Generation Excess III: Transatlantic Public Policy Approaches to Tackling Obesity and Diet-Related Disease

Washington, D.C.

April 8, 2008

Venue: Marriott Washington Hotel
1221 22nd Street NW, Washington, D.C. 20037

8:00 – Registration

8:30 - 8:45 – Welcome Messages

Jim Murray, President, TransAtlantic Consumer Dialogue
Canice Nolan, First Counselor, Head of Food Safety, Health and Consumer Protection, Delegation of the European Commission
William Lucas, Director of European and Regional Affairs, United States Department of State

8:45 - 9:15 – U.S. Keynote

Dr. Marion Nestle, New York University – Progress to Date and Next Steps

9:15 - 11:00 – Changing the Food Environment

Moderator: Carol Tucker Foreman, Consumer Federation of America
Dr. Will Cavendish, Director of Health and Well-Being, UK Department of Health
Dr. Michel Chauliac, Coordinator, National Nutrition and Health Program, French Ministry of Health
Representative, Health and Consumer Protection (SANCO), European Commission
Janice Oliver, Deputy Director, Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration
Leslie Mikkelsen, Managing Director, Prevention Institute, California
Tim Lobstein, International Obesity Taskforce, International Association for the Study of Obesity

11:00 – 11:15 – Break

11:15 - 12:15 – Providing Consumers with Useful Nutrition Information

Moderator: David Ortega, European Public Affairs Adviser, Organización de Consumidores y Usuarios, (Spanish consumer Organisation)
Rosemary Hignett, Head of Nutrition Division, UK Food Standards Agency – Traffic Light Signals v. GDAs: What Does the Research Show?
Julie Greene, Director of Healthy Living, Hannaford Brothers – Rating Nutritional Value of Foods at the Retail Level
Camile Brewer, Deputy Director, Office of Nutrition, Labeling, and Dietary Supplements. U.S. Food and Drug Administration – Update on Nutrition Labeling

12:15 - 1:00 – Lunch

1:00 - 1:30 – EU Keynote

Robert Madelin, Director General, Health and Consumer Protection (SANCO), European Commission – Health and Lifestyle

1:30 - 2:15 – Providing Consumers with Useful Nutrition Information (continued)

Moderator: David Ortega, European Public Affairs Adviser, Organización de Consumidores y Usuarios, (Spanish consumer Organisation)
Dennis Worsham, King County Department of Health, Seattle, Washington – New Requirements for Nutrition Disclosure at Restaurants
Dr. Lynn Silver, Assistant Communications Director, New York City Department of Health and Mental Hygiene – *New Requirements for Calorie Posting at Chain Restaurants*

**2:15 - 3:45 – Food Marketing: Regulation, Co-regulation, Self-Regulation**

Moderator: Margo Wootan, Director of Nutrition Policy, Center for Science in the Public Interest
Dr. Will Cavendish, Director of Health and Well-Being, UK Department of Health – *Update on Impact of UK Law Restricting Food Marketing to Children*
Dr. Kathy Baylis, Assistant Professor, University of British Columbia – *Data from the Quebec Advertising Ban*
Stephen Gardner, Director of Litigation, Center for Science in the Public Interest – *The Impact of Consumer Litigation in the United States*
Dr. Juan Manuel Ballesteros, Technical Adviser Spanish Food Safety & Nutrition Agency – *Self-Regulatory Programs for Children’s Food Marketing*
Bjarne Pedersen, Head of Policy, Consumers International – *International Code on Food Marketing to Children*

**3:45 - 4:00 – Break**

**4:00 - 5:30 – Improving Product Composition – What’s the Right Recipe for Good Health?**

Moderator: Ms. Willemien Bax, Deputy Director, BEUC (Union of European Consumers Unions)
Rosemary Hignett, Head of Nutrition Division, UK Food Standards Agency – *The UK Experience on Reducing Salt, Fat and Sugar in Processed Foods*
Dr. Michel Chauliac, Coordinator, National Nutrition and Health Program, French Ministry of Health – *French Government Programs on Salt and Sugar Reductions in Processed Food*
Paolo Drostby, Head of Food Policy Division – Danish Ministry for Food, Agriculture and Fisheries – *The Danish Trans Fat Ban*
Dr. Lynn Silver, Department of Health, New York City – *The New York City Trans Fat Ban*
Dr. Julie Moss, U.S. Food and Drug Administration – *FDA Efforts to Date on Trans Fats and Salt*

**5:30 - 6:00 – Closing Remarks – Perspectives from EU and US Consumer Organizations**
Sue Davies, EU co-chair, Transatlantic Consumer Dialogue, Chief Policy Advisor, Which? (UK Consumers’ Association)
Bruce Silverglade, US co-chair, Transatlantic Consumer Dialogue, Director of Legal Affairs, Center for Science in the Public Interest