect" and his company's ongoing sustainability efforts.

## Food Animal Well-Being

This session will focus on the increasing concern consumers have with the humane treatment of food animals and how that influences in their buying patterns. The panelists will discuss the challenges and ripple effect of the changing consumer mindset and how these behaviors impact the entire food chain, including state and national decision-makers.

### *EXPERT INSIGHT – OUR SPEAKERS:*

**Cory Bollum — Manager, Pork Procurement  
and Buying Programs, Hormel Foods**

Hormel Foods world changed through a single publicized event. Mr. Bollum will discuss lessons learned about building consumer trust and confidence and how his company addressed the situation.

**Representative Wendy Pieh — House Agriculture Committee  
Chair, Maine House of Representatives**

Rising animal well-being issues, including undercover animal handling videos and increased attention on the use of antibiotics in food animals, have eroded consumer trust and confidence. Representative Pieh will offer insight on how one state made decisions about animal care amidst mounting consumer and regulatory pressures.

**Glynn Tonsor — Assistant Professor,  
Department of Agricultural, Food  
and Resource Economics, Michigan State University**

Consumers are increasingly interested in food animal care and well-being issues. Dr. Tonsor will share his analysis regarding the effect of consumer attitudes and perceptions regarding animal well-being practices on voting behaviors.

# 2009 FOOD SYSTEM SUMMIT THE NEW NORMAL

## Day Two Agenda

Wednesday, October 7, 2009

- 7:00 a.m. Breakfast**  
*Sponsored by Hormel Foods*
- 8:00 a.m. CFI 2009 Consumer Trust Survey Results — Charlie Arnot**  
What do consumers think about the U.S. economy, rising energy costs, rising cost of food, rising health care costs and their own personal financial situation?  
Find out more about CFI's new consumer research.
- 9:00 a.m. Concurrent Session Two — The New Normal**  
*Please proceed to the Breakout Session you selected upon registration*
- 12:00 p.m. The Future of the New Normal — Closing Luncheon Speaker**  
**Catherine E. Adams Hutt — RdR Solutions Consulting**  
The modern U.S. food system has a social responsibility to use its power, knowledge and technology to solve problems, according to Catherine Adams Hutt.  
As part of her address, Dr. Adams Hutt, a food industry professional with extensive experience in regulatory science and food safety/health policy, will share her thoughts on keeping the food industry relevant with consumers.
- 1:15 p.m. Closing Remarks**  
**Charlie Arnot, Chief Executive Officer**  
**Center for Food Integrity**



NATIONAL COUNCIL OF CHAIN RESTAURANTS  
of the National Retail Federation®



# Breakout Session Two - THE NEW NORMAL

Please proceed to the Breakout Session you selected upon registration

## Food Safety

Critics of the modern food system are attempting to convince consumers that food today is not safe. Policy makers at the state and federal level are considering new ways to view the regulatory role of government from farm to fork. This session will address new demands for greater regulatory oversight, increased consumer scrutiny and what a growing population means for the food system and for food safety today and tomorrow.

### **EXPERT INSIGHT – OUR SPEAKERS:**

**John Bode — Principal Attorney, Olsson Frank Weeda  
Terman Bode Matz PC**

Food safety legislation pending in Congress will bring major changes to the FDA. Mr. Bode will review changes that will be included in the new law, including mandatory preventive control plans, mandatory recall authority and changes in facility registration, as well as issues that remain unresolved, such as food traceability requirements and new country of origin labeling.

**James Hodges — Executive Vice President,  
American Meat Institute**

Is the U.S. food safety system broken? James Hodges will discuss facts versus perception regarding this question.

**Kenneth E. Petersen — Assistant Administrator,  
Food Safety and Inspection Service (FSIS)**

This summer, the U.S. House of Representatives passed a food safety reform bill that would increase government oversight of the U.S. food supply. Dr. Petersen will discuss the FSIS's perspective, and their position, on the food safety reform.

## Nutrition and Health

The nutrition and health session will explore the dynamics behind efforts to regulate ingredients such as trans fats and sodium and to require nutritional labeling on menus. Panelists will discuss how they approach these issues, make decisions and measure progress. Discussion will focus on how best to empower consumers to make choices.

### **EXPERT INSIGHT – OUR SPEAKERS:**

**Cathy Kapica — Vice President and Director of Global Health and  
Wellness, Global Food and Nutrition Practice Group, Ketchum**

According to a recent survey, consumers want more information, more choices, more accountability and more control. Ms. Kapica will address key questions, including, “Where would consumers place priorities if they were CEO of a large food company?” and “What will the food industry look like by the year 2020?”

**Wendy Reinhardt Kapsak — Director of Health and Nutrition,  
International Food Information Council Foundation**

*A 2009 Food & Health Survey: Consumer Attitudes toward Food, Nutrition, & Health*, conducted by IFIC, reveals consumers' views of the food label, news related to food and health and other food-related issues. Ms. Kapsak will outline key findings from the survey and subsequent implications.

**Kimberly Stitzel — Director, Nutrition and Obesity,  
American Heart Association**

Ms. Stitzel manages and oversees several nutrition and obesity initiatives, including the Alliance for a Healthier Generation, Food Certification and the Trans Fat “Face the Fats” consumer education program. She will explain how the American Heart Association implements, regulates and evaluates its consumer education tools and programs.