



Food Product Labeling: Challenges of Defining Sustainability

Speaker and Moderator Biographical Sketches



Sean B. Cash, Ph.D., M.S., M.A.

Tufts University

Invited Speaker

Sean B. Cash is an economist with the Friedman School of Nutrition Science and Policy at Tufts University. His research focuses on consumer behavior around food and nutrition and the economic aspects of agriculture, food, and the environment. He has published over 100 peer-reviewed articles, abstracts, book chapters, and reports and has been the principal or co-investigator on over \$22 million of research funding. His work has been funded by the United States Department of Agriculture, the National Science Foundation, the National Institutes of Health, the Canadian Institutes of Health Research, Agriculture and Agri-food Canada, and Newman's Own Foundation, among other sources. At Tufts, Dr. Cash teaches courses in agricultural and environmental economics, consumer behavior around sustainability, statistics, and corporate social responsibility. He has been involved extensively in policy and public-facing work, including testimony to the Canadian Parliament and service on a National Academy of Sciences panel on invasive species impacts of food trade. His work includes research on consumer response to food labeling; environmental impacts in food and beverage production, including projects on coffee and tea quality and climate change; and measuring the sustainability of dietary patterns. Dr. Cash holds an M.A. in applied economics from the University of Michigan, Ann Arbor, and an M.S. and Ph.D. in agricultural and resource economics from UC Berkeley.



Julia Solomon Ensor, J.D.

Federal Trade Commission

Invited Speaker

Julia Solomon Ensor is an attorney in the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection where she works on a variety of compliance and enforcement matters, including environmental marketing and "Made in USA" matters. Prior to joining the FTC in 2010, Ms. Ensor was an associate at King & Spalding LLP in Washington, D.C. She holds a B.A. from Yale University and a J.D. from the University of Pennsylvania Law School.



Rebecca Walker Reczek, Ph.D.

The Ohio State University

Invited Speaker

Rebecca Walker Reczek is the Berry Chair of New Technologies in marketing and professor of marketing at the Fisher College of Business at The Ohio State University. Dr. Reczek's research focuses on the area of consumer behavior. Specifically, her research has explored consumer lay theories and inference-making, self-perceptions, and ethical decision-making. Current projects continue to explore these areas, as well as consumer interactions with technology and consumer response to promotions. Her research has appeared in leading marketing and psychology journals, and she is currently serving as associate editor at the *Journal of Consumer Research*, the *Journal of Marketing*, and the *Journal of Public Policy and Marketing*. She has received multiple awards for her research, including the Early Career Award from the Society for Consumer Psychology, the Kinnear Award for the best article in the *Journal of Public Policy & Marketing*, and the AMA-EBSCO Award for Responsible Research in Marketing. Dr. Reczek earned her Ph.D. from the University of Texas at Austin.



Brian Ronholm, M.A.

Consumer Reports

Moderator and Food Forum Member

Brian Ronholm is director of food policy for Consumer Reports (CR). He leads CR's advocacy efforts to advance a safe and healthy food system. Mr. Ronholm brings deep legislative and regulatory experience in food policy to CR. He also writes and speaks extensively on food policy issues, with a particular emphasis on emerging technologies, food safety modernization, and pending regulatory policies facing the food industry. During his tenure as deputy under-secretary for food safety at the U.S. Department of Agriculture, Mr. Ronholm provided leadership, management, and oversight of the Food Safety and Inspection Service, the public health agency with more than 9,000 employees responsible for ensuring the safety of meat, poultry, catfish, and processed egg products. In addition to overseeing FSIS, he chaired the U.S. Codex Policy Steering Committee, an interagency partnership that engages stakeholders in the advancement of science-based international food safety standards to facilitate fair trade, and served as chair of the National Advisory Committee on Microbiological Criteria for Foods (NACMCF), which provides impartial scientific advice to federal agencies for use in developing integrated food safety systems. He also served as agriculture appropriations associate in the office of U.S. Rep. Rosa DeLauro of Connecticut, where he managed and coordinated activities involving key legislative initiatives for food and nutrition issues. Mr. Ronholm holds an M.A. in public policy management from The George Washington University.



Arlin Wasserman, M.S.

Changing Tastes

Invited Speaker

Arlin Wasserman is the founder and managing director of Changing Tastes and the contributing author on the food industry for NASDAQ. Over the past two decades, he has helped create and catalyze some of the most significant shifts in the way business and consumers think about food. Mr. Wasserman's accomplishments include working with General Mills to develop the first sustainability strategy for a major U.S. food company, building a strategy to drive growth in the once nascent U.S. organic food industry, including raising awareness of antibiotic use in livestock production and creating the Plant-Forward culinary strategy which is now a major focus of culinary innovation in the western world. He also led work to develop a new messaging platform in advance of the formation of the U.S. Seafood Marketing Council. He previously served as vice president of sustainability at Sodexo and as a member of the global executive team and champion for culinary, and health and wellness in North America. During his tenure, Dow Jones and the *Financial Times* recognized Sodexo as having the best sustainability performance among all publicly traded food and hospitality companies. Mr. Wasserman holds an M.S. from the University of Michigan.