USDA FSIS Virtual Public Meeting

Food Safety: Consumer Outreach and Education Today and for the Future

Tuesday, October 6, 2020, 12:00 pm – 5:00 pm ET

Docket No. FSIS–2020-0026

AGENDA

12:00 PM Logistics
Shayla Bailey, Meeting Moderator, FSIS, USDA

12:05 PM Welcome
Terri Nintemann, Deputy Administrator, FSIS, USDA

12:10 PM Opening Remarks
Mindy Brashears, Ph.D., Under Secretary for Food Safety, USDA

12:30 PM Topic 1: The Evolution of Consumer Education
Speaker 1: Carol Blake, Assistant Administrator, Office of Public Affairs and Consumer Education, FSIS, USDA
Speaker 2: Shelley Feist, Executive Director, Partnership for Food Safety Education
Speaker 3: Rob Tauxe, MD, MPH, Director, Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, CDC, HHS
Speaker 4: Frank Yiannas, Deputy Commissioner for Food Policy and Response, FDA, HHS

1:10 PM Topic 2: Entertainment and Education
Greg Hale, Vice President and Chief Safety Officer, Worldwide Safety and Health, Disney Parks, Experiences and Products

1:25 PM Topic 3: Research Focus
Speaker 1: Chris Bernstein, Director of Food Safety Education, OPACE, FSIS, USDA
Speaker 2: Benjamin Chapman, Ph.D., Professor at North Carolina State University, Food Safety Specialist with North Carolina Cooperative Extension
Speaker 3: Barbara Chamberlin, Ph.D., Professor at New Mexico State University, Consumer and Environmental Sciences Specialist with New Mexico Cooperative Extension
Speaker 4: Conrad Choiniere, Ph.D., Director, Office of Analytics and Outreach, CFSAN, FDA, HHS
Speaker 5: Amanda Garcia-Williams, Ph.D., Behavioral Scientist, Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, CDC
2:15 PM   Break

2:30 PM   **Topic 4: Data and AI in Consumer Education**
           Carletta Ooton, *Vice President, Product Assurance, Risk and Security, Amazon*

2:45 PM   **Topic 5: Industry Perspectives**
           Speaker 1: Betsy Booren, Ph.D., *Senior Vice President, Regulatory and Technical Affairs, Consumer Brands Association*
           Speaker 2: Beth Breeding, *Vice President, Communications and Marketing, National Turkey Federation*

3:05 PM   **Pre-registered Public Comment**
           Shayla Bailey; speakers have 3 minutes each, must register in advance

3:40 PM   Break

3:55 PM   **Pre-registered Public Comment** (continued)

4:55 PM   **FSIS Wrap-up (Call to Action)**
           Mindy Brashears, Ph.D., *Under Secretary for Food Safety, USDA*

5:00 PM   Adjourn