Feeding the World Population
Today and Tomorrow

May 16 – 17, 2012
According to current projections, the global population will reach eight billion by 2025-2030, and will likely reach nine billion by 2045-2050. Feeding this expanding population and meeting rising consumer expectations will present production, nutritional and food safety challenges that will require new approaches and unique solutions. Local issues will quickly become global issues with the continuing globalization of the food supply.

The Food Safety Modernization Act is the most sweeping reform of U.S. food safety regulations in more than 70 years and is designed to shift safety of the food supply from responding to contamination to preventing it. FSMA stresses increased collaboration between regulatory agencies, both foreign and domestic, and the food industry in designing and implementing new food safety systems that provide assurance foods meet acceptable safety standards. Focusing the consumers’ attention away from “chemo- and micro-phobia” and towards the measures taken by industry and regulatory to assure safety will place new demands on the message and how it is communicated. The importance of processed foods in feeding the growing population while meeting nutritional requirements for preventing disease and other food-associated maladies will be stressed.

The JIFSAN Advisory Council’s 2012 Symposium will focus on some of the issues and requirements of feeding the growing global population while meeting increasing domestic and international regulatory requirements and expanding consumer expectations for nutrition and safety. Emphasis will be on domestic markets, regulations and consumers, but global implications will be discussed.

Information, and how it is presented to the consumer, is important in forming consumers’ perceptions of food, the food industry, and government agencies that regulate the food industry. The message, and the medium for delivering the message, will be discussed in each session, and insight will be provided to help understand consumers’ concerns, how they hear and react to information, and what will be necessary to strengthen consumer confidence.

JIFSAN has made great strides towards becoming a world leader in food safety training and is well positioned to make significant positive contributions to meeting the growing demand for safe food.
University of Maryland
Joint Institute for Food Safety and Applied Nutrition
Advisory Council 2012 Annual Spring Symposium

Feeding the World Population Today and Tomorrow

Greenbelt Marriott Hotel
Greenbelt, Maryland
May 16, 2012

7:30 AM Registration & Continental Breakfast

9:00 AM Welcome
Jianghong Meng, Director, JIFSAN
George Evancho, Symposium Chair

9:15 Symposium Keynote Speaker
Mr. Michael Taylor
Deputy Commissioner for Foods
Food and Drug Administration

9:45 Session 1: Global Food Safety Initiatives

Session Introduction
Chair: Bradd Eldridge, Abbott Nutrition
Co-Chair: DeAnn Benesh, 3M

9:55 Food Safety Moderation Act (FSMA)
Speaker: Jenny Scott, Food and Drug Administration

10:30 BREAK

10:40 Global Manufacturers and Governments Response to FMSA – An Industry Perspective
Speaker: Peggy Rochette, Grocery Manufacturers of America
11:15  **Fresh Produce Rule – Importation and Traceability -- A Producers Perspective**  
*Speaker: Barry Eisenberg, United Fresh Produce Association*

11:45  **FSMA Communication and Outreach**  
*Speaker: Kari Barrett, Food and Drug Administration*

Questions and Answer Session

12:30 PM  **Lunch**  
*Speaker: Dr. Chavonda Jacobs-Young  
Director of the Office of the Chief Scientist  
U.S. Department of Agriculture*

2:00  **Session 2: Turning the Page from “Chemo and Microphobia” to “Food Safety”**

**Session Introduction**  
*Chair: Julie Jones, St. Catherine University  
Co-Chair: Tony Flood, International Food Information Council*

2:10  **Microbiological Issues**  
*Speaker: Donald Zink, Food and Drug Administration*

2:45  **Myths about Chemicals in Foods – Risks/Benefits**  
*Speaker: Julie Jones, St. Catherine University*

3:20  **BREAK**

3:40  **Positioning the Food Industry to Address Chemical Safety**  
*Speaker: Henry Chin, The Coca Cola Company*

4:15  **Consumer Reaction to Chemicals**  
*Speaker: Marianne Smith-Edge, International Food Information Council*

