8:00 AM  Registration & Continental Breakfast

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

9:10  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

9:20  Comparing Farming Systems: Organic, Conventional and Biotechnology
Jennie Schmidt, Registered Dietician, Foodie Farmer, Blogger, Agriculture Communicator, Eastern Shore, Maryland

10:05  Break

10:20  Conventional or Organic Produce? The Microbiological Question
Shirley Ann Micallef, University of Maryland, College Park, Maryland

11:05  Economic Impact: Sustainability of Current and Future Agriculture Technologies (Biotech)
Robert Thompson, Johns Hopkins School of Advanced International Studies, Washington, DC
11:50 AM       Lunch

1:00       Mapping Consumer Trends in Food and Agriculture Technologies
          *William Hallman, Rutgers University, New Brunswick, NJ*

1:45 PM       Session 2: Don’t Eat This, Eat That; Don’t Eat That, Eat This to Meet Your Goal of Zero Risk – Risk of What?

 USD What Factors Drive Consumers to Request ‘Zero’
 USD What are the Nutritional and Food Safety Consequences Associated with Achieving ‘Zero’

 USD BPA
 USD Arsenic

Introduction
          *Chair: Bradd Eldridge, Abbott Nutrition, Abbott Park, IL*

1:55       Truth and Consequence in Risk Assessment and Management
          *Terry Troxell, Exponent, Washington, DC*

2:40       The Arsenic Debate Continues: What are the Facts about Arsenic in Food and Beverages – The Whole Food Discussion
          *James Coughlin, Coughlin & Associates, Aliso Viejo, California*

3:25       Break

3:40       Blood Levels of BPA in Human Population: What We Currently Know About BPA – A Scientific Update
          *Daniel Doerge, Food and Drug Administration, National Center for Toxicological Research, Jefferson, Arkansas*

4:25       Life Prior to BPA: The Microbiological and Public Health Risk of BPA
          *Henry Chin*

5:10       Session Wrap Up / Day Summary

5:30       Adjourn

**Evening Event**

5:45       Reception and Participant’s Dinner

8:30 PM       Conclusion of Dinner
University of Maryland  
Joint Institute for Food Safety and Applied Nutrition  
2014 Annual Spring Symposium  

The Case of Avoiding Risk: Truth or Consequences  

Sheraton Washington North Hotel  
Beltsville, Maryland  
April 25, 2014  

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:  

☐ To Expand the Conversation Beyond Traditional Risk Communication  

☐ To Examine the Unintended Consequences of Communicating Zero Risk to Consumers and the Public  

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

Richard Canady, International Life Sciences Institute, Washington, DC  

10:00  Is Zero Risk Actually Possible When Communicating Risk to Consumers: A Public Health Perspective  
Christine Prue, Centers for Disease Control, Atlanta, Georgia  

10:45  Break
11:00 Media Coverage of Food Risk  
*David Ropeik, Harvard University, Cambridge, Massachusetts*

11:45 **Interactive Roundtable**  
**Invited Guest Panel of Experts: Tentative**

- William Hallman – Rutgers University
- David Ropeik – Harvard University
- Christine Prue – Centers for Disease Control – U.S. and European Perspective
- James Coughlin – Coughlin & Associates
- Richard Canady – International Life Sciences Institute

12:30 **Symposium Wrap-up**

* Note: Participants will be provided 3-4 key questions to consider and possible recommendations based on questions submitted.

4/4/14