

12:30pm - 2:00pm	<p>Lunch: Beans. The Vegetable with More. Sponsored by: Bush Beans</p> <ul style="list-style-type: none"> ▪ Sara F. Rose, Bush Brothers & Company ▪ Connie Gutterson RD PhD, Culinary Institute of America at Greystone & Author of The Sonoma Diet <p>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.</p>	8:30am - 9:45am	<p>Social Responsibility</p> <ul style="list-style-type: none"> ▪ Boston College Center for Corporate Citizenship ▪ Ethics Resource Center <p>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.</p>
2:00pm - 2:15pm	Break	9:45am – 10:00am	Coffee Break
2:15pm - 2:30pm	<p>Avocados: A to Z Sponsored by: Chilean Avocado Association</p> <p>This session will briefly highlight nutritional value of avocados as well as new and unique uses beyond guacamole.</p>	10:00am - 11:30am	<p>Negotiating with Multiple Audiences: What Messages for Whom and When</p> <ul style="list-style-type: none"> ▪ Dr. Brian Mandell, Kennedy School Negotiation Project at Harvard University <p>Learn how you can address and respond to your varied audiences to achieve mutual satisfaction.</p>
2:30pm- 3:15pm	<p>Stretching Your Meat Dollar</p> <ul style="list-style-type: none"> ▪ American Meat Institute <p>American Meat Institute will discuss the issue of food prices with a particular focus on meat costs.</p>	11:30am - 12:15pm	<p>New Food Stamp Research Unveiled and How Supermarkets Can Support Relevant Communities</p> <ul style="list-style-type: none"> ▪ Maura Daly, Second Harvest ▪ Tracy Pawelski, Giant Food Stores ▪ Kendall Hanna, Central PA Food Bank
3:15pm - 3:45pm	<p>Break Sponsored by: Vidalia Onion</p>	12:15pm - 1:30pm	<p>Lunch: Understanding Produce Marketing to Kids Sponsored by: Produce for Kids</p> <ul style="list-style-type: none"> ▪ Gary Caloroso, Sahlman Williams <p>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.</p>
3:45pm - 4:45pm	<p>Panel: The Changing Landscape of Food Safety</p> <ul style="list-style-type: none"> ▪ Bruce Peterson, Naturipe Farms LLC ▪ Mike Ambrosio, Wakefern ▪ Shelley Feist, Partnership for Food Safety Education 	1:30pm – 1:45pm	Break
4:45pm - 5:00pm	<p>Whole Grain Health Claim</p> <ul style="list-style-type: none"> ▪ USA Rice <p>A brief overview of the FDA health claim for whole grain brown rice approved in early 2008.</p>	1:45pm - 2:45pm	<p>Accepting the Presence of Social Media</p> <ul style="list-style-type: none"> ▪ Claudia Peters, Food Marketing Institute <p>The Old Adage: Control the Message. The New Mantra: Let Go of the Message and Entrust it to Others.</p>
5:00pm - 6:00pm	<p>“Healthy Rice Bowls- One-Dish Wonders” Reception Sponsored by: USA Rice and Georgia Pecan Commission</p>	2:45pm - 3:30pm	<p>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.</p>
7:00pm - 9:00pm	Dinner on Your Own	3:30pm - 4:30pm	<p>FMI Sustainability Initiatives</p> <ul style="list-style-type: none"> ▪ Joanie Taylor, Schnucks Markets ▪ Katharine Maroney, ECOS Corporation (invited) ▪ Jeanne Colletuori, Wegmans ▪ Mary McMillen, Buehler's Food Markets, Inc. <p>Issue Roundtable Reports, FMI Update and Closing Remarks</p>
7:30am - 12:00pm	Registration Open	4:30pm - 5:00pm	Closing Cocktail Reception
7:30am - 12:00pm	Sharing Tables		
7:30am - 8:30am	<p>Breakfast: "Benefits of Grain Foods" Sponsored by: Grain Foods Foundation</p> <ul style="list-style-type: none"> ▪ Judi Adams, MS, RD, Grain Foods Foundation <p>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.</p>		

