

UCLA School of Law Resnick Program for Food Law and Policy &  
Harvard Law School Food Law Lab presents the inaugural

# UCLA-HARVARD LAW SCHOOL FOOD LAW AND POLICY CONFERENCE

OCTOBER 24 & 25, 2014



## TRANSPARENCY IN THE GLOBAL FOOD SYSTEM:

What Information and  
to What Ends?

### **FRIDAY, OCTOBER 24, 2014**

8:30 a.m. – 3:00 p.m.

UCLA Faculty Center  
California Room

*Food Chains* private screening

3:30 p.m. – 6:15 p.m.

UCLA School of Law  
Room 1347

### **SATURDAY, OCTOBER 25, 2014**

Academic Workshop\*

9:00 a.m. – 11:30 a.m.

UCLA School of Law  
Room 2357

*\*Faculty members who register for the conference will be invited to the academic workshop on Saturday morning. You do not need to register separately.*

UCLA School of Law is a State Bar of California approved MCLE provider and this activity qualifies for 4.75 hours of general MCLE credit.

# Transparency in the Global Food System: What Information and to What Ends?

Every day brings increasing news articles, intensified citizen concern, and political focus to the problems of our food system, accompanied by a building consensus to address the known challenges. However, both the factors shaping and the implications of our current food system are often opaque and difficult to analyze, due to both the complexity and lack of transparency in our system. Most Americans are not aware of the consequences of the supply chains that they participate in, and in some cases health information about food products is also obfuscated or unclear. Yet there is debate among policy makers and food producers about the amount and type of information that consumers should be entitled to. This conference will examine the issue of transparency in the food system, with the guiding questions of what do we mean when we say transparency, the role of the consumer in using information, and what more information can achieve and not achieve.

## FRIDAY, OCTOBER 24, 2014

FACULTY CENTER, CALIFORNIA ROOM

8:30 a.m.

### REGISTRATION

Light breakfast will be provided

9:00 a.m.

### WELCOME AND INTRODUCTION

- Michael Roberts, Executive Director, Resnick Program for Food Law and Policy, UCLA School of Law
- Jacob Gersen, Professor of Law, Founder and Director of The Food Law Lab, Harvard Law School
- Rachel F. Moran, Dean and William J. Connell Distinguished Professor of Law, UCLA School of Law

9:15 – 10:30 a.m.

### PANEL 1: WHAT WE TALK ABOUT WHEN WE TALK ABOUT TRANSPARENCY: THE MEANING OF “TRANSPARENCY” IN THE MODERN FOOD SYSTEM

Panelists will explore new frontiers in information provision currently being debated as well as identifying current food transparency gaps.

#### MODERATOR:

- Michael Roberts, Executive Director, Resnick Program for Food Law and Policy, UCLA School of Law

#### PANELISTS:

- Lisa Heinzerling, Professor of Law, Georgetown Law
- Amy Cohen, Professor of Law, Ohio State University Moritz College of Law
- Ferdinando Albisinni, Professor, Università Della Tuscia-Viterbo

10:30-10:45 a.m.

### BREAK

10:45 – 12:00 p.m.

### PANEL 2: INFORMATION TO WHAT END: THE ROLE OF THE CONSUMER IN DRIVING SYSTEM CHANGE

This panel will explore the interaction between information and regulation, and the ability of consumers to use and respond to increased information about their food.

#### MODERATOR:

- Margot Pollans, Teaching Fellow, Resnick Program for Food Law and Policy, UCLA School of Law

#### PANELISTS:

- Jacob Gersen, Professor of Law, Founder and Director of The Food Law Lab, Harvard Law School
- Stephen Sugarman, Professor of Law, University of California, Berkeley School of Law
- Stephanie Tai, Associate Professor of Law, University of Wisconsin Law School

12:00 – 1:30 p.m.

### **LUNCH**

Lunch will be provided

### **LUNCH PRESENTATION: THE END OF OVEREATING**

KEYNOTE SPEAKER | DR. DAVID A. KESSLER

former Commissioner of the United States FDA and current professor at University of California, San Francisco Medical School

1:30 -2:45 p.m.

### **PANEL 3: CAN MORE TRANSPARENCY HELP FIX A BROKEN FOOD SYSTEM?**

This panel will address the interaction between increased transparency and norms around food production and distribution, with the central question of whether raising the bar on transparency and information can have a direct impact on issues of equity in the food system.

#### **MODERATOR:**

- Kim Kessler, Policy and Special Programs Director, Resnick Program for Food Law and Policy, UCLA School of Law

#### **PANELISTS:**

- Thomas McGarity, Professor of Law, University of Texas at Austin School of Law
- Erika George, Professor of Law, Co-Director of Center for Global Justice, University of Utah S.J. Quinney College of Law
- Andrea Freeman, Assistant Professor of Law, University of Hawai'i at Mānoa, William S. Richardson School of Law

2:45 - 3:00 p.m.

### **WRAP UP**

- Michael Roberts, Executive Director, Resnick Program for Food Law and Policy, UCLA School of Law

*In collaboration with UCLA Campus Food Day events – conference attendees are invited to a private UCLA Campus screening of the documentary Food Chains. The screening will be held immediately following the conference on October 24th at the UCLA School of Law in room 1347, beginning at 3:30p.m.*

*The screening will be followed by discussion and Q&A with a distinguished panel of experts. A reception, sponsored by Healthy Campus Initiative, envisioned and supported by Jane and Terry Semel, to follow.*

## **SATURDAY, OCTOBER 25, 2014**

### **ACADEMIC WORKSHOP**

UCLA SCHOOL OF LAW, ROOM 2357

This workshop will bring together law school faculty to discuss the future of food law teaching and scholarship.

9:00 - 9:30 a.m.

### **BREAKFAST AND WELCOME**

Breakfast will be provided

9:30 - 10:00a.m.

### **PANEL PRESENTATIONS**

#### **MODERATOR:**

- Margot Pollans, Teaching Fellow, Resnick Program for Food Law and Policy, UCLA School of Law

#### **PANELISTS:**

- Stephen Sugarman, Professor of Law, University of California, Berkeley School of Law
- Susan Schneider, Professor of Law, Director of the LL.M. Program in Agricultural and Food Law, University of Arkansas School of Law
- Neil Hamilton, Professor of Law, Director of Agricultural Law Center, Drake University Law School

In addition, Emily Broad Leib, Lecturer on Law at Harvard Law School and Director of the Harvard Food Law and Policy Clinic, will make an announcement regarding plans for a Food Law Academic Association.

10-11:15 a.m.

### **OPEN DISCUSSION**

11:15-11:30 a.m.

### **CLOSING REMARKS**

*Thank you to our Conference Sponsors*

Bronze Sponsors

MATTHEW RISING



BURNHAM | BROWN

*a professional law corporation*

---

REESE RICHMAN LLP

---

Lunch Sponsors

SIDLEY AUSTIN LLP  
**SIDLEY**