Questions and Answer Session/ Day Overview

**Evening Event**

5:30 PM  Reception and Participant’s Dinner

8:30 PM  *Conclusion of Dinner*
Advisory Council 2012 Spring Symposium

Feeding the World Population Today and Tomorrow

Dedication to

Dr. Sanford (Sandy) Miller

Greenbelt Marriott Hotel

Greenbelt, Maryland

May 17, 2012

7:30 AM Registration & Continental Breakfast

9:00 AM Welcome – Day Two
Jianghong Meng, Director, JIFSAN
George Evancho, Symposium Chair

Dedication to Dr. Sanford (Sandy) Miller
Speaker: Dr. Lester Crawford – Consulting Pharmacologist
Presentation of Plaques

9:30 Session 3: Role of Processed Foods in Nutrition and Disease

Session Introduction
Chair: Patrizia Barone – Unilever

9:40 Feeding the World’s Population: How Agriculture Contributes to Nutrition?
Speaker: Florence Rolle, FAO Liaison Office for North America

10:15 Break

10:30 Fortification’s Contribution to Meeting Dietary Nutrient Recommendations
Speaker: Eric Hentges, ILSI North America

11:00 Consumer Messaging on Nutrition
Speaker: Xiaoli Nan and Kelly Madden, University of Maryland – College Park
Questions and Answer Session/Symposium Wrap-up
Jenny Scott
Food and Drug Administration, CFSAN

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 that 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, DC, where she held various positions over a 29-year tenure. She received an A.B. degree in biology from Wellesley College, an M.S. in bacteriology from the University of Wisconsin, and an M.S. in food science from the University of Maryland. She has published widely in the areas of microbial food safety. She has been active in professional associations such as the American Society for Microbiology, the Institute of Food Technologists, and the International Association for Food Protection, of which she was President in 2000-2001. She is a fellow of both IAFP and IFT. Ms. Scott served 3 terms on the US National Advisory Committee on Microbiological Criteria for Foods and currently serves as the US delegate to the Codex Committee on Food Hygiene.
Peggy S. Rochette  
**Grocery Manufacturers Association**

Peggy S. Rochette serves as Senior Director of International Affairs for the Grocery Manufacturers Association (GMA). In that role, she manages international regulatory and trade issues to support the interests of over 400 food companies and has expertise in international regulatory trends and requirements. Peggy provides leadership for GMA work in Codex Alimentarius and for the U.S. Food Industry Codex Coalition. She is the secretariat for the International Alliance of Grocery Manufacturer Associations (ICGMA) which represents the interests of allied food associations in ten nations. She serves on the USDA Agricultural Trade Advisory Committee (ATAC) on Processed Foods and on the Department of Commerce Industry Trade Advisory Committee (ITAC) on Standards and Technical Trade Barriers. Peggy provides industry leadership for APEC’s Partnership Training Institute Network (PTIN) on food safety. Peggy is also a member of several Washington based coalitions dedicated to facilitating trade in agricultural products and engaged in influencing the development of U.S. regulation and legislation as it applies to global trade in food products.

GMA represents the world’s leading food, beverage and consumer products companies. The association promotes sound public policy, champions initiatives that increase productivity and growth and helps to protect the safety and security of the food supply through scientific excellence. GMA resulted from a merge in January 2007 between the Grocery Manufacturers Association and the Food Products Association (formerly the National Food Processors Association).

Prior to joining the association in 1996, Peggy served as the Director of Government Affairs for the National Grocers Association (NGA) where she represented the retail and distribution sector of the food industry. Peggy has a B.S. degree from Cornell University.
Dr. Barry Eisenberg is the Vice President of Food Safety Services for the United Fresh Produce Association. In this role he heads education, training and hands-on improvement programs for members. He recently left his position as VP of Technical Services for River Ranch Fresh Foods and has served as the Chairman of the United Fresh Produce Association Food Safety and Technology Council. He received his BS degree from Cal Poly in San Luis Obispo in Ornamental Horticulture and his MS and PhD from The Ohio State University specializing in postharvest physiology. He has been on the faculty at the University of Illinois, worked for Campbell Soup and Chiquita as well as being the Department Head of Environmental Horticulture at Cal Poly in San Luis Obispo.

