Fighting ECONOMIC ADULTERATION in the Marketplace

By examining policy, media, and education channels this conference will address combating economic adulteration in the 21st century.
Welcome to the Robert Mondavi Institute for Wine and Food Science at the University of California, Davis and our conference, “Fighting Economic Adulteration in the Marketplace.” This conference will address combating economic adulteration in the 21st century by examining policy, media and education channels.

Economic adulteration can be defined as the fraudulent, intentional substitution or addition of a substance in a food or beverage product for the purpose of increasing the apparent value of the product or reducing the cost of its production. Economic adulteration is currently a very hot topic. Food Fraud was the featured article (and the cover image) in the January issue of Food Technology Magazine and Dan Flynn, the executive director of the UC Davis Olive Center at the Robert Mondavi Institute, recently appeared on a segment of Dr. Oz focused on food fraud.

We are very fortunate to have Karen Ross, Secretary of the California Department of Food and Agriculture, as today’s keynote speaker. The morning session will set the stage for what we hope will be very informative and vigorous discussions in three critical areas related to economic adulteration: policy, media and science. A concluding session and networking reception at the Robert Mondavi Institute will wrap up the day. But that will not be the end of the discussion. Our intention is to come away from this conference with action items for moving forward.

I am sincerely grateful to our partner and co-organizer, Roll Global Inc. for helping to make this day possible and our sponsors, the UCLA Center for Food Law & Policy and PerkinElmer for their support.

Clare Hasler-Lewis
Executive Director
Robert Mondavi Institute
for Wine and Food Science
University of California, Davis
AGENDA

8:15 AM – 9:00 AM            Registration
9:00 AM – 9:10 AM            Welcome & Introductions
   Clare Hasler-Lewis, Executive Director,
   Robert Mondavi Institute for Wine and Food Science, UC Davis
9:10 AM – 9:30 AM            Keynote
   The Honorable Karen Ross
   Secretary, California Department of Food and Agriculture
9:30 AM – 9:35 AM            Setting the Stage for the Day
   Michael Roberts, Director, Center for Food Law and Policy, UCLA
9:35 AM – 10:00 AM          The Basics of Economic Adulteration & What the Landscape Looks Like Today
   Douglas Moyer, Instructor, Program in Public Health,
   College of Human Medicine, Michigan State University
10:00 AM – 10:20 AM        Case Study & Tasting: Olive Oil
   Dan Flynn, Executive Director,
   UC Davis Olive Center at the Robert Mondavi Institute
   Tom Mueller, Author,
   Extra Virginity: The Sublime and Scandalous World of Olive Oil
10:30 AM – 10:45 AM        Break
10:50 AM – 11:10 AM        Food Science and Economic Adulteration
   Dana Krueger, Food Scientist and Founder, Krueger Food Laboratories,
   Chelmsford, MA
11:10 AM – 11:30 AM         Media and Economic Adulteration
   Tom Mueller
11:30 AM – 11:50 AM        Policy, Regulation and Economic Adulteration
   Emily Kane, Counsel, Director of Government Affairs, Roll Law Group
11:50 AM – 12:00 PM         Briefing on Afternoon Breakout Sessions
   Dan Flynn, Executive Director,
   UC Davis Olive Center at the Robert Mondavi Institute
12:00 PM – 1:00 PM            LUNCH
Afternoon Breakout Sessions | Issues, Challenges and Opportunities

- Science: Food Science and Technical Assistance
- Media: Communication and Consumer Education
- Policy: Legislation, Regulation and Advocacy

1:00 PM – 3:30 PM

1) **Science**: Dana Krueger, Krueger Food Laboratories

2) **Media**: Dan Flynn, Executive Director, UC Davis Olive Center at the Robert Mondavi Institute

3) **Policy**: Emily Kane, Counsel, Director of Government Affairs, Roll Law

3:30 PM – 4:00 PM  **Walk to the Robert Mondavi Institute for Wine and Food Science**
392 Old Davis Road

4:00 PM – 4:30 PM  **Conclusion**
Michael Roberts, Director, Center for Food Law and Policy, UCLA

4:30 PM – 5:30 PM  **Reception at Robert Mondavi Institute for Wine and Food Science**
Clare Hasler-Lewis
Executive Director, Robert Mondavi Institute for Wine and Food Science, UC Davis

