



# **Exploring the Link Between Food Labeling and Weight Management**

**(Joint workshop: Food and Drug Administration and  
Office of the Assistant Secretary for Planning and Evaluation)**

**Lister Hill Auditorium  
National Institutes of Health  
Bethesda, Maryland**

**November 20, 2003**

**2003N-0338**

**SUP 1**



# AGENDA

*U.S. Food and Drug Administration (FDA)*

And 8916 '03 DEC 10 P1:33

*U.S. Department of Health and Human Services,  
Office of Assistant Secretary of Planning and Evaluation*

***“Exploring the Link Between Weight Management and Food Labels and Packaging”***

***Lister Hill Auditorium, National Institutes of Health  
Bethesda, Maryland***

***November 20, 2003***

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*Workshop objective:* A state-of-the-science workshop intended to examine the evidence (pro and con) available to identify options for providing nutritional information relevant to consumers' weight management decisions.

***7:45a.m. – 8:30 a.m.            Speakers' Breakfast***

***8:00 a.m. – 8:30 a.m.            Registration***

***8:30 a.m. – 9:00 a.m.            Welcome***

Joseph Levitt, Director, FDA Center for Food Safety and Applied Nutrition

Ann-Marie Lynch, Principal Deputy Assistant Secretary for Planning and Evaluation, HHS

***Opening Remarks***

Lester M. Crawford, D.V.M., Ph.D., Deputy Commissioner, Food and Drugs

***Frame Workshop and Charge to Participants***

Tomas Philipson, Ph.D., Senior Economic Advisor to The Commissioner, FDA

## PRESENTATIONS

*Session objective:* Review available data on the effects of current food labels and food packaging on weight management.

- 9:00 a.m. – 9:15 a.m.**      ***“Current FDA Food Labeling Policies”***  
Christine Taylor, Ph.D., FDA
- 9:15 a.m. – 9:30 a.m.**      ***“Consumer Interface With the Food Label”***  
Sue Borra, International Food Information Council
- 9:30 a.m. – 9:55 a.m.**      ***“Food Industry Perspective on Calorie Modified Products and Food Labeling”***  
Robert Earl, MPH, National Food Processors Association
- 9:55 a.m. – 10:20 a.m.**      ***“How Does Nutritional Labeling Affect Caloric Intakes?”***  
Rodolfo Nayga, Jr., Ph.D., Texas A&M
- 10:20 a.m. – 10:35 a.m.**      ***Break***
- 10:35 a.m. – 11:00 a.m.**      ***“How Packaging Unknowingly Influences Consumption and Calorie Intake.”***  
Brian Wansink, Ph.D., University of Illinois
- 11:00 a.m. – 11:15 a.m.**      ***“How Does the Current Label and Packaging Help or Hinder Those Engaged in Weight-loss Programs? – From Weight Watchers”***  
Karen Miller-Kovach, MS, RD, Weight Watchers
- 11:15 a.m. – 11:30 a.m.**      ***“How Does the Current Label and Packaging Help or Hinder Those Engaged in Weight-loss Programs? – From a General Dieticians Perspective”***  
Susan Cummings, MS, RD, American Dietetic Association
- 11:30 a.m. – 12:00 noon**      ***“What Labeling or Packaging Changes With Respect to Weight Management Might Stimulate Product Reformulation Decisions?”***  
Bob Smith, President, Ph.D., R E Consulting, Inc.,
- 12:00 noon – 1:00 p.m.**      ***Lunch (local cafeteria)***
- 1:00 p.m. – 1:25 p.m.**      ***“What Can Be Learned From Experiences With Logos or Certification? – The Case of The Swedish Key Hole “***  
Åsa Brugård Konde, Swedish National Food Administration
- 1:25 p.m. – 1:50 p.m.**      ***“Marketing the Label to Consumers”***  
Alison J. Kretser, M.S., R.D., Director of Scientific and Nutrition Policy, Grocery Manufacturers of America

## **EXPERTS VIEWS PANELS**

**2:00 p.m. – 3:20 p.m.            *Food Packaging and Labeling***

*Panel objective:* Moderator will ask each panelist for his or her 3-minute (total) response to the following questions. Discussion for clarification, including audience participation will be encouraged. Written responses to the record will be accepted as well.

- What are the messages suggested by the available data that are likely to affect weight gain, weight management, or weight loss?
- How might those messages be communicated through labeling?
- What are the pros and cons of communicating through labeling the messages that the data suggest?

*Moderator:* Peter Pitts, Associate Commissioner for External Relations, FDA

*Panelists:* Rodolfo Nayga, Jr., Ph.D.; Julie Caswell, Ph.D., (University of Massachusetts); Carol Tucker Foreman (Consumer Federation of America); Sue Borra, Bob Earl, MPH, RD; Brian Wansink, Ph.D.; Karen Miller-Kovach, MS, RD; Susan Cummings, MS, RD; Bob Smith, Ph.D.; Rona Henry MBA, MPH, (Robert Wood Johnson Foundation); William Dietz, MD, Ph.D., (Centers for Disease Control and Prevention); Alison J. Kretser, M.S., R.D.

**3:20 p.m. – 3:35 p.m.            *Break***

**3:35 p.m. – 5:00 p.m.            *Restaurants***

*Panel objective:* As an exploration of whether lessons learned through examination of food labeling and packaging improve our understanding of dietary messaging in restaurants, this session will provide a restaurant perspective on the issue of consumer information and promotion of food choice as a part of healthy lifestyles. This session will explore consumer research and industry programs used to help customers make more informed choices in restaurants. Panelists will discuss successes and challenges in providing menus and information to meet customer demands.

*Co-moderators:*

Peter Pitts, Associate Commissioner for External Relations, FDA

Steven Grover, Vice President, Health and Safety Regulatory Affairs, National Restaurant Association (NRA)

*Panelists:* Hudson Riehle, Senior Vice President, Research & Information Services, NRA; Linda Bacin, Vice President, bella!Bacino's; Mats Lederhausen, President- Business Development Group, McDonald's Corp.; Christianne Ricchi, President, i Ricchi Restaurant; Brian Yost, Vice President, Restaurant and Beverage, Marriott International, Inc.; Additional Speaker TBD

Transcripts of the workshop will be available after December 8, 2003 in docket 2003n-0338. The docket can be accessed electronically at <http://www.fda.gov/ohrms/dockets/dockets/03n0338/03n0338.htm>

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We will also be accepting written comments related to the workshop until December 12, 2003. Please send written comments to the Division of Dockets Management (HFA-305), Food and Drug Administration, 5630 Fishers Lane, Room 1060, Rockville, MD 20852, by email [FDADockets@oc.fda.gov](mailto:FDADockets@oc.fda.gov), or electronically <http://www/fda.gov/dockets/ecomments> and reference docket number 2003N-0338.