Learn, network, and prepare for 2012 and beyond

December 1, 2011
Sheraton Crystal City, Arlington, VA

Pre-Conference Short Course:
Labeling Requirements and Implications for Foods Marketed in the U.S.
November 29-30, 2011 | Sheraton Crystal City, Arlington, VA

ift.org/foodpolicyimpact
Register for Food Policy Impact and the Short Course by November 11, and save $150

This conference brings together professionals in food laws, regulations and policy to develop approaches that will make a tangible impact on the future. This concentrated one-day event will enable you to:

- Implement effective practices for food labeling, marketing, and food safety policy adherence
- Build personal and professional networks, and exchange knowledge, resources, and effective practices
- Hear updates directly from government officials who develop food policy and guidance documents
- Understand the implications of new or recently revised U.S. food policy and regulations
- Learn from organizations leading self-regulation and/or product tracing efforts

The conference offers two separate tracks to focus on Food Safety and Food Labeling & Marketing. Attend sessions within one track to focus your experience, or move between tracks to gain a broader perspective on the issues.

At this inaugural event, you’ll benefit from:

- **High caliber speakers:** Expert speakers will present practical examples that you can immediately apply to existing initiatives within your organization.
- **“One size does not fit all” programming:** Based on the needs and roles of participants and companies, policy interpretation and prediction will present varying perspectives for open dialogue and exchange.
- **Cross-functional learning:** Inclusive with one Food Policy Impact registration, a live, post-conference webcast (on-demand for team-wide access) is designed specifically for marketing professionals and product developers. Registered conference attendees are encouraged to have their colleagues in marketing and/or product development participate in this webcast.

**Who should attend?**

Regulatory affairs, food policy professionals, and government officials are anticipated to attend. Specific disciplines may include:
- Product Development
- Supply Chain Management
- QA/QC
- Legal
- Marketing

**Why food policy?**

From a global perspective, establishing food regulations and standards is critical to ensuring the safety and quality of our food supply. Sound, actionable public policies are essential to achieving sustainable food safety and nutritional improvement.

**Why Food Policy Impact?**

From an organizational perspective, Food Policy Impact supports professionals with roles and interests aligned with the following:

- Adherence to policy while being mindful of financial impact and return
- Nutrient content and health claims in food advertising
- Avoiding “unfair or deceptive acts or practices”
- Review of advertisements for express or implied claims
- Absolute and comparative term approvals
- Interagency Working Group guidelines
- Calorie labeling on menus and menu boards
- Product tracing, from “farm to fork”
- Mandatory government recall of products
- Revising front-of-package labels to increase consumer understanding
- Avoiding costs associated with product recalls
- Securing product health claim approvals to increase sales

Food Policy Impact addresses crucial governmental efforts through regulatory interpretation, analysis of emerging issues, and realistic assessments of the impact of policy on the industry.
(Additional Fee) **Pre-Conference Short Course:**

Labeling Requirements and Implications for Foods Marketed in the U.S.

This is a two-day add-on Pre-Conference Short Course, complementary to but separate from your Food Policy Impact registration. Participants of this course will learn about labeling requirements from the FDA and USDA; understand necessary nutrition and ingredient statements in food products; get a preview of food label regulations; and understand claims related to nutrient content, health effects, and production methods. Get more details on this Short Course at [ift.org/labelingshortcourse](http://ift.org/labelingshortcourse).

**Tuesday, November 29, 2011**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 – 8:00 a.m.</td>
<td>Registration Opens</td>
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<tr>
<td>8:00 – 8:30 a.m.</td>
<td>Introductions and FDA/USDA Overview; Eric Greenberg, Principal Attorney, Eric F. Greenberg, P.C.; Robert Post, Deputy Director, USDA’s Center for Nutrition Policy and Promotion (CNPP)</td>
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<tr>
<td>8:30 – 9:45 a.m.</td>
<td>Nutrition Labeling Requirements for FDA and USDA; Rob Post USDA’s Center for Nutrition Policy and Promotion; Ricardo Carvajal, J.D., M.S., Hyman, Phelps &amp; McNamara, P.C.</td>
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<tr>
<td>9:45 – 10:00 a.m.</td>
<td>Refreshment Break</td>
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<tr>
<td>10:00 – 11:45 a.m.</td>
<td>Hands-on Workshop Part 1: FDA Ingredient Statements or USDA Ingredient Statements; Carolyn Fisher, Global Science Network Manager, McCormick; Robert Post, USDA’s Center for Nutrition Policy and Promotion</td>
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<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Lunch</td>
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<tr>
<td>12:45 – 1:45 p.m.</td>
<td>Hands-on Workshop Part 2: Flavours Labeling; Carolyn Fisher, Global Science Network Manager, McCormick</td>
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<tr>
<td>1:45 – 2:45 p.m.</td>
<td>Hands-on Workshop Part 3: Nutrition Labeling Requirements; Carolyn Fisher, Global Science Network Manager, McCormick</td>
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<tr>
<td>2:45 – 3:30 p.m.</td>
<td>Hands-on Workshop Part 4: Nutrient Content — Structure/Function and Health Claims; Eric Greenberg, Principal Attorney, Eric F. Greenberg, P.C.</td>
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<tr>
<td>3:30 – 4:30 p.m.</td>
<td>Hands-on Workshop Part 5: Create and Evaluate Your Own Food Label; Ricardo Carvajal, J.D., M.S., Hyman, Phelps &amp; McNamara, P.C.</td>
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<tr>
<td>3:30 – 4:00 p.m.</td>
<td>Hot Topics Now and Predictions for the Future; All Speakers</td>
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<td>4:00 p.m.</td>
<td>Adjourn</td>
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**Wednesday, November 30, 2011**

