



Consumer Federation of America

PRESS ADVISORY
FOR IMMEDIATE RELEASE

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SENATORS CHAMBLISS AND MURKOWSKI, FDA'S VON ESCHENBACH TO ADDRESS 29TH ANNUAL FOOD POLICY CONFERENCE, SEPTEMBER 14-15

*Marketing to Children, Reshaping Agriculture Policies, and Whether the Marketplace Can Satisfy Consumers
Are Key Panel Topics for National Press Club Event*

Washington D.C.- On September 14th and 15th, the Consumer Federation of America will bring together leading food safety and nutrition experts, government officials, food industry leaders and consumer advocates to discuss, debate, and present critical food policy issues at the 29th annual National Food Policy Conference. The National Food Policy Conference will focus on the marketing of food to children, shaping U.S. agriculture policies to meet the needs of the public and whether the marketplace can provide consumers with what they want. In addition, the conference will address the National Uniformity Bill, nanotechnology, biofuels, the impact of eating away from home, state initiatives to improve child nutrition, promoting organic foods while encouraging sustainability and local production, the 2007 Farm Bill, the complexities of traceability and a century of U.S. food safety laws.

The National Food Policy Conference is the premier Washington policy conference covering food safety, nutrition and agriculture issues and provides an excellent opportunity for local and national media to learn about the latest food safety and health issues affecting the American consumer. Topics of interest to the media include:

Thursday, Sept 14

9:00 a.m.

Marion Nestle, New York University professor and author of "What to Eat" highlights some of the most pressing nutrition issues confronting consumers today.

9:30 a.m.

Lisa Murkwoski, U.S. Senator discusses Congressional responses to improve childhood nutrition.

10:00 a.m.

Phil Lempert, Supremarket Guru and correspondent for NBC's *Today Show* shares his research on factors that influence consumer decisions in the marketplace.

1:30 p.m.

Saxby Chambliss, U.S. Senator discusses agriculture policy and the 2007 Farm Bill.

2:00 p.m.

Marketing to Children: A panel of experts explores the complex world of food marketing to children.

4:45 p.m.

Book Signing: New York University professor **Marion Nestle** signs copies of her new book, "What to Eat."

Friday, Sept 15

9:00 a.m.

Shaping Food and Agriculture Policy to Meet Public Needs in a Time of Change: A panel of experts from the food industry, farming sector and international arena debates U.S. agriculture policy.

10:30 a.m.

Andrew von Eschenbach, Acting FDA Commissioner discusses his agency's nutrition priorities and challenges.

1:00 p.m.

Richard Raymond, Under Secretary for Food Safety discusses efforts to improve food safety.

EVENT:

National Food Policy Conference 2006

DATE:

September 14-15

TIME:

Thursday 8:30 am to 6 pm – Friday 9 am to 2:30 pm

LOCATION:

National Press Club, 529 14th Street, NW

Note: The National Food Policy Conference is organized each year by the Consumer Federation of America, in cooperation with the Food Products Association. Online registration is available on the Consumer Federation of America's website, www.consumerfed.org. For additional information, contact Chris Waldrop, Consumer Federation of America, 1620 I Street, NW, Suite 200, Washington, DC, 20006. Phone: (202) 797-8551, cwaldrop@consumerfed.org