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Commodity and Fuel Costs – Food Advertising in Obesity Age Key Panel Discussions at 2006 ABA Convention

Managing commodity costs, particularly sugar and fuel will be front and center at the upcoming American Bakers Association (ABA) 2006 Convention March 22 – 25, 2006 in Scottsdale, Arizona. Convention attendees will hear from a distinguished panel of experts during the March 23 General Session on the short and long term prospects for commodities and fuels utilized by the baking industry. The panel, to be moderated by Jeff Marsh, Acting Senior Vice President Purchasing & Logistics with Interstate Bakeries Corp., also will examine strategies for mitigating these costs. The “Commodities: The Bottom Line” panelists include:

Howard Gruenspecht; Deputy Administrator, Energy Information Administration (EIA)
Bill Lapp; President, Advanced Economic Solutions
John Schnittker; President, Schnittker Associates

“We are all trying to manage these volatile costs to our businesses,” said ABA Chairman Gary Prince, Weston Foods, Inc. “Having these pre-eminent experts provide us their insights is a tremendous opportunity for the baking industry. We are particularly pleased that Mr. Gruenspecht with the EIA will be able to give us his perspective on natural gas, gasoline and diesel availability and cost projections.”

Exploring the boundaries of responsible food advertising is the focus of the “Food Advertising in the Obesity Age” panel during the March 23 ABA Convention General Session. The panel, moderated by Jim Davidson, President of Davidson and Company will highlight diverse viewpoints in the ongoing national debate on food advertising particularly to children. Mr. Davidson will bring his years of experience as an advertising expert to his role as moderator. The expert panelists include:

Mary Koelbel Engle; Associate Director, Advertising Practices Division, Federal Trade Commission
Paul Petrucelli, Sr.; Director Health and Wellness Policy, Kraft Foods
Dr. Margo Wootan, Director of Nutrition Policy, Center for Science in the Public Interest

“The ABA Convention is all about providing a valuable forum for bakers and their supplier partners to come together to address key business issues,” said ABA President and CEO Robb MacKie. “We expect a near record turnout for this convention and are pleased to have such a high quality program for our attendees.”

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