

CONTINUING EDUCATION CREDITS

PHARMACISTS:

Pharmacists with an association or affiliation with, or interest in the association between food and health may earn up to 8.75 hours of CPE credit for participation in this conference.

Selected sessions at the Health & Wellness Conference have been approved for continuing pharmacy education (CPE) credits. Sessions marked for credit are indicated by a UAN # and contact hour designation listed as part of the session description. There are no additional fees to conference registrants to earn CPE credits.

Activity Type: All sessions have been designated as knowledge-based CPE activities.

To receive continuing pharmacy education credit, participants must sign in, attend the sessions in their entirety, and complete a CE registration form. Statements of credit will be mailed within 30 days of completion of the conference. For complete session learning objectives and additional information, go to www.fmi.org.



The University of the Pacific Thomas J. Long School of Pharmacy and Health Sciences is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. All continuing pharmacy education sessions are co-sponsored by the Food Marketing Institute and the University of the Pacific Thomas J. Long School of Pharmacy and Health Sciences.

SUNDAY, APRIL 3, 2011

11:00 AM – 5:30 PM

WELLNESS INNOVATION ZONE P N

INTERNATIONAL BALLROOM II AND III

Discover the power of merging food and pharmacy to create customer health and wellness solutions across the entire store. Learn and take home actionable merchandising and marketing solutions in an interactive and fun atmosphere.

*See page 32 for a list of participating companies and a complete agenda

10:00 AM – 7:00 PM

REGISTRATION

ROTUNDA (INTERNATIONAL FOYER)

5:30 PM – 7:00 PM

WELCOME RECEPTION

GOLF COURSE COMMONS

MONDAY, APRIL 4, 2011

7:00 AM – 8:00 AM

CONTINENTAL BREAKFAST

NATIONAL BALLROOM D

Sponsored by The Kellogg Company

8:00 AM – 8:15 AM

THE SUPERMARKET GURU SPEAKS P N

INTERNATIONAL BALLROOM I

Known as The Supermarket Guru®, Phil Lempert kicks off the conference and lends his thoughts to how retailers can meet the health and wellness needs of today's consumer. Lempert is one of America's leading consumer trend-watchers and analysts. He is the food trends editor and correspondent for NBC News' *Today* show, makes monthly appearances on ABC's *The View*, and has appeared numerous times on *The Oprah Winfrey Show*, *20/20*, CNN, CNBC, Discovery Health and MSNBC. Lempert is the founder and CEO of SupermarketGuru.com, one of the leading online food and health resources helping consumers understand their food, health, lifestyle and shopping options.

UAN # 0006-999-11-019-L04-P (0.75 hours)

8:15 AM – 9:00 AM

**FOOD AS MEDICINE (THAT WILL
ACTUALLY GO DOWN)** **P N**

INTERNATIONAL BALLROOM I

While exercise and smoking behavior are more readily understood and easily mastered, diet is a more complicated contributor to overall health outcomes. Dr. David L. Katz, an internationally renowned authority on nutrition, weight management, and the prevention of chronic disease, shares his perspective on the significance of food on health and makes the case that diet has the potential to count among the most potent of modern medicines, if only the best advice were easier to swallow. Gain insights from Dr. Katz's views on the concept of "Food is Medicine" and the role we can play in helping "make the medicine go down" and saving lives.

- *David L. Katz MD, MPH, FACPM, FACP*

UAN # 0006-999-11-020-L04-P (0.75 hours)

9:00 A.M. – 10:00 AM

**TO KNOW HER IS TO SELL TO HER:
CAPTURING FEMALE HEALTH-
RELATED PURCHASES** **P N**

INTERNATIONAL BALLROOM I

Sponsored by Novo Nordisk, Inc.

One-stop shopping saves time, yet many busy moms still divide their purchases between grocery, specialty and drug stores. The Pink Tank, a unique agency specializing in healthcare-related market research and marketing to women, explores why women make the buying choices they do. Using fascinating data collected via online chat rooms and Twitter feeds, learn what moms want, need and ought to know to meet their family's non-food related health goals at the supermarket and make long-term commitments to health brands. Discover how much people trust the supermarket as a source for healthy products and services. Learn new ways to position your healthy offerings to attract female shoppers and drive incremental sales.

