

OPENING SESSION

Global Issues Impacting Demand for Meat

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Eleanor Clift—Moderator

Eleanor is a contributing editor of *Newsweek* magazine, where she covers the White House, Washington, women and politics and other issues. Formerly *Newsweek's* White House correspondent, she also served as a congressional and political correspondent for several years and as a bureau writer in Atlanta. She began her career at *Newsweek* as a secretary, and was one of the first women at the magazine to move up the ranks from support staff to reporter. Eleanor is also a regular guest on the syndicated talk show "The McLaughlin Group" and has appeared on many national television shows, including CNN's "Crossfire" and ABC-TV's "Nightline." A graduate of Hofstra University and Hunter College in New York, she is married with three children. In her spare time, she is collaborating on a book with her husband, a Washington bureau chief for the *Cleveland Plain Dealer*.

PANELISTS

Environmental Issues

Dennis Avery, Ph.D.

Dennis is Director of Global Food Issues for the Hudson Institute, a think-tank headquartered in Indianapolis. He is the author of two books, *Global Food Progress and Saving the Planet with Pesticides and Plastic*. An internationally-known expert on farming, food production and environmental sustainability, Dennis spent his youth on a Michigan dairy farm, was

trained in agricultural economics at Michigan State and Wisconsin universities and sought a professional career with the U.S. Department of Agriculture and the President's National Advisory Commission on Food and Fiber. Dennis spent nine years as the agricultural expert for the U.S. Department of State, examining the food and fiber aspects of foreign policy decisions around the world. His travels have brought him to over 40 countries, where he has examined agriculture and lectured on farm productivity.

Ann Sorensen, Ph.D.

Ann is Director of American Farmland Trust's Center for Agriculture in the Environment, operated jointly with Northern Illinois University's Social Science Research Institute in DeKalb, Ill. Ann is well-versed in agriculture industry issues: previously, she was assistant director of the Natural and Environmental Resources Division of the American Farm Bureau Federation, where she was responsible for agricultural production and environmental issues, ranging from integrated pest management to recombinant DNA work with insect virus. Ann, who lives in Oregon, Ill, with her husband Bob van der Wege, has also published several scholarly papers, served on numerous committees and spoken frequently on agricultural and environmental issues.

Sid Goodloe

For over 37 years, Sid has owned and operated Carrizo Valley Ranch in Capitan, N.M., and for over 23 years, served as an international livestock/ranch manager and

consultant for Diamond A Cattle Company in Roswell, N.M. He was also the first manager of the Fort Stanton Range Research Station for New Mexico State University. No stranger to global issues, Sid has served as a provincial range advisor in Kenya and as a ranch manager and consultant for Tipperary Corporation in Australia and Colorado. He has also blazed some environmental trails, developing the first short-duration grazing (or "savory") method established in the U.S., which is still in operation today. Additionally, he has 35 years of experience of Pinon-Juniper ecosystem manipulation, watershed rehabilitation and wildlife habitat enhancement in the south-eastern U.S. He was recently named the 1995 recipient of a regional National Cattlemen's Association Environmental Stewardship Award.

Food Safety

Peggy Gentry-Van Laanen, Ed.D., R.D., L.D., C.H.E.

Peggy is an Associate Professor and Extension Nutrition Specialist with the Texas Agricultural Extension Service at Texas A&M University, a position she has held since 1990. She has also served as a nutrition specialist, state specialist, and parish specialist with the Louisiana Cooperative Extension Service at Louisiana State University. Food safety is a major area of her expertise, and her projects have included a food safety education and certification program for retail meat market food handlers and a study of the impact of food safety education programs developed by the Texas Agricultural Extension Service. Peggy has been published in numerous journals, including the *Journal of Extension* and the *School Food Service Journal*. She received her educational doctorate, master's and bachelor's degree from Louisiana Tech University, and is an active member of The American Dietetic Association and the Institute of Food Technologists.

Gary Smith, Ph.D.

Gary is a Distinguished Professor in the Department of Animal Sciences at Colorado State University. In 1990, he occupied the Monfort Endowed Chair in Meat and Animal Sciences at CSU. Before joining CSU, Gary served as a professor and head of Animal Science at Texas A&M University, where he won several teaching and research awards; he has also been a faculty member at Washington State University. A researcher, teacher and extension specialist, his areas of expertise include meat safety, meat science, meat quality/palatability, meat microbiology and meat marketing. His most recent research efforts have focused on conducting national and international audits, including the National Beef Quality Audit, National Pork Quality Audit, International Beef Quality

Audit and International Pork Quality Audit, among others. His goal is to help improve the consistency and competitiveness of meat—in both domestic and foreign markets—of U.S. beef and pork. Gary is also active on many boards of directors and committees, from the American Council on Science and Health to the Animal Production HACCP Technical Advisory Group for FSIS-USDA.