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<tr>
<td>1:45 – 2:45 p.m.</td>
<td>Other Claims: Production, Processing, and Marketing; Ricardo Carvajal, J.D., M.S., Hyman, Phelps &amp; McNamara, P.C.</td>
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<td>2:45 – 3:45 p.m.</td>
<td>Hands-on Workshop Part 5: Create and Evaluate Your Own Food Label; Ricardo Carvajal, J.D., M.S., Hyman, Phelps &amp; McNamara, P.C.</td>
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*Session topics, presenters, and times are subject to change.*
## Food Policy Impact

### Thursday, December 1, 2011

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<td>7:00 – 8:30 a.m.</td>
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<tr>
<td>8:30 – 8:45 a.m.</td>
<td>Welcome Remarks</td>
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<tr>
<td>8:45 – 10:15 a.m.</td>
<td>Opening Session:</td>
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<td>FDA Food Safety Modernization Act Update; Mike Taylor, J.D., Deputy Commissioner for Foods, FDA; Ms. Jenny Scott, Senior Advisor to the Director of the Office of Food Safety, Center for Food Safety and Applied Nutrition, FDA</td>
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<td>10:15 – 10:45 a.m.</td>
<td>Refreshment Break</td>
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<td>10:45 a.m. – 12:00 p.m.</td>
<td>Track 1: Food Safety</td>
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<td>Implications and Applications of FSMA: A Real Game Changer; John Bode, John Bode LLC; Dr. David Acheson, Managing Director Food &amp; Import Safety, Leavitt Partners LLC; Craig Wilson, Vice President, General Merchandising Manager, Costco Wholesale Quality Assurance and Food Safety</td>
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<td>Track 2: Food Labeling and Marketing</td>
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<td>Food Marketing Sweet Spot: The Intersection between U.S. Government Requirements, Industry Initiatives and Global Policy Influence; Keith Fentonmiller, Senior Attorney, U.S. Federal Trade Commission; Dan Jaffe, Executive Vice President, Government Relations Association of National Advertisers, Inc; Dale Bornstein, Senior Partner and Director, Global Practices, Ketchum</td>
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<tr>
<td>12:00 – 1:30 p.m.</td>
<td>General Session &amp; Lunch</td>
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<td>Implications of Social Media Oversight on Communications and Marketing Efforts; Richard L. Cleland, Esq., Assistant Director, Division of Advertising Practices, FTC</td>
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<td>1:30 – 2:40 p.m.</td>
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<td>Product Tracing is Not Optional: Insight Into Moving Industry Forward; Brenda Lloyd, Director, Equipment Purchasing &amp; Distribution, UFPC, LLC; Brian Sterling, Chief Executive Officer, OnTrace Agri-Food Traceability</td>
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<td>Track 2: Food Labeling and Marketing</td>
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<td></td>
<td>Policy Rationale for Food Labeling Laws in the U.S., Canada, and EU; Barbara Schneeman, Ph.D., Director, Office of Nutrition, Labeling and Dietary Supplements, Center for Food Safety and Applied Nutrition, FDA; Carlos Alvarez Antolinez, Minister Counselor of the European Union, Food Safety, Health and Consumer Affairs; Dr. William Yan, Director, Bureau of Nutritional Sciences, Health Canada</td>
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<tr>
<td>2:40 – 2:50 p.m.</td>
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<td>2:50 – 4:00 p.m.</td>
<td>Track 1: Food Safety</td>
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<td>What to Know to Quickly, Safely and Legally Bring New Ingredients to Market; Gary Yingling, Partner, KBL Gates; Duffy MacKay N.D., Vice President, Scientific &amp; Regulatory Affairs, Council for Responsible Nutrition; Dr. Andrea Wong, Senior Scientific &amp; Regulatory Consultant, Cantox Health Sciences International—an Intertek Company</td>
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<td></td>
<td>Track 2: Food Labeling and Marketing</td>
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<tr>
<td></td>
<td>Navigating Today’s Labeling Requirements...And What’s Coming Up; Ricardo Carvajal, J.D., M.S., Hyman, Phelps &amp; McNamara, P.C.; Jennifer Hatcher, Senior Vice President, Food Marketing Institute; Scott Davis, Chief Concept Officer, Panera Bread</td>
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<tr>
<td>4:00 – 5:00 p.m.</td>
<td>Closing Session</td>
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<td>Is Any of This Working?; Peter Barton Hutt, Senior Counsel, Covington &amp; Burling LLP</td>
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Session topics, presenters, and times are subject to change.
Included with Your Food Policy Impact Registration

**Intersection of Food, Policy, and Profitability:**
Obstacles and Opportunities for the Private and Public Sectors Webcast

December 7, 2011
11:00 a.m. – 12:30 p.m. CDT

Have you experienced confusion or frustration due to complexities in the food production landscape?

