Collaborating Across Food Sectors To Enact Relevant, Effective, And Innovative Nutrition Education Strategies

Society for Nutrition Education and Behavior Annual Meeting
July 21, 2020 (12:40-2:00 pm)

Katie Brown, EdD, RDN, Senior VP, Sustainable Nutrition, National Dairy Council
Hilary Thesmar, PhD, RD, CFS, FMI - The Food Industry Association
Alice Henneman, MS, RDN, Extension Educator Emeritus, University of Nebraska-Lincoln

Moderator: Robert C. Post, PhD, MEd, MSc, FoodTrition Solutions, LLC
Session Organizer: Mary Anne Burkman, MPH, RDN

Session Panel
Katie Brown, EdD, RDN, Senior VP, Sustainable Nutrition, National Dairy Council
@Katiebrownrmdn
Hilary Thesmar, PhD., RD, CFS, FMI - The Food Industry Association
Alice Henneman, MS, RDN, Extension Educator Emeritus, University of Nebraska-Lincoln

Session Objectives

Learning Objective 1: Attendees can describe opportunities for nutrition education across the food system.

Learning Objective 2: Attendees can articulate a systems-approach view of food systems and how nutrition educators from various segments of the food sector are creating meaningful educational programs and resources for consumers.

Learning Objective 3: Attendees can develop resources and identify collaborators for evidence-based nutrition education strategies across the food sector.

Session reflects updated view of "food sector" contributions to nutrition education

Session Moderator
Robert C. Post, PhD, MEd., MSc.
CEO/Principal, FoodTrition Solutions, LLC
https://www.foodtritionsolutions.com/; @DrRobPost
Chair, SNEB Nutrition Educators in the Food Sector Division

The Dietary Guidelines for Americans challenges a multitude of food sectors and systems to take active roles in improving consumer nutrition behaviors.

Nutrition education practitioners in the food sector, e.g., in supply chain, food retail, and consumer services segments, can provide unique insights and "lessons learned" for enhancing education collaborations toward improved nutrition behaviors.
SNEB Division: From "NEWI" to "Nutrition Educators in the Food Sector (NEFS)"

Moving From “Food Industry” to “Food Sector” Aligns with Socio-Ecological Framework Recommendations

NEFS Mission:
Provide a focal division within SNEB with an emphasis on (1) creating awareness and sharing the experiences, practices, challenges, and insights of research and programming conducted by nutrition educators and nutrition communicators in the food sectors, i.e., the segments of the food chain, including farming/growing, commodity/trade (e.g., dairy, produce, protein foods, fruits, and grains), food manufacturing, supermarket, and restaurant sectors, and their related nutrition/H&W centers; and (2) promoting awareness and collaborations among nutrition educators across SNEB membership and divisions on consumer nutrition education and behavioral research, resources and programming initiatives and practices in the food sectors which focus on improving the eating patterns and lifestyles of consumers aligning with the DGA.

Farm To Table Nutrition Educators Play Vital Role

- The food sector makes up about 20% of nation’s economy
- About 2.1 million farms
- About 935,000 restaurants and more than 200,000 registered food manufacturing, processing, and storage facilities
- More than 1.5 million people directly involved in food manufacturing, supplying, and servicing the food products that American consumers and businesses need every day
- Food sector operations and employees are essential for public health
- Nutrition educators in food sector – supply chain, retail, consumers services – have unique set of experiences and challenges
- Opportunities to bridge across sectors toward improving consumer nutrition behaviors, reducing food insecurity, and promoting better foods

Essentiality of Food Sector Offers Unique Opportunities to Learn About Challenges and Opportunities to Promote Better Nutrition Habits and Equitable Access to Healthier Food

Data Source: Dept. of Homeland Security
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*Perspective from the Supply Chain*

Katie Brown, EdD, RDN, Senior Vice President, Sustainable Nutrition

“Great discoveries and improvements invariably involve the cooperation of many minds.”

--- Alexander Graham Bell
Scientist & Inventor of the telephone

Bringing to life the dairy community’s shared vision of a healthy, happy, sustainable world, with science as our foundation

Defining the supply chain

Who is a part of the food supply chain?

