

**FDA****U.S. FOOD & DRUG  
ADMINISTRATION**OFFICE OF FOODS AND VETERINARY MEDICINE  
CENTER FOR FOOD SAFETY & APPLIED NUTRITION

**Public Meeting on  
FDA's Comprehensive, Multi-Year Nutrition Innovation Strategy**

July 26, 2018; 8:30 am - 5:30 pm

Hilton Washington DC/Rockville Hotel  
1750 Rockville Pike,  
Rockville, MD 20852

Docket No. FDA-2018-N 2381

**AGENDA**

- 8:00AM**                    **Registration**
- 8:30AM**                    **Greeting & Housekeeping/Logistics**  
Kari Barrett, *Advisor for Strategic Communications and Public Engagement, Office of Foods and Veterinary Medicine, FDA*
- 8:45AM**                    **Opening Remarks**  
Scott Gottlieb, *Commissioner, FDA*  
Susan Mayne, *Director, Center for Food Safety and Applied Nutrition, FDA*
- 9:05AM**                    **Consumer Trends in the Marketplace/ Q&A**  
David Portalatin, *Vice President and Food Industry Advisor, The NPD Group*
- 9:50AM**                    **Evolving Food Landscape and Industry Innovation Panel/ Q&A**  
**Moderator:** Chris Waldrop, *Senior Public Health Educator, Office of Analytics and Outreach, CFSAN, FDA*  
**Panelists:**  
Neal Hooker, *Professor of Food Policy, John Glenn College of Public Affairs, Ohio State University*  
Laura MacCleery, *Policy Director, Center for Science in the Public Interest*  
Rob Post, *Senior Director, Health and Wellness/Corporate Affairs, Chobani*
- 10:45AM**                    **Introduction to Breakout Sessions and Move to Sessions**  
Kari Barrett, *Advisor for Strategic Communications and Public Engagement, Office of Foods and Veterinary Medicine, FDA*
- 10:50AM**                    **BREAK**

11:15AM

**Simultaneous Breakout Sessions BLOCK #1**

Plaza Ballroom

**Claims and Statements Used on Food Labels /Icon for “Healthy”** *(This session will be webcast.)*

**Facilitators:**

Steve Bradbard, *Director, Consumer Studies Branch, Office of Analytics and Outreach, CFSAN, FDA*

Blakeley Fitzpatrick, *Interdisciplinary Nutrition Scientist, Nutrition Assessment and Evaluation Team, Nutrition Programs Staff, Office of Nutrition and Food Labeling, CFSAN, FDA*

Chris Waldrop, *Senior Public Health Educator, Office of Analytics and Outreach, CFSAN, FDA*

Regency Room

**Nutrition Facts Label Consumer Education Campaign**

**Facilitators:**

Maya Maroto, *Public Health Educator, Office of Analytics and Outreach, CFSAN, FDA*

Robin McKinnon, *Senior Advisor for Nutrition Policy, CFSAN, FDA*

Eisenhower Room

**Modernizing Standards of Identity/ Ingredients Lists on Labels**

**Facilitators:**

Kari Barrett, *Advisor for Strategic Communications and Public Engagement, Office of Foods and Veterinary Medicine, FDA*

Felicia Billingslea, *Director, Food Labeling and Standards Staff, Office of Nutrition and Food Labeling, CFSAN, FDA*

Andrea Krause, *Food Technologist, Product Evaluation and Labeling Team, Food Labeling and Standards Staff, Office of Nutrition and Food Labeling, CFSAN, FDA*

12:30PM

**LUNCH**

2:00PM

**Simultaneous Breakout Sessions BLOCK #2**

Plaza Ballroom

**Modernizing Standards of Identity/ Ingredients Lists on Labels** *(This session will be webcast.)*

**Facilitators:**

Kari Barrett, *Advisor for Strategic Communications and Public Engagement, Office of Foods and Veterinary Medicine, FDA*

Felicia Billingslea, *Director, Food Labeling and Standards Staff, Office of Nutrition and Food Labeling, CFSAN, FDA*

Andrea Krause, *Food Technologist, Product Evaluation and Labeling Team, Food Labeling and Standards Staff, Office of Nutrition and Food Labeling, CFSAN, FDA*

Regency Room

**Nutrition Facts Label Consumer Education Campaign**

**Facilitators:**

Maya Maroto, *Public Health Educator, Office of Analytics and Outreach, CFSAN, FDA*

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Chris Waldrop, *Senior Public Health Educator, Office of Analytics and Outreach, CFSAN, FDA*

**3:15PM**

**BREAK (*Transition to Main Ballroom*)**

**3:30PM**

**Open Public Comment/ Q&A**

**Moderator:** Kari Barrett, *Advisor for Strategic Communications and Public Engagement, Office of Foods and Veterinary Medicine, FDA*

**FDA Panelists:**

Douglas Balentine, *Director, Office of Nutrition and Food Labeling, CFSAN, FDA*

Felicia Billingslea, *Director, Food Labeling and Standards Staff, Office of Nutrition and Food Labeling, CFSAN, FDA*

Steve Bradbard, *Director, Consumer Studies Branch, Office of Analytics and Outreach, CFSAN, FDA*

Blakeley Fitzpatrick, *Interdisciplinary Nutrition Scientist, Nutrition Assessment and Evaluation Team, Nutrition Programs Staff, Office of Nutrition and Food Labeling, CFSAN, FDA*

Chris Waldrop, *Senior Public Health Educator, Office of Analytics and Outreach, CFSAN, FDA*

**5:15PM**

**Wrap-up and Next Steps**

Robin McKinnon, *Senior Advisor for Nutrition Policy, CFSAN, FDA*

**5:30PM**

**ADJOURN**