Designed for marketing and product development professionals, this live, interactive webcast immediately following Food Policy Impact (with on-demand access) will explore the needs and challenges facing consumers, government, food organizations, and academia. Through practical insights and business drivers presented by key policymakers, it will identify areas of commonality versus conflict across all sectors. The interdependency between food policy, science, and product development through production also will be explored. Coupled with Food Policy Impact, this complimentary webcast offers holistic education that can be shared team-wide.

Register for Food Policy Impact and the Short Course by November 11, and save $150
Why Partner with Food Policy Impact?

With 60% of past participants* having more than 11 years of experience in the industry, this is your opportunity
to get in front of the right people at the right time. This intimate setting gives you quality time with top decision-makers
in food policy, regulatory affairs, and government.

Start building relationships with leaders and organizations focused on food policy. Download the Sponsorship Menu
of Opportunities at ift.org/foodpolicyimpact. For additional information, contact your account manager, or
Katie Paffhouse at kpaffhouse@ift.org or +1.312.604.0218.

*Drawn from 2011 Food Laws & Regulations Conference Analysis

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<tr>
<th><strong>GOLD LEVEL SPONSORSHIPS</strong></th>
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<tr>
<td>VIP Reception* (Day before conference, for 25-30)</td>
<td>$7,000</td>
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<td>Lunch*</td>
<td>$6,500</td>
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<td>Wireless Internet Access for All Attendees</td>
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<td>Continental Breakfast*</td>
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<td>Portfolio with Logo</td>
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<td>Track 1 – Food Safety</td>
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<td>Track 2 – Food Labeling and Marketing</td>
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<td>Morning Break*</td>
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<td>Afternoon Break*</td>
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<th><strong>BRONZE LEVEL SPONSORSHIP</strong></th>
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<tr>
<td>General Sponsorship</td>
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**RECOGNITION**

**GOLD exclusive opportunities**

- Verbal Acknowledgement During Opening Remarks by IFT Moderator
- Acknowledgement – Registrant Confirmation E-mail
- Acknowledgement – Registrant Thank You E-mail
- One Marketing Piece Chair Drop at General Session (collateral order based on contract and full payment date)
- Attendee List (one-time use of mailing addresses)
- Acknowledgement – Post Conference Webcast Rotating Opening Slide Deck

**SILVER exclusive opportunities**

- Complimentary Registration
- Acknowledgement – One All-Member (17,000) E-mail Promoting Conference
- Linked Logo and Wording Reflecting Sponsorship Level on Event Website
- Onsite Signage Reflecting Sponsorship Level
- Sponsor Collateral in General Area (as space allows)
- All-Sponsor Recognition Page in Conference Materials – Wording to Reflect Sponsorship Level

**BRONZE multiple opportunities**

*IFT will work with sponsor on incorporating preferred ingredients into menu. Sponsor can also provide branded cocktail napkins, branded disposable coffee cups, prepackaged single-serving samples, and/or table centerpieces for functions.
Opening Session
FDA Food Safety Modernization Act Update
8:45 – 10:15 a.m.

Michael R. Taylor, J.D., Deputy Commissioner for Foods, and Ms. Jenny Scott, Senior Advisor to the Director of the Office of Food Safety at the FDA’s Center for Food Safety and Applied Nutrition, will provide key updates on the Food Safety Modernization Act implementation progress, successes, and opportunities.

Michael Taylor, J.D., Deputy Commissioner for Foods, FDA

Michael R. Taylor was named Deputy Commissioner for Foods at the Food and Drug Administration (FDA) in January 2010. He is the first individual to hold the position, which was created along with a new Office of Foods in August 2009. Mr. Taylor is leading FDA efforts to develop and carry out a prevention-based strategy for food safety, plan for new food safety legislation, and ensure that food labels contain clear and accurate information on nutrition. Mr. Taylor received his law degree from the University of Virginia and his B.A. degree in political science from Davidson College.

Ms. Jenny Scott, Senior Advisor to the Director of the Office of Food Safety, Center for Food Safety and Applied Nutrition, FDA

Jenny Scott is Senior Advisor to the Director of the Office of Food Safety at the Food and Drug Administration’s Center for Food Safety and Applied Nutrition. In this position, she develops and implements policies, regulations, and guidelines related to food safety and provides technical expertise in a variety of food safety areas. Prior to joining FDA in August 2009, Ms. Scott was Vice President of Science Policy, Food Protection, at the Grocery Manufacturers Association in Washington, D.C., where she held various positions over her 29-year tenure.

General Session
Implications of Social Media Oversight on Communications and Marketing Efforts
12:00 – 1:30 p.m.

