



Food Marketing: Creating More Demand for Healthy Foods

Friday, March 30, 2012

10 AM to 12 PM

Coffee and Tea available at 9 AM

Lunch served after meeting

Delaware Valley Regional Planning Commission

The ACP Building - 8th Floor

190 N. Independence Mall West

Philadelphia, PA 19106-2582

DRAFT Agenda

I. Welcome

Alison Hastings, Senior Environmental Planner, DVRPC

II. Opening Remarks

Amanda Wagner, Food Policy Coordinator, Philadelphia Department of Public Health (PDHD)

III. Featured Presentation

Nancy M. Childs, Ph.D., Professor of Food Marketing, Saint Joseph's University

IV. Panel Presentations

Moderated by Amanda Wagner, PDHD

- *Modifying the Supermarket Shopping Environment: Carly Spross, Fresh Grocer*
- *Rethinking Food Packaging: Denise Devine*
- *Philadelphia's Public Health Media Campaign, Giridhar Mallya, MD, MHSP*

V. Questions & Answers

Moderated by Amanda Wagner, PDHD

VI. One-Minute Reports

Stakeholder Committee Members

Food System Stakeholder Committee Meetings are made possible with the generous support of the Geraldine R. Dodge Foundation.