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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.