This session will outline social media implications and applications as they relate to product marketing in the food industry. It will address ways companies can use social media for endorsement purposes and awareness-building while staying compliant with FTC guidelines and policies. It will also cover why knowledgeable legal counsel is vital to online marketing efforts. A pharmaceutical industry-based case study also will be presented.

Richard L. Cleland, Esq., Assistant Director for the FTC Division of Advertising Practices

Richard L. Cleland, Esq., is Assistant Director for the Division of Advertising Practices at the Federal Trade Commission (FTC), where his primary area of expertise is advertising and marketing in health-related products and services. He also supervises many of FTC’s health fraud and weight-loss product and service law enforcement initiatives, and has supervised FTC’s review of the Endorsement and Testimonial Guides. Mr. Cleland joined FTC’s Division of Advertising Practices in 1991. In 1996, he was appointed Assistant to the Director of the Bureau of Consumer Protection and, in 1998, he was appointed Assistant Director of the Division of Service Industry Practices.

Closing Session
Is Any of This Working?
4:00 – 5:00 p.m.

Peter Barton Hutt, Senior Counsel, Covington & Burling LLP

Countless amounts of dollars, energy and attention have been spent on health, wellness, and safety policy and regulations. This session will cover the successes and challenges related to these efforts.

Peter Barton Hutt graduated from Yale College and Harvard Law School, and obtained a Master of Laws degree in Food and Drug Law from New York University Law School. Mr. Hutt served as Chief Counsel for the FDA from 1971 to 1975. He is the co-author of the casebook used to teach food and drug law throughout the country, and has published more than 175 book chapters and articles on food and drug law and health policy. Beginning in 1994, he taught full courses on this subject during the Winter Terms at Harvard Law School and, in 1998, taught full courses during the Spring Terms at Stanford Law School.
Breakout Sessions
Track 1: Food Safety
Implications and Applications of FSMA: A Real Game Changer
10:45 a.m. – 12:00 p.m.

Moderated by William Fisher, Vice President, IFT, this session provides historical perspective and an overview of FSMA through three separate discussions:

- **The Effect of FSMA’s Domestic Food Safety Requirements and Authorities**, presented by John Bode, John Bode LLC
  
  Most food companies already have preventive control plans. This session will cover how regulatory requirements impact those plans and what types of companies typically experience the most significant changes. It will also explore the effect of produce safety standards and new FDA regulation on the industry.

- **Import Safety; The Effect of the FSMA Import Provisions**, presented by Dr. David Acheson, Managing Director, Food and Import Safety Practice, Leavitt Partners
  
  Major food importers already have supplier verification programs. This session will explore the real effect of the new foreign supplier verification, identifying how far “upstream” in the foreign supply chain the FSMA’s requirements will have practical impact. Additionally, while the FSMA calls for significant advances in the rate of FDA inspection of foreign establishments, the session will cover the likely impact of this shift. Finally, the role of third-party inspections (foreign governments and non-government organizations) will be explored.

- **Marketplace Response; How the Market Will Likely Respond to New Pressures of FSMA**, presented by Craig Wilson, Vice President, General Merchandising Manager, Costco Wholesale Quality Assurance and Food Safety
  
  This session will explore the effect on FSMA’s accreditation system for third-party certifiers and laboratories under the commercial use of auditors and labs. Additionally, it will address whether customers may use contractual terms to mandate elements of preventive control plans. Finally, it will discuss how major retailers can protect themselves from future risks of food safety failures.

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John Bode, John Bode LLC

John Bode represents leading food companies and trade associations in regulatory compliance, congressional investigations and government relations matters, along with serving as trade association General Counsel. Mr. Bode has played a significant role in every major change in federal food law over the past 20 years and every Farm Bill since 1981. He was deeply involved in development of the Nutrition Labeling and Education Act and the Food Safety Modernization Act. Mr. Bode was a Technical Advisor to the Republic of Mexico on phytosanitary standards during NAFTA negotiations. Before entering private practice in 1989, he served in three Presidential appointments at the U.S. Department of Agriculture.

Dr. David Acheson, Managing Director, Food & Import Safety, Leavitt Partners

Dr. David Acheson graduated from the University of London Medical School in 1980, and following training in internal medicine and infectious diseases in the United Kingdom, moved to the New England Medical Center and Tufts University in Boston in 1987. As an Associate Professor at Tufts University, he undertook basic molecular pathogenesis research on foodborne pathogens, especially Shiga toxin-producing E. coli. In September 2002, Dr. Acheson became the Chief Medical Officer at the U.S. Food and Drug Administration’s (FDA) Center for Food Safety and Applied Nutrition.

Craig Wilson, Vice President, General Merchandising Manager, Costco Wholesale Quality Assurance and Food Safety

Craig Wilson is the Vice President, General Merchandising Manager of Quality Assurance and Food Safety, for Costco Wholesale Corporation. Costco Wholesale Corporation operates membership warehouses that offer a selection of branded and private-label products in a range of merchandise categories. Prior to joining Costco Wholesale, Mr. Wilson worked as a Special Projects Director for Frigoscandia Equipment Food Safety Systems for more than 20 years. During his time with Frigoscandia, Mr. Wilson published numerous research papers in the areas of food safety and food processing, and holds five patents, the most notable of which is for steam pasteurization of food.
Product Tracing Is Not Optional: Insight Into Moving Industry Forward

1:30 – 2:40 p.m.

