

## Agenda

Registration - *Lone Star Room - 2nd Floor* 7:30 a.m.

Poster Session - *Bouquet Room - 1st Floor* 8:00 – 10:15 a.m.

Session I - *Lone Star Room* 10:30 a.m.

*Chair, Daniel Leskovar, Assistant Director VFIC*

### **Consumer Paradigm Change**

*Fresh Fruit and Vegetable Grant Expands Students' Horizons*  
Donna Pittenger, Sundown Elementary, Katy ISD

*Consumer Impact of the VIC Kids Program*  
Polly Wilson and Holly Strother, Bryan ISD

*Light your health on fire!*  
Rip Esselstyn, Austin Fire Department, Station 2

Keynote Address 11:00 a.m.

*Chair, Tim Davis, Department Head, Horticultural Sciences*

*Consumer Behavior in Health and Healthy Choices:  
What Strategies for Produce?*

Randall E. Westgren Al and Mary Agnes McQuinn Chair  
in Entrepreneurial Leadership  
Professor of Agricultural Economics  
University of Missouri-Columbia

Lunch - *Austin Room* 11:45 a.m. – 1:45 p.m.

*Welcome & Introductions, Bhimu Patil, Director, VFIC*

### **Remarks and Stakeholder Recognition**

The Honorable John Cornyn, *United States Senate*

The Honorable Juan “Chuy” Hinojosa, *Texas Senate, District 20*

Dr. Vincent Fonseca, *Texas Department of State Health Services*

Dr. Mark A. Hussey, *Vice Chancellor and Dean for Agriculture and Life Sciences, Texas A&M University*

Dr. Jeffrey Seemann, *Vice President for Research, Texas A&M University*