Clare Hasler-Lewis has been the founding executive director of the Robert Mondavi Institute for Wine and Food Science at the University of California, Davis, since 2004. Dr. Hasler-Lewis is an internationally recognized authority on functional foods. From 1992-2000, she served as the founding director of the Functional Foods for Health Program at the University of Illinois. Dr. Hasler-Lewis trained as a post-doctoral fellow at the National Cancer Institute, National Institutes of Health. She holds a dual Ph.D. in environmental toxicology and human nutrition from Michigan State University and an M.S. in nutrition science from The Pennsylvania State University. She also earned an M.B.A. from the University of Illinois at Urbana-Champaign. Dr. Hasler has published more than 60 research and position papers, invited reviews, book chapters and bulletins and has given hundreds of lectures on diet and health in more than 20 countries. In 2005 she was appointed to the Board of Directors of Chiquita Brands International, Inc. where she also chairs the Food Safety, Innovation and Technology Committee. In 2011, Dr. Hasler-Lewis was honored with the President’s Award from CAST (The Council for Agricultural Science and Technology).

Karen Ross
Secretary, California Department of Food and Agriculture

Karen Ross was appointed Secretary of the California Department of Food and Agriculture on January 12, 2011 by Governor Edmund G. Brown Jr. Secretary Ross has deep leadership experience in agricultural issues both nationally and internationally. Prior to joining CDFA, Secretary Ross was chief of staff for U.S. Agriculture Secretary Tom Vilsack, a position she accepted in 2009. Before her time at the United States Department of Agriculture, Secretary Ross served more than thirteen years as President of the California Association of Winegrape Growers (CAWG), based in Sacramento. During that same period she served as the Executive Director of Winegrape Growers of America, a coalition of state winegrower organizations, and as Executive Director of the California Wine Grape Growers Foundation, which sponsors scholarships for the children of vineyard employees. Among Secretary Ross' many achievements at CAWG was the creation of the nationally-recognized Sustainable Winegrowing Program, which assists wine grape growers in maintaining the long-term viability of agricultural lands and encourages them to provide leadership in protecting the environment, conserving natural resources, and enhancing their local communities.

Michael T. Roberts
Director of the Center for Food Law and Policy (CFLP), Adjunct Law Professor at UCLA School of Law

Michael T. Roberts is an Adjunct Law Professor at UCLA School of Law, where he teaches Food Law and Policy; Director of the Center for Food Law and Policy (CFLP); and Special Counsel to the Roll Law Group LLP. Mr. Roberts is a prolific author, having contributed to books and having written several articles on global food regulation, trade, and policy issues. He serves on a number of boards related to food policy, including the World Food Law Institute, California Food Policy Council, and the Los Angeles Food Policy Council. He has lectured on food law and policy topics all over the world, including in China where he has helped develop a food law center. He is also a former visiting scholar with the United Nation's Food and Agriculture Organization (FAO) in Rome. He has published scholarly law articles and presented in various forums and conferences on economic adulteration.

Douglas C. Moyer
Adjunct Assistant Professor, MSU College of Human Medicine's Program in Public Health

Douglas C. Moyer is an Adjunct Assistant Professor at the MSU College of Human Medicine's Program in Public Health. He develops and teaches online
graduate-level classes including “Introduction to Pharmaceutical Counterfeiting and the Public Health Threat.” Additionally, he is a researcher and instructor in the Food Fraud Initiative at MSU, as well as in the MSU School of Criminal Justice Anti-Counterfeiting and Product Protection Program (A-CAPPP). His research focuses on food fraud and the development of training exercises for food safety professionals. He has 25 years of experience in the food industry, and has spent the last 10 years as the Ford Customer Service Division’s Global Packaging Engineering Manager.

Dan Flynn
Executive Director, The UC Davis Olive Center, Robert Mondavi Institute for Wine and Food Science

Dan Flynn is executive director of the UC Davis Olive Center. Established in 2008 to do for olives what UC Davis did for wine, the self-funded center is the only one of its kind in North America and has helped drive global debate on quality. The center’s core assets are the 30 expert faculty members, research specialists, and farm advisors who provide an interdisciplinary resource for professional growers, processors and buyers. Flynn has overseen the development of more than $3 million in research and resources, presented dozens of short courses, established fee-based sensory and chemistry testing services, and consulted on three successful legislative measures. The center’s work has been reported internationally in more than 1,000 media outlets.

