

# 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.*

# Beatrice G. "Bee" Marks

1922 - 2017



## Toward Sustainable Diets: Communicating the Evidence, Addressing the Challenges

### Bee Marks Communications Symposium

Tuesday, July 24, 2018  
Minneapolis, MN



**Toward Sustainable Diets:  
Communicating the Evidence, Addressing the Challenges**

**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

**Toward Sustainable Diets:  
Communicating the Evidence, Addressing the  
Challenges**

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



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

Toward Sustainable Diets:  
Communicating the Evidence, Addressing the Challenges

**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