- *Marcee Nelson, President/Founder*
- *Gretchen Goffe, Senior Vice President, Strategic Planning*
Pink Tank, GSW Worldwide, an inVentiv Health company

UAN # 0006-999-11-021-L04-P (1.0 hour)

10:00 A.M. – 10:15 AM

NETWORKING BREAK

Sponsored by Guiding Stars

10:15 AM – 11:15 AM

BREAKOUT SESSIONS

Marketing and Merchandising

ROYAL DUBLIN

Sponsored by American Heart Association

**CONVERGENCE:WELLNESS AND DISEASE
MANAGEMENT** **P N**

Retail shelf-nutrition programs have been successfully implemented by retailers across the country. Learn whether these programs can meet the needs of both healthy consumers interested in general wellness as well as those managing chronic disease states. A panel of experts will address the needs and preferences of multiple consumer segments that shop retail grocery stores for food and pharmacy products and share ideas to help you implement your own shelf-education strategy.

- *Shirley Axe, Health and Wellness Manager, Ahold USA*
- *Annette Maggi, MS, RD, LD, FADA, NuVal LLC*
- *Kim Kirchherr, MS, RD, LDN, CDE, Corporate Dietitian, SUPERVALU INC.*

UAN # 006-999-11-022-L04-P (1.0 hour)

Trends and Technology

ST ANDREWS

Sponsored by IMS Health

BEYOND PHARMACY DISPENSING **P**

Explore the latest technology innovations in the pharmacy world that provide advanced customer solutions such as mobile technology, Risk Evaluation and Mitigation Strategies (REMS) and patient communication. Discover how technology is being used to reach patients based on their specific drug therapy.

- *Bob Dufour, Chief Operations Officer – Partner, Blue Ocean Innovative Solutions*
- *Dev Patel, Executive Vice President of Technology and Board Member, Moonshado, Inc.*
- *Marc J. Ricker, Chief Marketing Officer, IQware Marketing, LLC*
- *Toby Rogers, Executive Vice President, Operations, DestinationRx*

Policy and Partnerships

ROYAL MELBOURNE

10:15 AM – 11:30 AM

IN-STORE MARKETING INNOVATIONS TO REVERSE CHILDHOOD OBESITY P N

*Sponsored by The Robert Wood Johnson
Foundation, The Food Trust and The California
Endowment*

Learn how urban, suburban and rural grocery stores are using novel marketing strategies to drive the purchase of nutritious, affordable foods that promote healthy diets for children and their families. Discover how these strategies represent “win-win” solutions for both consumers and stores by simultaneously addressing and preventing childhood obesity and creating healthy retail profits. Hear a panel of experts describe their experiences, methods and results.

- C. Tracy Orleans, Senior Scientist, The Robert Wood Johnson Foundation
- Judi Larsen, Program Manager, Community Health, The California Endowment
- Yael Lehmann, Executive Director, The Food Trust
- Chris Duffy, Vice President, Pharmacy, Marsh Drugs LLC
- Karen Glanz, George A. Weiss University Professor, Professor of Epidemiology and Nursing, University of Pennsylvania
- Rosa Soto, Regional Director, California Center for Public Health Advocacy
- Stephanie Weiss, Project Manager, The Food Trust

UAN # 0006-999-11-024-L04-P (1.0 hour)

11:15 AM – 11:30 AM

NETWORKING BREAK *Sponsored by Genco ATC*

11:30 AM – 12:30 PM

BREAKOUT SESSIONS

Marketing and Merchandising

ROYAL DUBLIN

Sponsored by American Heart Association

BUSINESS 101 FOR HEALTHCARE P

The pharmacist has long been one of the most trusted and respected professionals. Learn how supermarket pharmacists can play a significant role in enhancing the value of the in-store pharmacy to the whole store while helping customers. Discover how your expertise and customer service skills can increase sales and impact your company's bottom line through cross-selling and educating and how you can enhance its role as a health and wellness destination.

- Lori Hamilton, RN., C., Director, Healthy Initiatives, K-VA-T Food

24Stores, Inc.

Trends and Technology

ST ANDREWS

PHARMACY TRENDS 2011: WHAT'S HOT, WHAT'S NEW P

Explore the current trends and issues facing today's pharmaceutical market such as Average Manufacturer's Price (AMP), health care reform, patent cliff, innovation and Risk Evaluation and Mitigation Strategies (REMS). Discover how these trends may influence your supermarket pharmacy operations.

- Doug Long, Vice President, Industry Relations, IMS Health, Inc.