This session will provide an overview of both recent and current activity in product tracing, including how mechanisms that allow for more rapid and accurate traces may necessitate other organizational and regulatory changes. It will also address concerns surrounding proprietary information and access to company data, including what policymakers and industry lawyers need to be aware of with respect to protecting company data, as regulations or guidance in the area of tracing moves forward. Finally, this session will familiarize attendees with the technology used for outbreak investigations and enforcement action documentation. The difference in required formats and documents currently used in outbreak investigations versus those needed for FDA to take enforcement action also will be addressed.

Brenda Lloyd, Director, Equipment Purchasing & Distribution, Unified Foodservice Purchasing Co-op, LLC

Brenda Lloyd has 30+ years experience in sales and process management in the advertising, automotive, and foodservice industries. She has led distributor training and industry discussion groups in developing inventory processes and systems solutions. Since 1994, Ms. Lloyd has been with UFPC, LLC. UFPC is the exclusive supply chain management organization for Yum! Brands, Inc., Louisville, Kentucky. Currently, she heads the Equipment Purchasing, Distribution, Systems/Data Visibility, and Bar Coding Project teams. Since 2005, Ms. Lloyd has been leading implementation of GS1 US Data & Bar Code Standards throughout the Yum! supply chain, and was recently awarded the UFPC President’s Opus Award for her work in this area.

Brian Sterling, Chief Executive Officer, OnTrace Agri-Food Traceability

Brian is Chief Executive Officer of OnTrace Agri-Food Traceability. Appointed to that position in December 2006, he is responsible for all aspects of OnTrace operations. OnTrace owns and operates the agriculture and food premises registry for Ontario, which has the largest and most diverse agriculture and food industry in Canada. Prior to OnTrace, Mr. Sterling held progressively senior roles in management consulting and was Director of Business Development for RFID and Product Traceability at IBM Canada during 2005 and 2006. In that role, he became recognized as a traceability expert, helping clients understand the business benefits of traceability and recommending solutions to achieve those benefits.

“Concerns about transparency of the origins of food, public health impacts, food safety, animal welfare, and sustainability are all combining to drive demand for more information about our food. Having traceability systems that can prove a food’s provenance are becoming key policy imperatives and now mandatory in many countries.”

Brian Sterling, Chief Executive Officer OnTrace Agri-Food Traceability
What to Know to Quickly, Safely, and Legally Bring New Ingredients to Market

2:50 – 4:00 p.m.

Introducing new ingredients is a complex process. Regulatory professionals can increase the nimbleness of review and response by understanding key policy interpretation and learning from other organizations’ experiences. This session will discuss the process for bringing new ingredients to market, effectively, efficiently, and in a timely manner. Topics of discussion will include: understanding GRAS as a legal concept and notification process; the implications of dietary ingredients draft guidance; potential implications of policy on existing ingredients; and how Canadian legislation handles new ingredient introductions, including novel foods and natural health products, and the impact on U.S. legislation.

Gary Yingling, Partner, K&L Gates

Gary Yingling’s practice focuses on regulatory and legal issues concerning food, drugs, medical devices, and cosmetics. Mr. Yingling’s primary efforts have been working with issues involving the FDA. He also has represented the U.S. Department of Agriculture Food Safety and Inspection Service, the Environmental Protection Agency, the Consumer Product Safety Commission, the Federal Trade Commission, and various states. His clients have included individuals, partnerships, and corporations, and have involved labeling, importation, regulatory (marketing) strategy, recalls, seizures, and criminal matters. Mr. Yingling’s work in food has ranged from ingredient safety questions to product labeling.

Douglas ‘Duffy’ MacKay, N.D., Vice President, Scientific & Regulatory Affairs, Council for Responsible Nutrition

Duffy MacKay, N.D., is a licensed naturopathic doctor, and was a co-owner and practitioner in a family-owned New Hampshire complementary and alternative medicine private practice for seven years. In addition to his hands-on experience as a practitioner in the field of integrative medicine, Dr. MacKay spent eight years working as a medical consultant for two companies in the dietary supplement industry, including four years as an Executive with Nordic Naturals, in charge of clinical research. Dr. MacKay has published articles in peer-reviewed journals, and serves on the editorial board of three peer-reviewed publications: Alternative Medicine Review, Natural Medicine Journal, and Integrative Medicine: A Clinician’s Journal.

Dr. Andrea Wong, Senior Scientific & Regulatory Consultant, Cantox Health Sciences International – an Intertek Company

Dr. Andrea Wong is a Senior Scientific and Regulatory Consultant within the Food and Nutrition business group at Cantox Health Sciences International—an Intertek Company. In this capacity, she critically evaluates and interprets clinical and non-clinical study data used for health claim substantiation and safety assessments of food ingredients, food additives, and dietary supplements. Dr. Wong has played a key role in numerous successful petitions evaluated by regulatory authorities in the United States, European Union, and Canada. She has experience in preparing documentation for health claim submissions, GRAS determinations, and novel food petitions.