Barry’s has worked in Europe, the Middle East and Latin America building programs in postharvest physiology, quality systems and food safety... He is a specialist in total systems analysis.
Kari Barrett holds the position of Advisor, Public Engagement, in the U.S. Food and Drug Administration’s (FDA’s) Office of Foods led by the Deputy Commissioner for Foods. Kari, in her role of advisor, provides management leadership and consultation on communications tied to the Agency’s public foods related initiatives. Specifically, she plans, develops, conducts and directs Agency-level stakeholder outreach on food safety, nutrition, and other food-related issues to advance FDA’s public health and consumer protection goals. Recent FDA Office of Foods communications have focused significantly on the implementation of the new Food Safety Modernization Act (FSMA), the most significant piece of food safety legislation in over 70 years focused on preventing foodborne illness through a foundation of preventive controls throughout the food industry supply chain.

Prior to her most recent role at FDA, which she started in August 2011, Kari spent a year working for the Leavitt Partners consulting group in the firm's Food Safety and Import Practice specializing in food safety policy and regulation. Kari first came to FDA in 2002 and served as the Deputy in the Office of Legislation and addressed legislative issues across all FDA product Centers. She then helped to establish the FDA Office of Chief of Staff where she served as a Deputy Chief of Staff. In this role, Kari planned and managed a wide variety of FDA priority announcements and worked closely with consumer groups, industry and other Federal agencies. It was during her time in the Office of Chief of Staff that the nation experienced a number of significant foodborne illness outbreaks including spinach and melamine. Kari worked closely with the FDA foods centers and regulatory affairs branch on strategic planning and policy development to respond to the need to upgrade the nation’s food safety system.

Before working at FDA, Kari spent 15 years in trade association management and leadership positions. She served as the Director, Regulatory and Technical Affairs – Plant Operations Team Leader for the American Chemistry Council from 1999 to 2002. Ms. Barrett also served as a Senior Regulatory Analyst for the American Petroleum Institute and as an Associate Director, Regulatory Affairs, for the Chemical Manufacturers Association. Much of her trade association work focused on developing and implementing strategic initiatives in the areas of worker and plant safety and security.

*Ms. Barrett received a Bachelor of Arts degree from the University of Maryland and has completed graduate coursework there toward a Masters of Public Policy. She lives in Rockville, Maryland with her husband and three daughters.*
Dr. Donald L. Zink received a Bachelor of Science degree from Abilene Christian University. He earned an M.S. degree in Microbiology and a Ph.D. in Biochemistry and Biophysics from Texas A&M University. Between 1978 and 1983, he held faculty positions at Texas A&M University’s College of Veterinary Medicine and at the University of Arizona in the Department of Microbiology and the Department of Food Science. He joined Campbell Soup Company in 1983 as Manager of Process Microbiology where he worked in the area of refrigerated food safety and aseptic processing. In 1990, he joined Nestle, where he held various positions in Quality Assurance for the Carnation Company and later served as Director of Food Safety for Nestle USA. In 2000, he joined a new beef processing venture company, Future Beef Operations, as Vice President of Research and Development and Product Safety. In 2002, he joined the U.S. Food and Drug Administration’s Center for Food Safety and Applied Nutrition where he served as a Senior Food Scientist in the Office of Food Safety and is currently serving as Senior Science Advisor for CFSAN in the Office of the Center Director.

Dr. Zink has served as a member of several advisory committees including the Committee on Program and technical Review of the U.S. Army Natick RDEC for the National Research Council and the National Advisory Committee on Microbiological Criteria for Foods.
Julie Jones, a board Certified Nutrition Specialist and Licensed Nutritionist and received her Ph.D. in Food Science and Nutrition from the University of Minnesota. Currently she is professor Emeritus St. Catherine University in St. Paul. She is a scientific advisor for many organizations including the Joint Institute of Food Safety and Nutrition for the University of Maryland and the US Food and Drug Administration, the International Life Sciences Institute of North America, and the Grains Food Foundation.