UAN # 0006-999-11-025-L04-P (1.0 hour)

Policy and Partnerships

ROYAL MELBOURNE

Sponsored by Novo Nordisk, Inc.

BUILDING A LEVEE AGAINST THE PUBLIC HEALTH CRISIS P N

Just as one sandbag won't save a town from an impending flood, one program or initiative alone isn't enough to solve today's public health crisis. A panel of health professionals in the retail industry will discuss cross-departmental collaborative efforts within grocery chains as well as partnerships between retailers and health organizations/medical professionals designed to help consumers more effectively manage their health and to stem the public health crisis.

- Ellie Wilson, MS, RD, Senior Nutritionist, Price Chopper Supermarkets
- Stephanie Walker, RD, Skogen's Festival Foods
- Eileen Myers, MPH, RD, LDN, FADA, Director of Prevention and Health Management, The Little Clinic, a subsidiary of The Kroger Company
- Helen Eddy, Assistant Vice President, Health and Wellness, Hy-Vee, Inc.

UAN # 0006-999-11-026-L04-P (1.0 hour)

12:30 PM – 2:00 PM

**LUNCH KEYNOTE SPEAKER AND
COOKING DEMONSTRATION** **P N**

NATIONAL BALLROOM D

**Food Justice: At the Intersection of Food, Politics,
Poverty, Public Health and the Environment**

How can we provide healthy food choices for all Americans, regardless of income, geography or race? In this interactive presentation, Bryant Terry shows us how the food we eat directly affects issues such as poverty, sustainability, and structural racism. How can we get healthier food into low income urban areas? Fusing food justice and personal history, Terry shows us how to improve access to fresh food in our communities. Also, enjoy a short cooking demonstration.

- Bryant Terry, *Eco Chef, Food Justice Activist, and Author of Vegan Soul Kitchen (VSK): Fresh, Healthy, and Creative African-American Cuisine*

UAN # 0006-999-11-027-L04-P (1.0 hour)

2:00 PM – 6:00 PM

**STRATEGIC EXCHANGE
APPOINTMENTS**

INTERNATIONAL BALLROOM II

*Refreshments sponsored by
AmerisourceBergen Corporation*

7:30 PM – 10:30 PM

**NCAA CHAMPIONSHIP PARTY AND
NETWORKING EVENT**

CHAMPIONS HALL AT THE GOLF CLUB

Sponsored by Mars Chocolate

TUESDAY, APRIL 5, 2011

7:00 AM – 8:00 AM

EDUCATORS BREAKFAST

(By Invitation Only)

DAVID'S CLUB

UAN # 0006-999-11-028-L04-P (30 minutes)

8:00 AM – 8:15 AM

**RECAP OF CONFERENCE
HIGHLIGHTS**

INTERNATIONAL BALLROOM I

8:15 AM – 9:15 AM

**MEASURING THE VALUE OF
SUPERMARKET PHARMACY
CUSTOMERS** **P N**

INTERNATIONAL BALLROOM I

Sponsored by Unilever

Learn how to meet the growing customer demand for health-related products, services and information. New research from SymphonyIRI reveals how valuable supermarket pharmacy customers are to the rest of the store and what drives their non-pharmacy purchases. Gain insight into how today's shopper views the supermarket's ability to meet their healthy lifestyle needs.

- Thom Blischok, *President, Global Innovation and Strategy, SymphonyIRI, Inc.*

9:15 AM – 10:15 AM

BREAKOUT SESSIONS

Marketing and Merchandising

ROYAL DUBLIN

Sponsored by American Heart Association

**PATIENT PERSPECTIVES, PURCHASE PATTERNS AND
POSSIBILITIES FOR SUPERMARKETS** **P N**

Take home actionable ideas to help you design wellness solutions that align with the needs and expectations of your customers. Learn ways to help shoppers manage both the functional and emotional impacts of common conditions such as diabetes and hypertension. This dynamic session unveils insights gathered through a combination of patient interviews and consumer surveys; and provides perspective on what these insights mean for pharmacists, nutritionists, marketers and store operations.