David M. Theno, Ph.D.

David is the Vice President of Quality Assurance, Research and Development and Product Safety at Foodmaker, Inc., the operator and franchisor of the Jack in the Box chain. He has authored several scientific and trade publications on food safety and HACCP applications and is a member of the National Advisory Committee in Microbiological Criteria for Foods. He also serves as a peer reviewer for the USDA-FSIS HACCP study. Prior to joining Foodmaker, David was CEO and managing director of Theno & Associates, Inc., an agribusiness consulting firm. He has also directed food safety and quality operations for Amour Food Company, Kellogg's, and Foster Farms. He received his doctorate and master's degrees from the University of Illinois and his bachelor's degree from Iowa State University.

Diet/Health

David Kritchevsky, Ph.D.

David is an Institute Professor at the Wistar Institute in Philadelphia, Penn., where he has also served as an associate director and member since 1962. Additionally, he is a Professor of Biochemistry in the Division of Animal Biology at the University of Pennsylvania School of Veterinary Medicine, a member of the University of Pennsylvania's Graduate Group in Pathology, and an Adjunct Professor of Biochemistry at the Medical College of Pennsylvania. His research interests include lipid biochemistry, atherosclerosis, nutrition, aging and nutrition in cancer. He has received numerous awards and distinctions for his work, including a Borden Award in Nutrition from the American Institute of Nutrition, a Professional Achievement Award from the University of Chicago, and a Special Recognition Award from the American Heart Association, among others. He began his career in 1940 as a chemist at Ninol Laboratories in Chicago, and, during his career, also served as an analyst at the Food and Drug Administration, a staff member of the Bio-Organic Institute in the Radiation Laboratory at the University of California-Berkeley, and a staff member in the Virus and Rickettsial Research Section at Lederle Laboratories. A member of several societies, he is also an editorial board member of numerous publications. A native of Kharkov, Russia, David is married with three children.

Bob Messenger

Bob is publisher and editor of *Food Trends Newsletter*, now in its ninth year of publication. He has reported on and consulted the food and beverage industry for almost 16 years. He has served as a business editor of *Prepared Foods* magazine, editor-in-chief of *Food Business Magazine*, and as a newspaper columnist for nearly 20 years. Currently, he is also associate publisher of *Food Processing* magazine, which now features *Food Business* as a section.

Marion Nestle, Ph.D., M.P.H

Marion is Professor and Chair of the Department of Nutrition and Food Studies at New York University. She is the author of *Nutrition in Clinical Practice*, a textbook for medical and other health profession students and practitioners. Her research focuses on factors influencing the development and acceptance of federal dietary

guidance policies. Marion's professional credentials include a Ph.D. in molecular biology and an M.P.H. in public health nutrition, both from the University of California, Berkeley. In addition to teaching at NYU, she taught nutrition courses at Brandeis University and was associate dean at the University of California—San Francisco School of Medicine. She has also served as a staff director for nutrition policy in the Office of Disease Prevention and Health Promotion in the Department of Health and Human Services. A member of the New York State Commission on Dietetics and Nutrition, Marion also has completed terms as a member of the Food Advisory Committee of the Food and Drug Administration and the Dietary Guidelines Advisory Committee of the Departments of Health and Human Services and Agriculture.

IN PERSPECTIVE

Although all kinds of other issues studied the food research—diet/disease, environment, and animal welfare—have remained relatively stable, food safety has undoubtedly been the most active area in the past several years.

The first of two significant changes in attitudes toward food safety is a shift in the way the industry and government view the problem. In the past, food safety was seen as a problem that could be solved by a single action, such as a ban on a particular food or a change in a single ingredient. Now, it is seen as a complex problem that requires a multi-faceted approach. This shift in perspective is reflected in the way the industry and government have responded to food safety issues. In the past, the industry and government have often been at odds, with the industry claiming that food is safe and the government claiming that it is not. Now, they are more likely to work together to find solutions to food safety problems.

ISSUE IMPACT

The purpose of this section is to provide a brief overview of the impact of the food safety issues discussed in the article.



The following information was obtained from the records of the [redacted] Department of the [redacted] Government, dated [redacted].

[The rest of the page contains extremely faint, illegible text.]

A black and white sketch of a bird, possibly a parrot, perched on a branch. The bird is shown in profile, facing right, with a large, curved beak and a prominent eye. It is surrounded by stylized leaves and small, star-shaped flowers. The drawing is done in a simple, expressive line-art style.