



Adapting to New Market Forces

Soy Symposium 2010 • Washington, DC

November 10, 2010, Wednesday

Welcoming Reception

5:30 – 7:30 PM

Cannon House of Representatives Office Building

Caucus Room

November 11, 2010, Thursday

L'Enfant Plaza Hotel

480 L'Enfant Plaza, S.W.

Washington, D.C. 20024

8:30 – 9:00 Breakfast and Registration

9:15 Welcome by John Becherer, CEO, United Soybean Board

9:30 *USDA Nutrition Programs and Sustainability*
Keynote Speaker: Tom Vilsack, Secretary of Agriculture (invited)

10:15 – 12:00 *What Can Be Done to Meet the 2010 Dietary Guidelines?*
How will agriculture, the food industry, and food assistance programs successfully incorporate the Dietary Guidelines into their offerings and still meet consumer preferences? Panelists will present product innovations and changes to the child nutrition programs.

Introduction by Moderator Brian Wansink, Ph.D.
Professor Applied Economics & Management, Cornell University
Speaker sponsored by the Illinois Soybean Association

Panel:

Robert Reeves, Qualisoy
Sally Squires, MS, Weber Shandwick
Guy Johnson Ph.D., Johnson Nutrition Solutions LLC
Christine Johnson, MBA, Cardiovascular Disease Prevention and Control Program
New York City Department of Health

12:15 *Lunch* – Join us for a lunch featuring delicious soyfoods

Nutrition Labeling and Food Safety Initiatives
Luncheon Speaker: Mike Taylor, Office of Foods, Senior Advisor (invited)

2:00 - 3:50 *Adapting to New Market Forces*
Moderator, TBA

Panel:

Phillip Bradshaw, Chair of the United Soybean Board, Illinois Soybean Checkoff Board
Ellen Deutsch, Chief Growth Officer, Hain Celestial Group
Allan Routh, President, SunOpta Grains and Foods Group
Torkel Rhenman, CEO, Solae

3:50 *Closing Remarks*

4:00 Adjournment