- Sharon Glass, *Group Vice President, Beauty and Wellness, Catalina*

UAN # 0006-999-11-029-L04-P (1.0 hour)

Trends and Technology

ST ANDREWS

Sponsored by IMS Health

THE NEW NUTRITION ENVIRONMENT N

It's a brave new world for today's supermarket customer to navigate the vast array of food and health information. From the 2010 Dietary Guidelines for Americans to tighter controls on product health claims, consumers are exposed to a barrage of efforts by the federal and local governments, schools and consumer health advocates to reduce obesity and promote healthy eating habits. Gain insight on the latest government policies and trends and hear what consumers have to say about their food choices. An update will be provided on the new FMI/GMA Nutrition Keys Front-of-Pack Labeling Initiative.

- Susan Pitman, MA, RD, Partner, FoodMinds, LLC
- Susan Borra, RD, Senior Vice President, Communications, Food Marketing Institute

Policy and Partnerships

ROYAL MELBOURNE

Sponsored by Novo Nordisk, Inc.

PHARMACY LEGISLATIVE AND REGULATORY UPDATE P

Join us for an informative overview of legislative happenings in Washington D.C. and state capitols across the country. Learn more about recent legislative and regulatory decisions affecting pharmacy and their potential impact on your business.

- Vic Vercammen, Director, Compliance and Government Affairs, SUPERVALU Pharmacies

UAN # 006-999-11-030-L03P (1.0 hour)

10:15 AM – 2:00 PM

STRATEGIC EXCHANGE APPOINTMENTS

INTERNATIONAL BALLROOM II

Refreshments sponsored by Cardinal Health

12:00 – 1:00 PM

BOXED LUNCH

NATIONAL BALLROOM D/INTERNATIONAL II

Sponsored by McCormick & Company, Inc.

2:00 PM – 3:00 PM

BREAKOUT SESSIONS

Marketing and Merchandising

ROYAL DUBLIN

Sponsored by American Heart Association

SOCIAL MEDIA: EMPOWERING CONSUMERS, DRIVING SALES N

Discover the important role that social media plays at the grass roots level as a consumer resource for new product and health-related information and how this is driving sales. Learn how to provide your customer with the right resources and position your store as premium destination for wellness solutions.

- Troy Vincent, President, Live Healthy America
- Bill Schneider, Director of Marketing, Aisle 7

Trends and Technology

ST ANDREWS

Sponsored by IMS Health

HEALTH SYSTEM REFORM: OPPORTUNITIES FOR A NEW IN-STORE HEALTHCARE EXPERIENCE P N

As the healthcare system undergoes reform, the retail industry has a unique opportunity to create a new model for delivering health in this country. Food and pharmacy retailers are community institutions, providing an existing infrastructure that can be leveraged to engage customers during every part of their healthcare experience. New technologies allow retailers to access consumer data and deliver personalized health solutions that include comprehensive lifestyle intervention programs. This panel will discuss innovative practices and new developments in this exciting, high-growth space.

Moderated by:

- Bart Foster, CEO and Founder, Solo-Health

Panelists:

- Dave Nazaruk, Senior Vice President, Mars USA
- Mike Juergensmeyer, Group Vice President of Fuel and Pharmacy, Schnucks Markets, Inc.

Policy and Partnerships

ROYAL MELBOURNE

Sponsored by Novo Nordisk, Inc.

PARTNERING TO IMPROVE MEDICATION ADHERENCE P

Gain new insights about how healthcare partnerships can help integrate pharmacy performance reporting and interventions to improve medication adherence for health plan participants. Hear how a health plan and technology company collaborated to deliver performance reports to network pharmacies. See how they tested the effectiveness and return-on-investment of specific adherence interventions based on PQA (Pharmacy Quality Alliance) quality measures. Discover the value of implementing such partnerships in your own company.

Moderator:

- *Laura Cranston, RPh, Executive Director, Pharmacy Quality Alliance, Inc.*

Panelists:

- *Jesse W. McCullough, PharmD, Manager of Field Clinical Services, Rite Aid Corporation*
- *Mark Conklin, PharmD, MS, Clinical Pharmacy Specialist, Highmark*

UAN # 0006-999-11-031-L04-P (1.0 hour)

3:00 PM – 4:00 PM

CLOSING KEYNOTE: CREATING THE BEST OUTCOMES - WHAT HEALTHCARE REFORM MEANS FOR YOU P N

INTERNATIONAL BALLROOM I

Sponsored by IMS Health

The passage of healthcare reform was a great leap forward in creating a healthier population. In the past 20 years, the “bottom line” in bottom line medicine came to mean healthy profits—not healthy patients, but today, with a new emphasis on positive outcomes for patients, we can see a return to high quality of care for everyone. In this presentation, Dr. Arnot examines what the changing shape of healthcare means for you and your business, and how fixing the system will change American healthcare outcomes for the better.

