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
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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

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