Dana Krueger
Founder, President Krueger Food Laboratories

Dana Krueger is the founder and president of Krueger Food Laboratories, Inc., an independent food-testing laboratory. He is a graduate in chemistry from the Massachusetts Institute of Technology. He is a member of the Commission on Methods of Analysis of the International Federation of Fruit Juice Producers (IFU) and of the Code of Practice Expert Group of the Association of the Industry of Juices and Nectars from Fruits and Vegetables of the European Union (AIJN). Mr. Krueger is a founding member and former chair of the Technical Committee for Juices and Juice Products (TCJJJP). He is a fellow of AOAC International and has held several positions as referee and technical committee member. He has published extensively in the area of food analysis and the detection of economic adulteration, and has served as an expert witness in several legal cases relating to these subjects.

Tom Mueller
New York Times Bestselling Author

Tom Mueller is a freelance writer, author of Extra Virginity, a New York Times best-selling book about the olive oil industry both honest and fraudulent. His articles have also appeared in the New Yorker, the Atlantic Monthly, National Geographic and other publications. He heads Truth in Olive Oil (www.truthinoliveoil.com), a fledgling movement to ensure that consumers have access to quality olive oil, and to defend honest olive oil producers from unfair competition by fraudulent extra virgins. He received his BA from Harvard University and his doctorate from Oxford University, where he was a Rhodes Scholar.

Emily Kane
Director of Government Affairs, Roll Global

Emily Kane serves as Counsel and Director for Government Affairs at Roll Law Group, the legal services provider to Roll Global. Roll Global’s host of companies grow, harvest, bottle, package and market a diverse range of healthy products, including fruits, nuts, water, wine and juices under a variety of brands including POM Wonderful, Wonderful Pistachios, Wonderful Almonds, and JUSTIN Wine. Emily works on a variety of issues pertaining to regulatory, governmental, and philanthropic affairs, including agriculture, food law, food safety, nutrition, and trade, at state, federal, and international levels. As part of her portfolio, Emily directly manages POM
Wonderful's legislative efforts to combat the economic adulteration of pomegranate juice in the marketplace, which includes working with elected officials in Sacramento and Washington DC, as well as the FDA. She also represents POM Wonderful on the Government Affairs Committee for the Juice Products Association, a national organization. A California native, Emily received her B.A. from the University of California Los Angeles and her J.D. from the University of Arizona School of Law. Emily has worked in a variety of capacities in Washington DC for both advocacy groups and the federal government. Immediately before joining Roll, Emily served as Legislative Deputy to Los Angeles City Councilmember Paul Koretz.

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EVENTS

UNCORKED AT THE MONDAVI CENTER 2013-2014

Uncorked is a collaboration between the Robert Mondavi Institute and the Robert and Margrit Mondavi Center for the Performing Arts celebrating Robert and Margrit Mondavi’s legacy at UC Davis. It is a series of twice-monthly wine tastings hosted from 7 to 8 pm before select performances throughout the year.

NUGGET MARKET’S "BEST OF THE BARREL" OCTOBER 4, 2013

Nugget Market’s Best of the Barrel features a bountiful spread of savory foods, and an abundance of wine tastings and hearty beers. Held in the Good Life Garden at the Robert Mondavi Institute, guests dine al fresco on signature Nugget Market dishes, ranging from meats grilled on site, fresh produce, specialty cheeses and an assortment of baked goods and sweet desserts. Best of the Barrel has raised thousands of dollars for a large number of local nonprofit organizations including the Davis Schools Foundation, Woodland Healthcare, and various nonprofits throughout the Sacramento Valley.

JUNE 2, 2013 LUNCHEON IN THE GARDEN

This early summer luncheon introduces and supports The Honey and Pollination Center at the Robert Mondavi Institute for Wine and Food Science. It features a dazzling five-course meal from appetizers to cheese and desserts. Each course features honeys from around the globe, and will be created by chefs, apiaries, wineries, meaderies, and farmers from around California. Join us in the Good Life Garden this June!

To learn more about upcoming events please visit: www.RobertMondaviInstitute.ucdavis.edu