8:00 AM     Registration & Continental Breakfast

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

9:15        Session 1:  Some Say “To Avoid Food Risks, Buy and Eat Organic Food”
            ❖ Potential Benefits and Risks of Consuming Either Organic and
              Conventional Foods
            ❖ Potential Benefits and Risks to Land Use, Supply Chain and Economic
              Impact
            ❖ Sustainability of Farm Practices: U.S. and Global

Introduction
            Chair:   Donna Rosenbaum, Food Safety Partners Ltd, Northbrook, Illinois

            Production of Organic and Conventional Foods
            **Jennie Schmidt, Registered Dietician, Foodie Farmer, Blogger, Agriculture
              Communicator, Eastern Shore, Maryland

9:45        Yield Comparison:  Conventional and Organic Agriculture
            **Virginia Shuefort McGill

10:15       Questions/Answer Session

10:30       Break
10:45 Economic Impact: Sustainability of Current and Future Agriculture Technologies (Biotech)
**Robert Thompson, Johns Hopkins University, Baltimore, MD   OR  
**Richard Williams, George Mason University, Mercatus Center, Arlington, VA

11:15 *Mapping Consumer Trends in Food and Agriculture Technologies
William Hallman, Rutgers University, New Brunswick, NJ  *(Confirmed)*

12:00 PM  Lunch

1:00 Session 2:  Don’t Eat This, Eat That; Don’t Eat That, Eat This to Meet Your Goal of Zero Risk – Risk of What?

❖ What Factors Drive Consumers to Request ‘Zero’

❖ What are the Nutritional and Food Safety Consequences Associated with Achieving ‘Zero’
  - Sodium
  - BPA
  - Arsenic

Introduction
Chair:  TBD
Risk Assessment: Discussion on Naturally Occurring Compounds in Food
**Terry Troxell, Exponent, Washington, DC

1:45 The Arsenic Debate Continues: What are the Facts about Arsenic in Food and Beverages – The Whole Food Discussion
**James Coughlin, Aliso Viejo, California

2:15 Question/Answer Session

2:30 Break

2:45 Blood Levels of BPA in Human Population: What We Currently Know about BPA – A Scientific Update
**Richard Sharpe, United Kingdom   OR  
**Justin Teegaruden, Northwest Pacific National Labs, Richland, Washington

3:15 Life Prior to BPA: The Microbiological and Public Health Risk of BPA
**Aaron Brody, University of Georgia, Griffin, Georgia

3:45 Roundtable

Nutrient Requirement for Sodium: Exploring the Food Safety and Public Health Implications of ‘Zero’: Explaining the Nutrition/Food Safety Balance of Sodium Reduction
Food Safety Balance of Sodium Reduction
Moderator: TBD

Speakers:
**Marianne Smith Edge, International Food Information Council, Washington, DC
**Adam Drenowski, University of Washington, School of Public Health, Department of Epidemiology, Seattle, Washington
Industry Speaker TBD (Unilever or Campbell Soup)

4:45 Wrap Up / Summary

5:00 Adjourn

Evening Event

5:30 Reception and Participant’s Dinner

8:30 PM Conclusion of Dinner
8:00 AM  Registration & Continental Breakfast

9:00 AM  Welcome – Day Two
George Evancho, Symposium Chair

Session 3: Marketing Fear to Consumers: The Unintended Consequences of Communicating Risk

❖  Experts Range of Perspectives:
  o  To Expand the Conversation Beyond Traditional Risk Communication
  o  To Examine the Unintended Consequences of Communicating Zero Risk
  o  To Consumers and the Public

Introduction
Chair: Anthony Flood, International Food Information Council, Washington, DC

When Zero Risk is Actually Dangerous to Your Health
**Richard Canady, International Life Sciences Institute, Washington, DC

9:45  Is Zero Risk Actually Possible When Communicating Risk to Consumers: A Public Health Perspective
**Christine Prue, Centers for Disease Control, Atlanta, Georgia (?)

10:15  Break

10:30  News and Information Reporting: European Perspective of Zero Risk
**Josephine Wills, The European Food Information Council, Brussels, Belgium
11:00  The Media’s Approach to Reporting Food Risk
     **Deborah Blum, Chicago Tribune, Chicago, Illinois

11:30  Symposium Wrap-up

*Speaker Confirmed

** Speaker not confirmed