



The International Food Information Council (IFIC)

Presents



“Understanding Food Production and the Story Behind Ingredients Added to Foods”

A Briefing to Members of the Media

October 20, 2010

11:30am – 1:30pm

Aureole Restaurant

New York, NY

Agenda

Opening Remarks:

Welcome

Eric Mittenthal, Director of Media Relations, IFIC

Overview of the Environment

Marianne Smith Edge, MS, RD, LD, FADA, Sr. Vice President, Nutrition & Food Safety, IFIC

Speaker Introductions

Lindsey Loving, Sr. Director, Food Ingredient & Technology Communications, IFIC

Program:

Beyond the Ingredients List: Facts and Functions of Common Food Ingredients

George Pauli, PhD

FDA-Retired

The History of Food Processing and Implications for Nutrition and Health

John Floros, PhD

Professor of Food Process Engineering and Packaging

Pennsylvania State University

Translating Dietary Guidance: Incorporating Convenience Foods into a Healthful Diet

Robyn Flipse, MS, RD

Registered Dietitian and Nutrition Communicator

Nutrition Communication Services

Question and Answer Session

Moderator: Eric Mittenthal

Briefing Concludes