- *Dr. Bob Arnot, Physician, Author and former Chief Medical Officer for NBC*

UAN # 0006-999-11-033-L04-P (1.0 hour)

4:00 PM

CONFERENCE ADJOURNS

Explore Benefits That Matter

for food and consumer product retail, wholesale and supplier companies of all sizes.

FMI provides industry advocacy, leadership, research and educational programs in the following areas:

- Government Relations
- Food and Product Safety and Defense
- Asset Protection
- Information Service
- Health and Wellness
- Social, Environmental and Sustainability
- Industry Collaboration and Networking

Discover all the resources available to members.

Visit: www.fmi.org

Email: membership@fmi.org



WELLNESS INNOVATION ZONE

INTERNATIONAL BALLROOM I AND II

SUNDAY, APRIL 3, 2011, 11:00 AM – 5:30 PM

Sponsored by PepsiCo

The Wellness Innovation Zone is a fun, interactive learning and idea-sharing experience open to all conference attendees. Browse the displays and exhibits and take part in the discussions. Bring your questions, ideas and experiences and be prepared to answer the challenge “What if we....?”

- Join in the conversation and be inspired!
- Discover new programs, products and services at the “Innovation Stations”
- Learn the value of strategic partnerships from a panel of industry experts
- Discover how to create integrated wellness programs by combining pharmacy with food

AGENDA

11:00 AM – 12:00PM	INNOVATION STATIONS OPEN
12:00 PM - 12:45 PM	INTRODUCTION BY IDEO
12:45 PM - 1:35 PM	PANEL DISCUSSION: HOW MIGHT WE EXPAND AND PROMOTE THE ROLE OF THE SUPERMARKET AS A COMMUNITY HEALTH AND WELLNESS DESTINATION? <ul style="list-style-type: none">• Winn Dixie Flu Prevention Program – Mike LeBlanc, Director, Pharmacy Business Development, Winn Dixie• SUPERVALU “Living Healthy with Diabetes” Initiative – Craig Stacey, Director, Health and Wellness Marketing, SUPERVALU, Inc.• The Role of the Supermarket Pharmacy in Public Health Preparedness - Lisa A. Rosenfeld MPH, Director, Emergency & Environmental Preparedness Solutions, Inc. and Program Coordinator Advance Practice Center (APC) Connector Site, Palm Beach County Health Department, Florida

1:35 PM - 2:00 PM

UAN # 006-9999-11-017-L04P (45 mins)

KEYNOTE PRESENTATION: 2011 SHOPPING FOR HEALTH REPORT

- Cary Silvers, Director of Consumer Insights, Prevention Magazine

2:00 PM - 2:15 PM

KEYNOTE PRESENTATION: “COOK THIS, NOT THAT” - EMPOWERING SUPERMARKET SHOPPERS

- Adina Steiman, Food and Nutrition Editor, Men’s Health Magazine

2:15 PM - 3:15 PM

INNOVATION STATIONS OPEN

3:15 PM - 3:40 PM

KEYNOTE SPEAKER: TAKING CONSUMERS FROM LABEL TO TABLE

- Bonnie Taub-Dix, author of “Read It Before You Eat It”

3:40 PM -4:30 PM

PANEL DISCUSSION: HOW MIGHT WE LEVERAGE AND STRENGTHEN PARTNERSHIPS TO PROMOTE HEALTHY LIVING CAMPAIGNS?

- Monday: The Day All Health Breaks Loose Peggy Neu, President, The Monday Campaigns
- “Produce for Kids” Partnership Maureen Murphy, Manager Consumer Trends, Nutrition and Lifestyles, Price Chopper
- Pennsylvania Fresh Food Financing Initiative Yael Lehmann, The Food Trust

4:30 PM - 4:45 PM

“WHAT IF WE?” DISCUSSION AND VOTING

4:45 PM - 5:30 PM

INNOVATION STATIONS OPEN

2011 THE POWER OF MEAT

AN IN-DEPTH LOOK AT MEAT THROUGH THE SHOPPERS' EYES



WELLNESS INNOVATION ZONE EXHIBITORS

ADFLOW HEALTH NETWORKS

AHN provides a proven and scalable 1:1 consumer health and marketing platform. This platform powers a variety of interactive, self-directed consumer engagements in retail pharmacies, employer worksites and other high traffic locations, both public and private sectors.