“While many of the FSMA’s key provisions do not take effect for a year or more, it is critical that food companies begin planning for these changes now.”

Shawn Stevens, Gass Weber Mullins, LLC; Drawn from commentary on Defending Food Safety Web site
Breakout Sessions

Track 2: Food Labeling and Marketing

Food Marketing Sweet Spot: The Intersection between U.S. Government Requirements, Industry Initiatives, and Global Policy Influence

10:45 a.m. – 12:00 p.m.

The current food policy environment allows for regulatory professionals to drive regulation strategy and positions companies to nimbly respond to regulatory changes. Through three separate discussions, this session explores how food companies are working within the constraints of existing plans or developing self-regulation plans. Ways that companies can prepare for the near future of Interagency Working Group regulations also will be explored.

- **Key Government Resources, Schedules and Documents You Need To Know**, presented by Keith Fentonmiller, Senior Attorney, U.S. Federal Trade Commission
- **How Advertisers Adhere to Existing Regulations, Plan for Upcoming Guidance, and Identify Self-Regulation Opportunities**, presented by Dan Jaffe, Executive Vice President, Government Relations, Association of National Advertisers, Inc.
- **How Other Countries’ Regulations Impact Marketing & Communication: Case Studies & Predictions on Impact on U.S. Policy**, presented by Dale Bornstein, Senior Partner and Director, Global Practices, Ketchum

**Keith R. Fentonmiller, Senior Attorney, U.S. Federal Trade Commission**

Keith R. Fentonmiller is a Senior Attorney in the Federal Trade Commission’s (FTC) Division of Advertising Practices in Washington, D.C. His law enforcement practice focuses on the deceptive marketing of functional foods and dietary supplements. He also works on policy matters related to childhood obesity and the marketing of violent entertainment media to children. Prior to joining the FTC, Mr. Fentonmiller was an associate at Paul, Hastings, Janofsky & Walker LLP. Mr. Fentonmiller also served as a judicial law clerk for the Honorable Eric L. Clay, U.S. Circuit Judge for the Sixth Circuit Court of Appeals, and for the Honorable Charles R. Richey and Stanley S. Sporkin, formerly of the U.S. District Court for the District of Columbia. He received both his J.D. and his B.A. in Philosophy from the University of Michigan.

**Dan Jaffe, Executive Vice President, Government Relations, Association of National Advertisers, Inc.**

Dan Jaffe joined the Association of National Advertisers, Inc. (ANA) in 1985 as Senior Vice President and Head of ANA’s Washington office, after four years with the American Advertising Federation. Mr. Jaffe was promoted to Executive Vice President in 1989. He is responsible for monitoring and responding to all federal, state, government, and legal initiatives that threaten national advertisers’ freedom of commercial speech. A frequent speaker on a wide range of advertising issues in the government relations arena, Mr. Jaffe is available to answer inquiries from the news media. Previously, Mr. Jaffe spent 11 years on House and Senate staffs, and was Committee Counsel to the Senate Commerce and Science and Transportation Committee.

**Dale Bornstein, Senior Partner and Director, Global Practices, Ketchum**

Dale Bornstein works to integrate many of the agency’s thought-leadership areas. Ms. Bornstein works closely with senior leaders to ensure the evolution and growth of the agency’s five global practices, which include the Brand Marketing, Food & Nutrition, Corporate, Healthcare, and Technology Practices. She also collaborates with Ketchum’s complementary businesses, including the Global Media Network, Ketchum Entertainment Marketing, Ketchum Sports Network, and Zócalo Group, the agency’s word-of-mouth marketing unit. Ms. Bornstein also partners with Ketchum’s Chief Innovation Officer to bring next-generation products and offerings, new businesses, and new capabilities to market. And, as a member of Ketchum’s 10-person Executive Committee, she helps set strategic direction for the agency.
Food policy and regulatory experts are tasked with providing sound advice to their colleagues and clients on how to effectively develop and market products and labels. To provide the best direction, experts must review current regulations and keep a pulse on trends that may impact future regulations. In this session, experts on U.S., Canadian, and European Union food policy will detail what regulations exist, including available resources to understand them. They will also discuss how other countries’ policies may impact U.S. policy.

**Barbara Schneeman, Ph.D.,**
Director, Office of Nutrition, Labeling and Dietary Supplements, CFSAN-FDA

Barbara O. Schneeman, Ph.D., manages the development of policy and regulations for dietary supplements, nutrition, food labeling and standards, infant formula, and medical foods. She currently serves as the U.S. delegate for the Codex Committee on Food Labeling and the Codex Committee on Nutrition and Foods for Special Dietary Uses. Prior to joining FDA, she served as a member of the faculty and administration at the University of California, Davis. Ms. Schneeman held a faculty appointment in the Departments of Nutrition, Food Science and Technology, and Internal Medicine in the School of Medicine, and is Professor Emerita. Dr. Schneeman has served as Assistant Administrator for Nutrition in the Agricultural Research Service in the U.S. Department of Agriculture.

