



***Can We Trust our Food?***  
**2010 Food System Summit**  
October 5-6, 2010  
InterContinental Chicago O'Hare

***Agenda***

***Tuesday, October 5, 2010***

**Pre-Summit Sessions**

**9:30 a.m. – 11:30 a.m.**

- **CFI Animal Agriculture Committee Meeting**
- **Social Networking Primer**
- **Integrating Values Based Messages into your Culture**

**1:00 p.m.**

**Opening and Welcome**

- Charlie Arnot – CEO, Center for Food Integrity
- Jack Whipple – President, National Council of Chain Restaurants
- David B. Schmidt – President and CEO, International Food Information Council

**Can We Trust Our Food? - Opening Keynote**

**2:00 p.m.**

**Concurrent Session One**

- Food Animal Well-Being – CFI
  - Assuring Consumers a Sustainable Meat and Poultry Supply
  - Today's Meat Consumer – What we are finding out
  - Animal Protein – Blessing or Curse?
- Food Safety – IFIC

**5:00 p.m.**

**Featured Speaker**

**6:00 p.m.**

**Opening Reception**



## **Day Two Agenda**

**Wednesday, October 6, 2010**

**7:00 a.m. Breakfast Roundtables**

**Tables by subject matter/issues – Food Animal Well Being; Food Safety; Communications; Leadership and Training; Survey Work**

**8:00 a.m. CFI Consumer Trust Survey Results**

- Charlie Arnot – CEO, Center for Food Integrity

**9:00 a.m. Concurrent Session Two**

- Food Industry Technology and Innovation – CFI
  - The Need for Technology Globally
  - Technology and Today's Food System – Cautions and Counsel
  - Where Food Technology is Going Next
- Nutrition and Health – IFIC

**Noon Can We Trust Our Food? – Closing Luncheon Speaker**

**1:30 p.m. Closing Remarks**

- Charlie Arnot – CEO, Center For Food Integrity

**Post-Summit Sessions – 2:00 p.m. – 4:00 p.m.**

- **Reflections – Where We Go Next - Food Technology; Nutrition; Food Animal Well Being; Food Safety**
- **Conversations on 2010 Consumer Trust Study**
- **Talking Points on Today's Ten Toughest Food Issues**