

Bee Marks Communications Symposium

Tuesday, July 24, 2018
Minneapolis, MN

Toward Sustainable Diets:
Communicating the Evidence,
Addressing the Challenges



Beatrice G. "Bee" Marks

1922 - 2017

One of the first individuals to
use nutrition science to
market food for health and
wellness

Senior Vice President and
Senior Counsel for Ketchum



Beatrice G. "Bee" Marks

- Scientific insights about food commodities have value and interest to a wide audience – and should be front and center.
- Farmers deserve to be heard; to be appreciated and to be able to tell their stories.
- Close and trusting relationships among all sectors is important for food and nutrition communication and marketing.



Beatrice G. "Bee" Marks

- Served on SNE Foundation, Board of Trustees
- Honored as SNE Fellow of the Society
- Co-sponsored (with The Potato Board) SNE Communications Workshops and Outstanding Nutrition Education Award, both starting in 1974



Guendoline Brown, 1993-94 SNE president, with Bee Marks, recipient of the Fellow of the Society Award.

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**Food Sustainability:
What Are Consumers Thinking and Doing?**



Alexandra Lewin-Zwerdling, Ph.D.
Vice President, Research and Partnerships
International Food Information Council Foundation
Washington DC

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**Sustainable Food Decisions:
How Can Nutrition Education Help?**



Mark David Richards, Ph.D.
Senior Vice President
KRC Research
New York, NY

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**Continuing the Food Sustainability
Conversation:
What Can Nutrition Educators Say?**



Pam Koch, Ph.D.
Research Associate Professor and Executive Director
Laurie M. Tisch Center for Food, Education & Policy, Program
in Nutrition
Teachers College Columbia University, New York, NY