



FDA Public Meeting:
Use of the Term “Healthy” in the Labeling of Human Food Products

Thursday, March 9, 2017; 8:30 am - 5:30 pm

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

No. FDA-2016-D-2335

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*
- 8:40AM** **Opening Remarks and Overview of “Healthy”/ Q&A**
Susan Mayne, *Director, Center for Food Safety and Applied Nutrition, FDA*
Douglas Balentine, *Director, Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, FDA*
- 9:00AM** **Consumer Attitudes, Beliefs, and Behavior Panel/ Q&A**
Moderator: Conrad J. Choiniere, *Director, Office of Analytics and Outreach, Center for Food Safety and Applied Nutrition, FDA*
Panelists:
Linda Verrill, *Consumer Studies Team, Office of Analytics and Outreach, Center for Food Safety and Applied Nutrition, FDA*
Jane Andrews, *Nutrition & Product Labeling Manager, Wegmans*
Liz Sanders, *Associate Director of Nutrition and Food Safety, International Food Information Council Foundation*
David Portalatin, *Vice President, Food Analyst, The NPD Group, Inc.*
- 9:45AM** **BREAK**
- 10:00AM** **Stakeholder Perspectives on “Healthy” Definition/ Q&A**
Moderator: Douglas Balentine, *Director, Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, FDA*
Panelists:
Lindsay Moyer, *Senior Nutritionist, Center for Science in the Public Interest*
Justin Mervis, *Senior Vice President & General Counsel, KIND Snacks*
Pepin Tuma, *Senior Director, Government & Regulatory Affairs, Academy of Nutrition & Dietetics*
Kristin Reimers, *Director of Nutrition, ConAgra Brands*

11:00AM	<u>Introduction to Breakout Sessions and Move to Sessions</u> Kari Barrett, <i>Advisor for Strategic Communications and Public Engagement, Office of Foods and Veterinary Medicine, FDA</i>
11:15AM	<u>Simultaneous Breakout Sessions BLOCK #1</u>
Plaza Ballroom	Healthy as a Nutrient-Based Claim (This session will be webcast.) Facilitators: Vincent de Jesus, <i>Nutritionist, Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, FDA</i> Kari Barrett, <i>Advisor for Strategic Communications and Public Engagement, Office of Foods and Veterinary Medicine, FDA</i>
Regency Room	Healthy as a Food Component-Based Claim Facilitators: Claudine Kavanaugh, <i>Senior Advisor for Nutrition Policy, Office of Foods and Veterinary Medicine, FDA</i> Chris Waldrop, <i>Senior Public Health Educator, Division of Public Health Informatics and Analytics, Center for Food Safety and Applied Nutrition, FDA</i>
Roosevelt/ Madison Room	Consumer Meaning and Understanding of the Term “Healthy” Facilitators: Robin McKinnon, <i>Senior Advisor for Nutrition Policy, Center for Food Safety and Applied Nutrition, FDA</i> Steve Bradbard, <i>Director, Consumer Studies Branch, Office of Analytics and Outreach, Center for Food Safety and Applied Nutrition, FDA</i>
12:30PM	LUNCH
2:00PM	<u>Simultaneous Breakout Sessions BLOCK #2</u>
Plaza Ballroom	Healthy as a Food Component-Based Claim (This session will be webcast.) Facilitators: Claudine Kavanaugh, <i>Senior Advisor for Nutrition Policy, Office of Foods and Veterinary Medicine, FDA</i> Chris Waldrop, <i>Senior Public Health Educator, Division of Public Health Informatics and Analytics, Center for Food Safety and Applied Nutrition, FDA</i>
Regency Room	Healthy as a Nutrient-Based Claim Facilitators: Vincent de Jesus, <i>Nutritionist, Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, FDA</i> Kari Barrett, <i>Advisor for Strategic Communications and Public Engagement, Office of Foods and Veterinary Medicine, FDA</i>

Roosevelt/
Madison Room

Consumer Meaning and Understanding of the Term “Healthy”

Facilitators:

Robin McKinnon, *Senior Advisor for Nutrition Policy, Center for Food Safety and Applied Nutrition, FDA*

Steve Bradbard, *Director, Consumer Studies Branch, Office of Analytics and Outreach, Center for Food Safety and Applied Nutrition, FDA*

3:15PM

BREAK (Transition to Plaza Ballroom)

3:30PM

Report Out on Breakout Sessions

Healthy as a Nutrient-Based Claim – *Vincent de Jesus*

Healthy as a Food Component-Based Claim – *Claudine Kavanaugh*

Consumer Meaning and Understanding of the Term “Healthy” – *Robin McKinnon*

4:00PM

Open Public Comment/ Q&A

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

Panelists:

Susan Mayne, *Director, Center for Food Safety and Applied Nutrition, FDA*

Douglas Balentine, *Director, Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, FDA*

Claudine Kavanaugh, *Senior Advisor for Nutrition Policy, Office of Foods and Veterinary Medicine, FDA*

Robin McKinnon, *Senior Advisor for Nutrition Policy, Center for Food Safety and Applied Nutrition, FDA*

Conrad J. Choiniere, *Director, Office of Analytics and Outreach, Center for Food Safety and Applied Nutrition, FDA*

Jill Kevala, *Supervisory Chemist, Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, FDA*

Vincent de Jesus, *Nutritionist, Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, FDA*

5:15PM

Wrap-up and Next Steps

Douglas Balentine, *Director, Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, FDA*

5:30PM

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