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Jeffrey Bekos

Senior Vice President

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ALMOND BOARD OF CALIFORNIA

Consumers all over the world enjoy California Almonds as a natural, wholesome and quality food product, making almonds California's leading agricultural export in terms of value. The Almond Board of California promotes almonds through its research-based approach to all aspects of marketing, farming and production on behalf of the more than 6,000 California Almond growers and processors, many of whom are multi-generational family operations. Established in 1950 and based in Modesto, California, the Almond Board of California is a non-profit organization that administers a grower-enacted Federal Marketing Order under the supervision of the United States Department of Agriculture. For more information on the Almond Board of California or almonds, visit www.almondboard.com.

The first 200 attendees to visit our booth will receive a FREE copy of the book "Read it Before You Eat It" by Bonnie Taub-Dix"

Contact:

Jenny Heap, MS, RD

Manager, Health Professional Marketing

Almond Board of California

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Tel: 209.343.3244

BONNIE TAUB-DIX, MA, RD, CDN

As a nationally recognized nutrition expert, in her new book, *Read It Before You Eat It*, Bonnie Taub-Dix walks shoppers down the aisle while helping them side-step tricky marketing ploys and figure out exactly what should be going into their carts. In all 254 pages not one brand name is mentioned, so consumers can carry this user-friendly guide to any store and shop at any price-point. It's the perfect supermarket companion.

The first 200 visitors to Almond Board of California's booth will get a chance to chat with Bonnie and receive a free copy of her book!

Contact:

Bonnie Taub-Dix, MA, RD, CDN

BTD Nutrition Consultants, LLC

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CATALINA

Catalina is committed to helping manufacturer and retail brands deliver unprecedented performance. With proprietary and integrated in- and out-of-store marketing platforms, Catalina enables brand stewards to deliver the right message to the right audience in the right environment. Catalina leverages the world's largest, transaction-level, shopper-data warehouse to develop, deliver, and measure shopper and patient-driven engagements with approximately 90M households and 130M patients annually. Media distribution channels include 50,000 food, drug and mass locations worldwide, including 18,000 US pharmacies.

Catalina will orchestrate a printing demo featuring their Simple Substitutes study.

Contact:

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COOK THIS, NOT THAT!

Cook This, Not That!, written by Men's Health editor-in-chief David Zinczenko and Matt Goulding, is the first cookbook in the bestselling *Eat This, Not That!* series and reveals hundreds of kitchen and cooking secrets that put readers in the control of their waistlines. The book, launched in December 2009, empowers readers to strip away fat — and save thousands of dollars a year — by making their own at-home versions of popular restaurant entrees, appetizers and desserts.

100 free copies of the book will be given away, courtesy of Rodale Publishing

THE FOOD TRUST

The Food Trust was established in 1992 to develop a stable food supply in underserved communities, educate youth and families about healthy eating, and improve the connection between urban and agricultural communities. The agency's mission is to ensure everyone has access to affordable, nutritious food. The Trust employs a comprehensive approach that integrates nutrition education with increased availability of affordable, healthy food.

The Food Trust has become a regional and national leader in developing new strategies to prevent childhood obesity and other diet-related diseases through innovative programs to increase access to fresh food and provide nutrition education in underserved communities. For more information, visit www.foodtrust.org.

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Project Manager

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GUIDING STARS

Based on extensive consumer research, Guiding Stars is the original in-store nutrition guidance program. The user friendly rating system and appealing graphics of Guiding Stars allow the program to be utilized successfully in a growing number of supermarket chains, as well as public schools, college dining halls, hospital cafeterias, and corporate cafeterias. For more information please visit www.guidingstars.com

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HEALTH PROMOTION SOLUTIONS

Health Promotion Solutions provides evidence-based wellness solutions to retail organizations to support chronic disease prevention, biometric screening, and health management. We provide consulting and product offerings including validated assessment tools, health coach training / certification, professional staffing and software technologies to engage consumers to change behavior and reduce health risks. We customize the needs of our clients and provide tools to measure outcomes and maximize ROI to support third party reimbursement from payors. For more information visit www.healthpromosolutions.com.

Health Promotions Solutions will offer free personalized nutritional assessment and dietary profile using a picture-based web tool called Vioscreen. To access your VioScreen demo please go to: <http://demo.vioscreen.com> Click on “Register” to create your account and access the VioScreen dietary questionnaire Enter the following registration code: FMIHW.

