INFORMATION-GATHERING OPEN PUBLIC WORKSHOP

The National Academy of Sciences Auditorium
2100 C Street NW
Washington DC
JULY 9, 2008 1:00 pm –6:00pm

1:00-1:10 pm Welcome and Goals
Virginia Stallings, M.D., Chair

1:10-3:15 pm SESSION 1: DEVELOPING AND REVISING REQUIREMENTS FOR SCHOOL LUNCH AND BREAKFAST

Perspective on Challenges
1:10-1:20 USDA Food and Nutrition Service
Jay Hirschman, MPH, CNS
Director, Special Nutrition Staff, Office of Analysis, Nutrition and Evaluation

Perspectives on Possibilities and Approaches
1:20-1:30 National Alliance for Nutrition and Activity
Margo G. Wootan, DSc, Director, Nutrition Policy, Center for Science in the Public Interest

1:30-1:40 Alliance for a Healthier Generation
Kimberly Sitzel, MS, RD, Director of Nutrition and Obesity, Office of Consumer Markets, American Heart Association

1:40-1:50 School Nutrition Association
Katie Wilson, PhD, SNS, School Nutrition Director, Onalaska School District, Wisconsin

1:50-2:00 Hunger and Obesity
Geraldine Henchy, MPH, RD, Director of Nutrition Policy and Early Childhood Programs, Food Research and Action Center
Madeleine Levin, MPH, Senior Policy Analyst, Food Research and Action Center

2:00-2:10 Parental Perspective: National PTA
Kimberly Barnes-O’Connor, PTA Deputy Executive Director, Programs and Public Policy Office

2:10-2:20 —Q&A AMONG COMMITTEE AND PRESENTERS—

Impact on and Opportunities for the Food Industry
2:20-2:30 Con Agra
Helene Clark, MBA, Director Marketing Health and Wellness, ConAgra Foods Lamb Weston

2:30-2:40 Pierre Foods
Jeanne Harris, Director, School Relations, Pierre Foods

2:40-2:50 General Mills
Adalía Espinosa, Nutrition Scientist II, General Mills: Bell Institute of Health and Nutrition

2:50-3:00 The Schwan Food Company
Sue E. Holbert, RD, LD, Principal Nutrition Scientist, Schwan’s Research and Development, Inc.

3:00-3:15 —Q&A AMONG COMMITTEE AND PRESENTERS—

3:15-3:30 pm Break
3:30-4:50 pm  SESSION 2: LESSONS LEARNED FROM STATE/LOCAL ACTIVITIES: EXPERIENCES AND PRACTICAL CONSIDERATIONS

3:30-3:45  State Experience: North Carolina
Lynn Hoggard, EdD, RD, LDN, FADA, Section Chief, Child Nutrition Services, Division of School Support, NC Department of Public Instruction

3:45-4:00  State Experience: Texas
Fred Higgins, Assistant Commissioner, Texas Department of Agriculture, Food and Nutrition Division

4:00-4:15  Inner City Experience: New York City
David Berkowitz, Executive Director, New York City Department of Education, Office of School Foods and Nutritional Services

4:15-4:30  Rural Experience: West Virginia
Celeste Peggs, MS, RD, LD, West Virginia Department of Education, Office of Child Nutrition

4:30-4:50  —Q&A AMONG COMMITTEE AND PRESENTERS—

4:50—5:00  BREAK

5:00—6:00  PUBLIC COMMENTS – 5 MINUTES EACH
American Academy of Pediatrics (Cindy Pellegrini)
Sunkist Taylor LLC (Rick Harris)
International Dairy Foods Association (Michelle Albee Matto)
National Dairy Council (Jill Nicholls)
American Dietetic Association (Martin M. Yadrick)
United Egg Producers (Howard Magwire)
U.S. Apple Association (Diane C. Kurrle)
ARAMARK Education (Linda Sceurman)
Action for Healthy Kids (Vanessa Cavallaro)