She has written and spoken about many aspects of nutrition science but is especially interested in food safety, fiber, whole grains and food-based solutions to improve nutrition such as the DASH or Mediterranean diet.
Henry B. Chin  
The Coca-Cola Company

Dr. Henry Chin is the Senior Director for Food Safety, Scientific and Regulatory Affairs at The Coca-Cola Company. At The Coca-Cola Company he is responsible for scientific and regulatory policy on food safety issues, including ingredients, and standards. He has made numerous presentations on food safety and on managing food safety risks.

Prior to joining Coca-Cola, he was with the National Food Processors Association (NFPA) for nearly 30 years, providing scientific and technical advice to most of the major food companies in the United States. At NFPA, Henry held positions as Vice President of the Laboratory Centers, with responsibility for analytical chemistry, food microbiology and process development, and as Vice President of Toxicology and Food Science, with responsibility for food safety programs related to food composition, and chemical contaminants.

Henry is a past President of AOAC International (the Association of Official Analytical Chemists), and has been a member of numerous government and academic advisory panels on various aspects of food safety including food additives and pesticide residues. He currently serves on the Board of Trustees of the Health and Environmental Sciences Institute (HESI) and the International Life Sciences Institute (ILSI) and chairs the Chemicals Management Committee of GMA, co-chairs the Food Safety Committee of the International Food Information Council, is a member of the Food Ingredients Intentional Adulterants Expert Panel at the Food Chemicals Codex/USP, one of the leaders of a task force on food safety policy at the Institute of Food Technologists (IFT), and a member other professional and trade organizations. For the past 3 years, Henry has been head of the delegation representing the International Council of Beverage Associations (ICBA) at the Codex Committee on Contaminants in Food.

He received his doctorate in chemistry from the University of Southern California, and Bachelor’s degree from the University of California, Berkeley. After completing his doctoral studies, Dr. Chin returned to Berkeley as a post-doctoral research associate in Chemistry.
Marianne Smith-Edge, MS, RD, LD, FADA is Senior Vice President, Nutrition & Food Safety for the International Food Information Council (IFIC) in Washington, DC, a nonprofit organization that effectively communicates sound, science-based information on nutrition and food safety to health professionals, educators, government officials, journalists and consumers.

In her role at IFIC, Smith Edge is responsible for directing the overall nutrition and food safety strategic initiatives of the organization, group facilitation and external collaborations. She also serves as IFIC’s spokesperson on various nutrition, food safety and health issues.

Smith Edge is an experienced communicator, strategic planner, and facilitator with over 25 years of experience. Prior to joining IFIC, she was the owner of MSE and Associates, LLC providing strategic nutrition consulting services for the food and healthcare industry, as well as commodity groups. Smith Edge’s expertise includes strategic positioning of nutritional products/services, nutrition communications, healthy aging and food allergies. She is a nationally recognized speaker in health, wellness and farm-to-table issues.

Smith Edge is a past president of The American Dietetic Association and received the ADA Medallion Award in 2009. Smith Edge is also a member of the Institute for Food Technologists (IFT) and the American Public Health Association. She recently completed her second term on the USDA National Research, Extension, Education, & Economics Advisory Board, the advisory board to the Secretary of Agriculture.

Smith Edge holds a Bachelor of Science degree in dietetics from the University of Kentucky where she was a member of the Board of Trustees (2000-06) and a master’s degree in public health-nutrition from Western Kentucky University. In August 2009, she earned a certification in Appreciative Inquiry from the Weatherhead School of Management, Case Western Reserve University.
Lester M. Crawford, DVM, PhD, MDV (hon)
Consulting Pharmacologist

Served in executive positions at FDA from 1975 to 2005 including: Commissioner, Deputy Commissioner and Center Director

Served as Administrator of the Food Safety and Inspection Service of the US Department of Agriculture (1987-1991). Also was Associate Administrator (1986).

