

12:30pm - 2:00pm **Lunch: Beans. The Vegetable with More.**
Sponsored by: Bush Beans
▪ Sara F. Rose, Bush Brothers & Company
▪ Connie Guttersen RD PhD, Culinary Institute of America at Greystone & Author of The Sonoma Diet

Educating people to think of beans as a vegetable and increasing awareness of their unique benefits can be an effective strategy in closing the gap between current and recommended consumption levels and achieving the 2005 Dietary Guidelines for Americans.

2:00pm - 2:15pm **Break**

2:15pm - 2:30pm **Avocados: A to Z**
Sponsored by: Chilean Avocado Association

This session will briefly highlight nutritional value of avocados as well as new and unique uses beyond guacamole.

2:30pm- 3:15pm **Stretching Your Meat Dollar**
▪ American Meat Institute

American Meat Institute will discuss the issue of food prices with a particular focus on meat costs.

3:15pm - 3:45pm **Break**
Sponsored by: Vidalia Onion

3:45pm - 4:45pm **Panel: The Changing Landscape of Food Safety**
▪ Bruce Peterson, Naturipe Farms LLC
▪ Mike Ambrosio, Wakefern
▪ Shelley Feist, Partnership for Food Safety Education

4:45pm - 5:00pm **Whole Grain Health Claim**
▪ USA Rice

A brief overview of the FDA health claim for whole grain brown rice approved in early 2008.

5:00pm - 6:00pm **"Healthy Rice Bowls- One-Dish Wonders" Reception**
Sponsored by: USA Rice and Georgia Pecan Commission

7:00pm - 9:00pm **Dinner on Your Own**

Tuesday, October 7

7:30am - 12:00pm **Registration Open**

7:30am - 12:00pm **Sharing Tables**

7:30am - 8:30am **Breakfast: "Benefits of Grain Foods"**
Sponsored by: Grain Foods Foundation
▪ Judi Adams, MS, RD, Grain Foods Foundation

This session will discuss grain foods as a major source of antioxidants and fiber and also address the glycemic index and the role it does/doesn't play in a healthy person's diet.

8:30am - 9:45am **Social Responsibility**
▪ Boston College Center for Corporate Citizenship
▪ Ethics Resource Center

Social Responsibility is fast becoming a brand pillar under which many communications and community relations programs reside. Learn how this area is relevant to you.

9:45am - 10:00am **Coffee Break**

10:00am - 11:30am **Negotiating with Multiple Audiences: What Messages for Whom and When**
▪ Dr. Brian Mandell, Kennedy School Negotiation Project at Harvard University

Learn how you can address and respond to your varied audiences to achieve mutual satisfaction.

11:30am - 12:15pm **New Food Stamp Research Unveiled and How Supermarkets Can Support Relevant Communities**
▪ Maura Daly, Second Harvest
▪ Tracy Pawelski, Giant Food Stores
▪ Kendall Hanna, Central PA Food Bank

12:15pm - 1:30pm **Lunch: Understanding Produce Marketing to Kids**
Sponsored by: Produce for Kids
▪ Gary Caloroso, Sahlman Williams

Find out what top produce items parents are purchasing for their kids, main purchase triggers motivating parents to buy produce, which fruits and vegetables children like most and what motivates kids to eat them.

1:30pm - 1:45pm **Break**

1:45pm - 2:45pm **Accepting the Presence of Social Media**
▪ Claudia Peters, Food Marketing Institute

The Old Adage: Control the Message.
The New Mantra: Let Go of the Message and Entrust it to Others.

Scary? Maybe. But, it's the world of social media. Everyone accepts that technology has completely changed the tools we use to communicate messages. What are the tools and how do we use them? Learn new ways to talk directly with people who can carry your messages through the social media tools at your fingertips.

2:45pm - 3:30pm **FMI Sustainability Initiatives**
▪ Joanie Taylor, Schnucks Markets
▪ Katharine Maroney, ECOS Corporation (invited)
▪ Jeanne Colleluori, Wegmans
▪ Mary McMillen, Buehler's Food Markets, Inc.

3:30pm - 4:30pm **Issue Roundtable Reports, FMI Update and Closing Remarks**

4:30pm - 5:00pm **Closing Cocktail Reception**