**Carlos Alvarez Antolinez, Minister Counselor; Food Safety, Health and Consumer Affairs; Delegation of the European Union**

Carlos Alvarez Antolinez has been a European Commission official since 1993. Before joining the Delegation in Washington in October 2009, he worked for 11 years in the Commission’s Food and Veterinary Office in Ireland where he led a number of inspection units. Prior to that, Antolinez worked in Brussels from 1993 to 1998 in the field of agricultural research (DG AGRI). Preceding that role, he worked in the National and Regional Administrations in Spain. In the EU Delegation, he deals primarily with issues related to food safety, animal health, animal welfare, and plant health. Carlos is a veterinarian by training (Veterinary School of Leon, Spain) and also holds master degrees in Public Administration (Universidad Complutense de Madrid), Management (Trinity College Dublin), and Public Policy and Management (University of London).

**Dr. William Yan, Director, Bureau of Nutritional Sciences, Health Canada**

William Yan, Ph.D., obtained his master degree in Microbiology and doctorate in Medical Microbiology and Infectious Diseases from the University of Alberta. He completed his post-doctoral training at Tufts University Medical School, Boston, MA, in 1992. Dr. Yan has held progressive management responsibilities at Health Canada since 1999. He was Head of the Office of Biotechnology, Food Directorate, from 1999-2002; Chief of the Evaluation Division, Bureau of Microbial Hazards, from 2002 to 2008; and Director of the Health Effects Division of the Pest Management Regulatory Agency from 2008 to 2009. In June 2010, Dr. Yan was appointed as Director of the Bureau of Nutritional Sciences in the Food Directorate.
Navigating Today’s Labeling Requirements...And What’s Coming Up

2:50 – 4:00 p.m.

This session will explore how the food industry is working within the constraints of labeling regulations and what these initiatives and opportunities mean for consumers. Discussion topics will include: country of origin labeling developments; the “Nutrition Keys” Front-of-Pack labeling initiative; predictions for future legislation and impact; and how the industry is currently managing requirements, including what the requirements truly mean for the consumer. A Panera Bread case study also will be explored.

Ricardo Carvajal, J.D., M.S., Director, Hyman, Phelps & McNamara, P.C.

Ricardo Carvajal, J.D., M.S., provides FDA and FTC regulatory counseling and litigation support to manufacturers and marketers of foods. He has substantial experience with labeling and advertising issues, including those that arise from the use of health, nutrient content, structure/function, and disease claims. Mr. Carvajal also has substantial experience with recalls, Reportable Food Registry issues, and GMP and HACCP compliance issues. Mr. Carvajal counsels product developers on regulatory strategy, including requirements pertaining to self-determinations of GRAS status and determinations of new dietary ingredient status. From 2002 to 2007, he served as Associate Chief Counsel for Foods in FDA’s Office of Chief Counsel.

Jennifer Hatcher, Senior Vice President for Government & Public Affairs, Food Marketing Institute

Jennifer Hatcher has been Senior Vice President of Government & Public Affairs at the Food Marketing Institute (the leading supermarket industry trade association) since June 2010. She has been at FMI in various roles in the government and public affairs department since 1998, where she currently directs all federal, state, and political affairs initiatives. Prior to joining FMI in 1998, Ms. Hatcher served as Chief of Staff to Congressman Spencer Bachus (R-AL) who is currently the Ranking Member of the House Financial Services Committee. She also served the Secretary of the Treasury as a Special Assistant and White House Liaison during President George H.W. Bush’s Administration.

Scott Davis, Chief Concept Officer, Panera Bread

Scott Davis is responsible for bringing the customer experience alive multidimensionally in Panera’s bakery-cafés. His work includes the ongoing evolution of the Panera Bread concept. In 1996, he spearheaded development of the new prototype bakery-café for Saint Louis Bread Co. In 1995, he developed the research and development team for Saint Louis Bread Co., which later surfaced as Panera Bread as it expanded nationally. That year, Mr. Davis was named Director, and has since led the Panera Concept Team. In May 2010, he was named Executive Vice President and has recently been honored by Nation’s Restaurant News with its 2011 MenuMasters Innovator Award.

“IT is imperative that the foodservice industry stay abreast of potential impact from FSMA passage. Manufacturers, distributors, and operators should take advantage of all opportunities to learn more and have their views heard. I strongly urge all stakeholders to get involved.”

Brenda Lloyd, Director, Distribution & Systems UFPC, LLC
Register today at ift.org/foodpolicyimpact

14

Hotel and Travel

Hotel
Sheraton Crystal City Hotel
1800 Jefferson Davis Highway, Arlington, Virginia 22202

Book Your Housing
A block of rooms at this easily accessible property has been reserved at the rate of $220 per night plus applicable taxes. To reserve your room, please call 888.627.8209 and request the "IFT" group rate.

The group rate is available until Monday, November 7, 2011. Reservations after that date will be accepted at the prevailing rate, as available. No cancellations will be accepted after 24 hours prior to arrival date. Check in time is 3:00 p.m. and check out time is 12:00 p.m.