In the academic world, Crawford served for 13 years in various capacities at the University of Georgia including Chairman of the Department of Physiology and Pharmacology as well as Associate Dean. At Georgetown University, he was Director of the Center for Food and Nutrition Policy from 1997 to 2001.

Crawford held positions of authority at the National Food Processors Association and the Association of Veterinary Medical Colleges in the 1990s.

He is author of over 100 scientific papers and co-author of four books.

Over the years he has consulted with the World Health Organization, the US Department of State, the governments of Hungary, Ireland, Singapore, Taiwan and others. He also has consulted for numerous biological, medical, medical device, veterinary medical and food companies.
Florence Rolle
Food and Agricultural Organization of the United Nations

Florence Rolle is the Senior Liaison Officer of the FAO Liaison Office for North America since September 2010. She has been with FAO since 1998, first in Rome as an advisor to the Assistant Director General of the Technical Cooperation Department and then in Ethiopia as a food security expert and then as the donor coordinator seconded to the World Bank office in Addis Ababa. She has a MSc degree in Rural Resources and Environmental Policy from Imperial College, UK and two equivalent MSc degrees in Agronomy, Water and Forest from the "Génie Rural, des Eaux et des Forêts" and the "Institut National Agronomique Paris-Grignon", France. Prior to joining FAO, she worked for the private sector on water management and soil rehabilitation from 1991 to 1998.

Eric Hentges
ILSI North America

Dr. Eric Hentges joined the International Life Science Institute, North America (ILSI N.A.) as the Executive Director in 2007. ILSI N.A. is a nonprofit organization, located in Washington, DC, that provides a forum for academic, government and industry scientists to identify and resolve nutrition and food safety issues important to the health of the public. Prior to this appointment he served as the Executive Director of the U.S. Department of Agriculture’s, Center for Nutrition Policy and Promotion. In this position he had oversight of the USDA’s involvement in the development of the 2005 Dietary Guidelines for Americans and MyPyramid, Food Guidance System. Dr. Hentges has over 25 years of experience directing nutrition research, priority planning, and administration of competitive research grant programs for several national organizations. Additionally, he has led the development and implementation of nutrition education programs, and consumer market research programs. Dr. Hentges holds degrees from Iowa State University, Auburn University and Oklahoma State University. He is a member of the American Society for Nutrition, the International Association for Food Protection, and the Institute of Food Technologists.
Xiaoli Nan
University of Maryland – College Park

Xiaoli Nan (Ph.D.) is an assistant professor in the Department of Communication at the University of Maryland (UMD) and the director of the UMD Center for Health and Risk Communication. Dr. Nan’s research is focused on health and risk communication, particularly the role of persuasive messages and traditional and emerging media in shaping health behaviors and risk perceptions. Her current research projects investigate the design of persuasive messages to promote human papillomavirus (HPV) vaccination, vaccine risk communication in the mass media and its impact on public opinions, and risk communication related to food safety, nutrition, and smoking. Dr. Nan’s research has appeared in some of the most influential journals in the field of communication such as Health Communication, the Journal of Health Communication, Communication Research, and Human Communication Research. Her work has received several top paper awards from the International Communication Association and the Association for the Education of Journalism and Mass Communication. Her research has been supported by various federal agencies including the National Cancer Institute of the National Institutes of Health, the Food and Drug Administration, and the US Department of Agriculture.

Kelly Madden
University of Maryland – College Park

Kelly Madden is a doctoral student studying Persuasion and Media Effects in the Department of Communication at the University of Maryland. Kelly received her B.A. in Journalism and Psychology from Penn State University and her M.A. in Communication, specializing in Media and Culture, from Villanova University. Her work examines the representation of key information related to health and health policy in new and traditional media platforms and the effects of this information on health behaviors and the support of health policies. Kelly has taught public speaking courses and an upper-level course in health communication at the University of Maryland.