Types of organizations working on behalf of farmers and food producers

Long-standing commitment to research, public health and nutrition education to address timely issues
Rooted in partnerships and collaboration

Working with schools to provide consistent nourishment for U.S. children

Enhancing wellness opportunities in schools

COVID-19 impacts every facet of the supply chain

Getting more milk to people during COVID-19

Adapting supply chain to fight food insecurity while schools are closed
COVID-19 magnifying biggest issues of our time

- Ensuring food, nutrition and water security
- Protecting the earth’s natural resources

Cannot be solved alone...

Addressing global food and nutrition security with dynamic collaboration

Webinar Series
Feeding America's Healthy Food Bank Hub
Food Insecurity/Food Banking Supervised Practice Concentration

Providing resources to train the next generation of nutrition professionals

- Developed by 24 content experts
- Pilot tested by 19 sites (2017-2018)
- Launched in 2018


Acting on SFS: A Nutrition-Focused Framework

The dairy community has made aggressive commitments for the environment

Environmental stewardship goals for air, land and water:

- Become carbon neutral or better
- Optimize water use while maximizing recycling
- Improve water quality by optimizing utilization of manure and nutrients

Dairy farmers are continuously progressing to become more sustainable...
Closing thoughts

- Approach collaboration with a solutions-oriented frame.
- Recognize that the supply chain has deep expertise in agriculture and nutrition.
- Supply chain helps nutrition educators bring "from farm to table" to life.

Thank you!
Americans Believe that Family Meals are Beneficial

71% of parents say they would like to eat DINNER with their child every single night.

Top Barriers to Family Meals

The Benefits and Values of Family Meals
The Benefits and Values of Family Meals

Supplier Partners
1. Arctic Apples
2. Barfoots UK
3. Best Choice
4. Bread Smart
5. Bumble Bee Foods, LLC
6. Campbell Soup Company
7. Capri Sun
8. Coca-Cola Bottling Co. Consolidated
9. Conagra
10. Chobani, Inc.
11. Davidson’s Safe Choice Eggs
12. Dole
13. Eggland’s Best
14. Family Finest/Champion Foods
15. Kelloggs
16. Libby’s
17. Live Gourmet
18. Mars, Incorporated
19. McCormick
20. Mondeval
21. Minerva Dairy
22. Monsanto
23. Motts Made Foods
24. Mensa
25. Montebenso
26. Mrs. Budd’s
27. NatureFresh Farms
28. Nestle, Inc.
29. Nielsen
30. Oscar Mayer
31. Progressive Grocer
32. Racconto
33. Ranier Fruit
34. Red Gold, Inc.
35. Shulman Food
36. Smithfield Foods Inc.
37. The J.M. Smucker Company
38. The Coca-Cola Company
39. The Kraft Heinz Company
40. The Scene Shop
41. The Zen of Slow Cooking
42. Unilever

Research About Family Meals
Robson et al.
Family Meal Frequency, Diet, and Family Functioning: A Systematic Review With Meta-analyses
Journal of Nutrition, Education and Behavior
Vol 52 (5), 553-564
https://doi.org/10.1016/j.jneb.2019.12.012

Family Meals
Can you have too many family meals?
Resources:
https://www.fmi.org/family-meals-movement/make-meals-happen

Image from the CDC

www.fmi.org
Necessity is the mother of invention

We learned a lot about necessity over the past five months!

Needs -

Food Security Challenges
Supply Chain Challenges
Workforce Disruptions

Solutions to Shift Supply Chains

Food companies make tough shift as supply chains see COVID-19 closures and restaurants

www.fmi.org

Shifting Production to Essential Supplies

Distilleries around the U.S. Shift Production to Hand Sanitizer
Anheuser-Busch to deliver nearly 7,000 bottles of hand sanitizer to Richmond

www.fmi.org

Solutions to Shift Workforce Resources

Eightfold Talent Exchange

Eightfold.ai With the commitment of human capital, technology, and speed from myriad corporate partnerships, FMI is co-sponsoring the Eightfold Talent Exchange, a talent marketplace built and hosted by Eightfold.ai. The online portal will facilitate companies to identify the talent they have furloughed and then reconnect them with their previous employers. Sharing these open opportunities with available employees will help match needs across geographies.

For a brief overview of the Talent Exchange, watch this short Eightfold Talent Exchange Video and learn more in this presentation. You and your hiring leaders are invited to a personal consultation with the Eightfold team. Schedule your consultation and demo here.