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IMS HEALTH

IMS Health is the world's leading provider of market intelligence to the pharmaceutical and healthcare industries. We offer a variety of solutions to help clients understand the marketplace, improve marketing effectiveness and optimize sales productivity. With a presence in more than 100 countries and over 55 years of experience, IMS applies leading-edge technologies to transform billions of pharmaceutical transactions collected from thousands of sources into strategic insights. Interpreted and analyzed by IMS experts, these insights are an unmatched source of trends and perspectives about the pharmaceutical marketplace – precise market intelligence that can be translated into action.

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THE KELLOGG COMPANY

Consumers around the world enjoy Kellogg Company products, one of which –Kellogg's Corn Flakes®– has been part of a wholesome, delicious morning for more than a century. Our company began with only 44 employees in Battle Creek, Michigan, in 1906. Today we manufacture in 18 countries and sell our products in more than 180 countries around the world.

For more than 100 years, innovation and our commitment to being the best in the categories in which we compete has guided our Company. From being the first company to offer premiums in our cereal boxes to being the first to fortify our cereals, Kellogg has historically been a leader in industry, innovation and marketing. Our founder, W.K. Kellogg, had a strong commitment to nutrition, health and quality. His vision continues to drive improvement in our products and processes, with the goal of providing great-tasting, nutritious products that meet the most rigorous quality standards.

With 2010 sales of nearly \$12 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. The Company's brands include Kellogg's®, Keebler®, Pop-Tarts®, Eggo®, Cheez-It®, All-Bran®, Mini-Wheats®, Nutri-Grain®, Rice Krispies®, Special K®, Chips Deluxe®, Famous Amos®, Sandies®, Austin®, Club®, Murray®, Kashi®, Bear Naked®, Morningstar Farm®, Gardenburger® and Stretch Island®.

Contact:

Dave Jones

Vice President, Industry Initiatives

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LEARNSOMETHING, INC.

LearnSomething is the leading provider of eLearning solutions for the food, drug and health care industries. For more than 15 years LearnSomething's products and custom development services have helped companies and professional associations meet training objectives through flexible online, blended and instructor-led programs. LearnSomething's shopper marketing program, Shoppertunities™, delivers product solution messages that shoppers tune in.

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LIVE HEALTHY AMERICA

Live Healthy America (LHA) is a nationwide, online, team-centric wellness solution that motivates, educates and empowers organizations/ individuals to make positive changes to achieve optimal health through our customized wellness challenges. By bringing together teams of friends, families, employees and communities alike, Live Healthy America helps members create a lifestyle of healthy habits, physical activity, wellness challenges and improved nutrition and weight loss. We may be known best for our national 100 Day Wellness Challenge, but we are much more – we are a tailored wellness solution that drives employee engagement, activation and involvement in their everyday health.

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President

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MARS CHOCOLATE

As a global food manufacturer, Mars aspires to be a leader in creating a healthier environment. Three core tenets support our aspirations:

Information. Our Consumers want to make informed choices. We are committed to providing clear information regarding our products' nutritional values and ingredients.

Responsibility. We are committed to marketing our products responsibly. For example, we were the first food company to globally commit to not advertising to children under age 12.

Innovation. Our innovation efforts aim to provide the consumer with choices for their lifestyle and needs ranging from an occasional indulgent treat, to a great tasting snack that can contribute to a healthy diet.

Food manufacturers have a role to play in creating a healthier environment and promoting healthy lifestyles and at Mars, we are committed to doing our part.

Contact:

Justin Comes

R&D Director - Seasonal

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McCORMICK & COMPANY, INCORPORATED

McCormick & Company, Incorporated is the global leader in the manufacture, marketing and distribution of spices, seasonings and flavors to the entire food industry.

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Tel: 410.527.8753.

THE MONDAY CAMPAIGNS

The Monday Campaigns is a public health initiative associated with Johns Hopkins, Columbia and Syracuse Universities that dedicates the first day of every week to health. Every Monday, individuals and organizations join together to commit to the healthy behaviors that can help end chronic preventable disease. Why Monday? It's a proven help in starting and sustaining behavioral change. Monday is the day most people begin diets, exercise programs, quit smoking and schedule doctor's appointment. And a Monday start helps them follow through on their healthy intentions.