The hotel offers complimentary shuttle service to and from Ronald Reagan Washington National Airport (DCA). The shuttle picks up outside the baggage claim area at each terminal by the hotel shuttle signage. Taxi service is also available, for a fee of $8 - $10 one way, outside the baggage claim area.

If taking the Metro, take the Blue or Yellow Line to the Crystal City Metro Station. The hotel is approximately .2 miles from the station.

Air Travel
Airfare discounts have been arranged with United Airlines for fares to the Washington, D.C., area. Purchase your ticket online and receive a 5% discount off the lowest applicable fares. After you link to united.com, enter your origin, destination, travel dates, and the promotion code 501CE (case sensitive); the available flights will be displayed. There are no fees for booking online when you use the special promotion code.

Discounts are also available by calling the United Meetings Plus reservation service at 800.521.4041 or a travel professional of your choice. Be sure to mention promotion code 501CE when making your reservation by phone.

Mail registration form and payment to:

Institute of Food Technologists
Attn: Katie Paffhouse
525 West Van Buren Street
Suite 1000
Chicago, IL 60607-3830

Fax registration form to: +1.312.596.5618 (credit cards only)

Cancellation Policy
You will receive a full refund, less $100 per event, if you cancel your registration(s) on or before November 11, 2011, by contacting knowledge@ift.org or +1.312.604.0218. No refunds after that date.

Substitution Policy
If you registered for the conference/course but are unable to attend, please contact knowledge@ift.org or +1.312.604.0218 with the name and contact information of your replacement.

Conference Cancellation
In the event of conference/course cancellation, IFT is not responsible for attendee reimbursement of travel, lodging, or any other costs associated with this conference/course beyond refunding the full registration fee.

* Non-members receive a one-year membership to IFT.

** The Government Workers rate is subject to approval. In order to qualify, you must be employed by an official government agency. There are a limited number of spots available at this rate.

14

Register for Food Policy Impact and the Short Course by November 11, and save $150

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<th>Event</th>
<th>Date</th>
<th>Through November 11, 2011</th>
<th>After November 11, 2011</th>
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<td>December 1, 2011</td>
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<td>Government Workers**: $375</td>
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| **Labeling Requirements and Implications for Foods Marketed in the U.S.** | **Short Course Only** | November 29 – 30, 2011 | | November 29 – December 1, 2011 |
|-------------------|---------------------|---------------------|---------------------|
| | Through November 11, 2011 | | After November 11, 2011 |
| IFT Members: | $675 | | $725 |
| Non-Members: | $840 | | $890 |
| IFT Student Members: | $175 | | $175 |

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<th><strong>Short Course</strong></th>
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* Non-members receive a one-year membership to IFT.

** The Government Workers rate is subject to approval. In order to qualify, you must be employed by an official government agency. There are a limited number of spots available at this rate.
## ATTENDEE INFORMATION

Please duplicate this form for additional attendees. Please print or type clearly.

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- **IFT Member** – Enter IFT Member Number: ____________________________  
- **IFT Student Member** – Enter IFT Member Number: ____________________________  

- **Company Name**
- **Mailing Address**

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- **Telephone ( )**  
- **Fax ( )**

- **E-mail**

## REGISTRATION QUESTIONNAIRE (* indicates required questions)

1. **First name for my badge***

2. **My job title***

3. Please list any special dietary needs

4. Pursuant to the Americans with Disabilities Act, please list any special services you require

5. Please indicate if you would like to learn more about sponsorship:
   - ☐ Yes! I’d like to learn more about sponsoring Food Policy Impact
   - ☐ Yes! I’d like to learn more about sponsoring Labeling Requirements and Implications for Foods Marketed in the U.S.
   - ☐ No, thank you

6. My Certificate of Attendance should include language regarding the following IFT Continuing Education Partner:*  
   - ☐ Save the paper as I don’t need a certificate  
   - ☐ American Dietetic Association  
   - ☐ No special language is needed for my certificate  
   - ☐ Research Chefs Association  
   - ☐ Product Development and Management Association

   *If you would like IFT to seek approval from your State Bar for attendance, list the state here: ____________________________

7. How did you hear about these events?*  
   - ☐ ift.org  
   - ☐ IFT Online Community  
   - ☐ Food Technology ad or article  
   - ☐ IFT section meeting  
   - ☐ Event brochure that accompanied Food Technology  
   - ☐ IFT Twitter or Facebook group  
   - ☐ Direct mail promotion  
   - ☐ E-mail promotion

8. Did you hear about Food Policy Impact from a colleague? Please enter their name here so that we can thank him or her.

9. If you heard about Food Policy Impact from a source other than those listed above, please tell us here.

10. Please provide the name, phone number, and relationship of your emergency contact.*

## PAYMENT METHOD

Payment must accompany registration form. **U.S. funds from a U.S. bank only.**

- I’m registering for:  
  - ☐ Labeling Requirements and Implications for Foods Marketed in the U.S. Short Course  
  - ☐ Food Policy Impact  
  - ☐ Both Events

Total Enclosed: $ __________

- **Visa**  
- **MC**  
- **AMEX**  
- **Discover**

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