

*Food and Drug Administration
Center for Food Safety and Applied Nutrition*

*Public Hearing on Use of Symbols to Communicate
Nutrition Information, Consideration of Consumer
Studies and Nutritional Criteria*

*September 10 - 11, 2007
Adelphi, Maryland*



Agenda

Monday, September 10, 2007

8:00 – 9:00 am	Registration Continental breakfast	
9:00 – 9:30 am	Welcome and Overview of Meeting with Objectives	Michael Landa – Deputy Director, CFSAN
	Setting the Stage: Regulatory Framework	Barbara Schneeman – Director, Office of Nutrition, Labeling, and Dietary Supplements
9:30 – 11:00 am	The International Experience – Government Activities	FDA moderator – Leslye Fraser, Director, Office of Regulations, Policy, and Social Sciences
Panel 1		Presenters: <ul style="list-style-type: none">• UK, Food Standards Agency – Claire Boville• Netherlands, Ministry of Health, Welfare and Sport – Jan-Willem van den Brink• Thailand, Food and Drug Administration – Tipvon Parinyasiri• Health Canada – Mary L'Abbe Discussant: Brazil, National Health Surveillance Agency – Ana Paula Rezende Peretti Q & A with FDA panel
11:00 – 11:30 am	Break	
11:30 am – 1:00 pm	The International Experience – Research and Other Perspectives	FDA moderator – Leslye Fraser
Panel 2		Presenters: <ul style="list-style-type: none">• European Food Information Council – Josephine Wills• British Heart Foundation – Mike Rayner• Tesco – Breda Mitchell• Heart and Stroke Foundation of Canada – Terry Dean Discussant: Food Standards Australia – Trevor Webb Q & A with FDA panel
1:00 – 2:00 pm	Lunch (facilities available onsite)	

Agenda

Monday, September 10, 2007 (continued)

2:00 – 3:30 pm	U.S. Experience – Manufacturer Activities	FDA moderator – Barbara Schneeman Presenters: <ul style="list-style-type: none">• Kraft Foods – Richard Black• PepsiCo – Nancy Green• General Mills – Kathy Weimer• Kellogg Company – Celeste Clark• Unilever – Douglas Balentine Discussant: Institute of Medicine – Linda Myers Q & A with FDA panel
Panel 3		
3:30 – 4:00 pm	Break	
4:00 – 5:30 pm	U.S. Experience – Research and Other Perspectives	FDA moderator – Barbara Schneeman Presenters: <ul style="list-style-type: none">• Hannaford Bros. Co. – Caren Epstein• Giant Food – Paulette Thompson• Produce for Better Health Foundation – Elizabeth Pivonka• American Heart Association – Rose Marie Robertson Discussant: The Keystone Center – Brad Sperber Q & A with FDA panel
Panel 4		
5:30 – 6:30 pm	Reception	

Tuesday, September 11, 2007

8:00 – 9:00 am	Registration Continental breakfast	
9:00 – 10:30 am	U.S. Experience – Research and Other Perspectives	FDA moderator – Michael Landa Presenters: <ul style="list-style-type: none">• National Dairy Council – Ann Marie Krautheim• Oldways/Whole Grain Council – Cynthia Harriman• Columbus Children’s Hospital – Jan Ritter• David Katz, M.D. Q & A with FDA panel
Panel 5		
10:30 – 11:00 am	Break	

Agenda

**Tuesday, September 11 , 2007
(continued)**

11:00 am – 12:30 pm	U.S. Experience – Research and Other Perspectives	FDA moderator – Michael Landa Presenters: <ul style="list-style-type: none">• Center for Science in the Public Interest – Michael Jacobson• International Food Information Council – Sue Borra• National Restaurant Association – Sheila Weiss• Grocery Manufacturers Association / Food Products Association – Regina Hildwine
Panel 6		Q & A with FDA panel
12:30 – 1:30 pm	Lunch (facilities available onsite)	
1:30 – 3:00 pm	Public comments and Final FDA questions/comments	FDA moderator – Michael Landa Registered commenters: <ul style="list-style-type: none">• American Dietetic Association – Mary Hager• Nutrient Rich Foods Coalition – Victor Fulgoni• National Cattlemen's Beef Association – Mary K. Young• The Coca-Cola Company – Helen Falco• Dole Food Company – Marty Ordman
Panel 7		
3:00 – 3:30 pm	Break (if necessary)	
3:30 – 5:00 pm	Public comments continued (if necessary) Final FDA questions and concluding remarks	FDA moderator – Michael Landa FDA PANELISTS: Barbara Schneeman Camille Brewer Kathy Ellwood Felicia Billingslea Vincent de Jesus Steve Bradbard Chung-Tung Jordan Lin Alan Levy David Zorn Louisa Nickerson Robert Post (USDA)