Committee on
Examination of Front-of-Package Nutrition Rating Systems and Symbols

April 9, 2010

The National Academy of Sciences Building
2101 Constitution Avenue, NW
Washington, DC 20418
NAS Lecture Room, 9:00 am-4:00 pm

Open Session Meeting Agenda

9:00 am Welcome
Ellen Wartella, Committee Chair

SESSION 1: INTERNATIONAL NUTRITION RATING SYSTEMS AND SYMBOLS

9:15 Front-of-Pack Systems in the United Kingdom
Claire Boville, MBA, MSc, BSc (by telephone)
Deputy Head of Food Composition and Labelling Division
Head of Labeling, Promotions and Dietetic Foods Unit
Food Standards Agency

9:45 The Choices Program
Jacob C. Seidell, PhD
Chairman International Scientific Program for Choices
Professor of Nutrition and Health
VU University Medical Center, Amsterdam, The Netherlands

9:55 Committee Discussion with Presenters

10:30 Break

SESSION 2: DOMESTIC NUTRITION RATING SYSTEMS AND SYMBOLS

10:45 The Heart Check Program
Kim Stitzel, M S, RD
Director, Nutrition and Obesity
Consumer Health Division
The American Heart Association
10:55  The Smart Choices Program

   Joanne Lupton, PhD
   Distinguished Professor
   University Faculty Fellow
   William W. Allen Endowed Chair in Human Nutrition
   Department of Nutrition and Food Science
   Texas A&M University

11:05  The General Mills Nutrition Highlights and Goodness Corner Programs

   Kathy Wiemer, MS, RD
   Director/Fellow, Regulatory Affairs
   General Mills Bell Institute of Health & Nutrition

11:15  The ConAgra Start Making Choices Program

   Mark Andon, PhD
   Vice President, Nutrition Research, Quality, and Innovation
   ConAgra Foods

11:25  The NuVal System

   David Katz, MD, MPH, FACPM, FACP
   Adjunct Associate Professor of Public Health Practice
   Director of the Yale Prevention Research Center
   Yale University School of Medicine
   Chief Science Officer, NuVal LLC

11:35  The Nutrient Rich Foods Index

   Adam Drewnowski, PhD
   Director
   Center for Obesity Research
   University of Washington

11:45  The Guiding Stars Program

   Mark Kantor, PhD
   Associate Professor and Extension Specialist
   Department of Nutrition and Food Science
   University of Maryland

11:55  Committee Discussion with Presenters

1:00 pm  Lunch on Your Own

   (The NAS Refectory is located on the ground floor)
SESSION 3: CONCERNS ABOUT NUTRITION RATING SYSTEMS AND SYMBOLS

2:00 Perspectives on Front of Package Labeling
Marion Nestle, PhD, MPH
Paulette Goddard Professor
Department of Nutrition, Food Studies and Public Health
New York University

2:15 Committee Discussion with Presenter

2:25 Break

SESSION 4: FDA SPONSOR PERSPECTIVES

2:30 Update on FDA Front-of-Pack Efforts
Jessica Leighton, PhD
Senior Science Advisor
Office of the Commissioner
Food and Drug Administration

Barbara Schneeman, PhD
Director
Office of Nutrition, Labeling and Dietary Supplements
Center for Food Safety and Applied Nutrition
Food and Drug Administration

SESSION 5: PUBLIC COMMENTS

3:00 Public Comments

4:00 Adjourn
This meeting is being held to gather information to help the committee conduct its study. This committee will examine the information and material obtained during this, and other public meetings, in an effort to inform its work. Although opinions may be stated and lively discussion may ensue, no conclusions are being drawn at this time; no recommendations will be made. In fact, the committee will deliberate thoroughly before writing its draft report. Moreover, once the draft report is written, it must go through a rigorous review by experts who are anonymous to the committee, and the committee then must respond to this review with appropriate revisions that adequately satisfy the Academy's Report Review committee and the chair of the NRC before it is considered an NRC report. Therefore, observers who draw conclusions about the committee's work based on today's discussions will be doing so prematurely.

Furthermore, individual committee members often engage in discussion and questioning for the specific purpose of probing an issue and sharpening an argument. The comments of any given committee member may not necessarily reflect the position he or she may actually hold on the subject under discussion, to say nothing of that person's future position as it may evolve in the course of the project. Any inference about an individuals' position regarding findings or recommendations in the final report are therefore also premature.

For more information on this study, please visit the committee website: www.iom.edu/nutritonsymbols