Many Monday Campaign initiatives can help supermarkets and pharmacies meet their wellness goals including Meatless Monday and Kids Cook Monday cooking demonstrations and promotions, Restock Monday reminders to refill prescriptions and stock up on healthy products and Make Sure Monday and Man Up Monday to promote preventive screenings.

The Monday Campaigns offers free marketing concepts, research, creative materials, case studies and ready-to-scale programs. We also partner with organizations to fund academic research, pilot projects and replication of successful models.

Contact:

Peggy Neu

President, The Monday Campaigns

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Tel: 212.991.1071

PEPSICO

PepsiCo, a world leader in foods/beverages serving consumers in 200 countries, has over 285,000 employees united by a unique commitment to sustainable growth, called Performance With Purpose. PepsiCo takes its responsibility to improve the way it nourishes consumers seriously. PepsiCo has found innovative ways to reformulate products to meet its commitment to reducing salt and saturated fat in key global food brands and reducing added sugar in key global beverage brands, while increasing the use of whole grains, fruits, vegetables, nuts, seeds and low-fat dairy. Through it all, PepsiCo has retained the taste that makes its products stand out and its brands -- Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi Beverages - respected household names.

PepsiCo will conduct a blind tasting of Lay's potato chips (regular chip and the new reduced salt) as part of a salt technology demo and will be sampling both SoBe 0 Calorie and Trop50 (sweetened with stevia) as part of an interactive sweetener demo.

Contact:

Nancy Moriarity, Ph.D.

Director, PepsiCo Nutrition

Tel: 847.304.2148

THE ROBERT WOOD JOHNSON FOUNDATION

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. In 2007, the Foundation committed \$500 million toward its goal of reversing the childhood obesity epidemic by 2015. This is the largest commitment any foundation has made to the issue.

For more than 35 years the Foundation has brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org.

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SOLOHEALTH, INC.

SoloHealth is a healthcare technology and data analytics company that enables consumers to take charge of their own health. Our inaugural offering, Eyesite, is an interactive self-service vision testing kiosk, while our newest product, SoloHealth Station, will provide a broader health and wellness experience, offering vision, blood pressure, and body mass index testing. Placed in high-traffic retail settings, SoloHealth kiosks also connect users with local healthcare providers, offer a basic health risk assessment, and deliver lifestyle coaching via personalized recommendations. An emerging leader in self-service healthcare, SoloHealth provides individuals who may not have had convenient access to health care a portal into a broader health and wellness ecosystem. For more information, please visit www.solohealth.com

Contact:

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US WELLNESS INC.

US Wellness is an innovator of strategic retail health and wellness services, including health screening and counseling. US Wellness has managed over 15,000 retail health education and screening events in the past year for clients including Walgreens, Wakefern, Giant Eagle and General Mills. Health screenings offer tangible value to customers and a teachable moment from which 86% of customers take action in the form of retail sales. For over 14 years, US Wellness has managed mobile community health promotion, retail store and pharmacy health screenings, electronic data capture and outcomes reporting that drive tangible results for our retail clients.

Stop by our booth for a complimentary health screening and to talk more about how we can put our experience to work for you.

Contact:

Tori Tomlinson

CEO and President

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Tel: 301.926.6099

SafeMark™

In the business of food safety, the best protection is prevention, and it begins with the right training program. That's why the Food Marketing Institute (FMI) developed the SafeMark training and certification program. FMI provides the tools, information and resources that retailers need to ensure they are properly protection consumers.

Supermarkets

All inclusive program focused on training supermarkets managers, supervisors and front-line employees. Includes print materials, online and CD-ROM.

For Managers:

- Guide to Food Safety, English and Spanish
- Guide to Food Safety Trainers Kit, English and Spanish
- Guide to Food Safety Online, English and Spanish

For All Store Associates:

- Quick Reference Guide, English and Spanish
- Quick Reference Guide Trainers Kit, English
- Quick Reference Online, English and Spanish

Food Establishments

Training alternatives designed to prepare for any manager and supervisor for the nationally accredited food manager certification exam.

Managers and Store Associates:

- Food Safety Fundamentals, English
- Food Safety Fundamentals Trainers Kit

Best Practices

Science-based best practices to help manage food safety risk factors.

For all Store Associates:

- Retail Food Safety Pocket Guide, English and Spanish
- Norovirus Guide, FREE!

Visit **supersafemark.com** for details and to purchase your copy today!