If you have any questions for the FMI Team, please contact Najmieh DePay.

www.fmi.org

Final Thoughts

• We can shift quickly when we need to do so
• Consumers adapt very quickly
• Partnerships are essential
• Planned and unplanned!
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PERSPECTIVE FROM CONSUMER SERVICES

Alice Henneman, MS, RDN

• University of Nebraska-Lincoln Extension Educator, Emeritus
• Past recipient, Helen Denning Ullrich Award of Excellence in Nutrition Education
• Nutrition is my profession and my passion!
• Twitter / Instagram: @alicehenneman

Key words

“If you want to go fast, go alone. If you want to go far, go together.”

(Attributed to an African proverb)

“Consumer service” examples:
Leveraging resources and unifying messages among food sectors across the food system

Some Possible Types of Collaborations

- Subject matter person(s) + food-related entity [i.e. grocery store]
- Public sector subject matter person(s) + industry sector subject matter person(s) [i.e. discussion group around an issue, joint or interactive presentation]
- Public sector subject matter person(s) + industry sector subject matter person(s) + food-related entity [i.e. farm or plant tour plus presentation]
Collaborations can be large or small

Someone once asked the bank robber, Willie Sutton, why he robbed banks.

“I rob banks because that’s where the money is.”

Collaborations at locations where consumers make food choices

Collaboration With Grocery Stores

Collaboration With Farmers’ Markets

Collaboration With a Community Supported Agriculture (CSA) Farmer
Collaborating With Different Sectors Throughout the Food System: Better Together

Worried about collaborating with others representing “industry”?

My Starting Place for Sector Collaboration: USDA Commodity Groups

USDA commodity research and promotion programs (funded by checkoff programs)

- Industry-funded commodity research, education and promotion programs have the goal of providing a unified message within the commodity group.
- Promoting a commodity as a whole instead of by individual businesses means everyone in the industry benefits through increased sales, consumer awareness and higher overall demand. Many have local program staff as well as national.
- 19 of 21 are related to food
- Oversight by USDA’s Agricultural Marketing Service

USDA commodity food-related research and promotion programs

- American Egg Board
- American Lamb Board
- Cattlemen’s Beef Board
- Fluid Milk Processors Promotion Program
- Hass Avocado Board
- Highbush Blueberry Council
- Mushroom Council
- National Dairy Promotion & Research Board
- National Honey Board
- National Mango Board
- National Peanut Board
- National Pork Board
- National Potato Promotion Board
- National Watermelon Promotion Board
- Popcorn Board
- United Sorghum Checkoff Program
- United Soybean Board
Did you know this about USDA commodity research and promotion programs?

▪ Materials undergo governmental review
▪ Information based on peer-reviewed research
▪ Health claims must be consistent with FDA regulations
▪ Follow the government’s dietary guidance (Dietary Guidelines, MyPlate etc.)

More information and links to websites at: https://www.ams.usda.gov/rules-regulations/research-promotion

119 pages!

FDA Defined Terms and Marketing Terms & Additional Guidance for Health Claim Messaging

Food Safety

Terms Describing How an Animal or Commodity Was Raised or Grown

Sample Social Media Content Questions

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<tr>
<th>CRITERIA</th>
<th>YES</th>
<th>NO</th>
<th>NOTES</th>
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<td>Is the source from which we are curating reputable?</td>
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<td>Don’t Use</td>
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<td>Is the source an authority on the subject and seen as credible and believable by the general public?</td>
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<td>Is the source negative in nature or argumentative</td>
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<td>Does the source or content carry any political or controversial undertones?</td>
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<td>Is the content timely and informative?</td>
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<td>Is the content sharable and compelling?</td>
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<td>Is the content evergreen or time sensitive? (If time sensitive, needs to be prioritized to get information out.)</td>
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Use common sense and science-based knowledge as you explore collaborations in areas of potentially mutual benefit.

Be open to invitations to tours, presentations, etc. offered by industry-based groups for you to get to know each other better.

If you are employed in the public sector, it may work best to collaborate with industry “sector” groups vs. a specific company. However, you might be an “invited speaker” for a company who delivers a message that supports common goals.

"Look before you leap but do leap!"
- Judith Dodd, past president, Academy of Nutrition & Dietetics
For More Information

- USDA Research & Promotion Programs – links to programs in left sidebar plus overview of how these programs function, at: https://www.ams.usda.gov/rules-regulations/research-promotion
- Guidelines for AMS (Agricultural Marketing Service) Oversight of Commodity Research and Promotion Programs (PDF) at https://www.ams.usda.gov/sites/default/files/media/RPGUIDELINES092015.pdf