

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, FoodTritition Solutions, LLC
 Session Organizer: Mary Anne Burkman, MPH, RDN

WHAT FOOD FUTURE?
 2020 ANNUAL CONFERENCE
 JULY 20-24 | LIVE AT SNEB.ORG

#SNEB2020: What Food Future?

1

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

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




#SNEB2020: What Food Future?


2

Session Panel


Katie Brown, EdD, RDN, Senior VP, Sustainable Nutrition, National Dairy Council
@Katiebrownrdn



Hilary Thesmar, PhD., RD, CFS, FMI-The Food Industry Association



Alice Henneman, MS, RDN, Extension Educator Emeritus, University of Nebraska-Lincoln



#SNEB2020: What Food Future?

3

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

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.

#SNEB2020: What Food Future?

4

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.

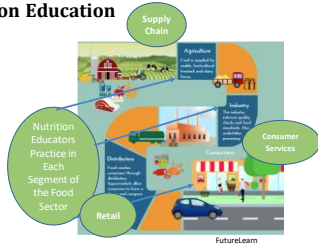
#SNEB2020: What Food Future?

5

Session Reflects Updated View of “Food Sector” Contributions to Nutrition Education



2015 DGA



FutureLearn

#SNEB2020: What Food Future?

6

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.

#SNEB2020: What Food Future?

7

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



Data Source: Dept. of Homeland Security

#SNEB2020: What Food Future?

8

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



#SNEB2020: What Food Future?

9

Collaborating Across Food Sectors to Enact Relevant, Effective and Innovative Nutrition Education Strategies

Perspective from the Supply Chain

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

US Dairy Council | @NEDairyCouncil | #DairyNourishesLife | NDC

1

Katie Brown, EdD, RDN
Senior Vice President,
Sustainable Nutrition
National Dairy Council
@Katiebrownrdn



US Dairy Council | @NEDairyCouncil | #DairyNourishesLife | NDC

2



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

~ Alexander Graham Bell
Scientist & Inventor of the telephone

US Dairy Council | @NEDairyCouncil | #DairyNourishesLife | NDC

3



NDC
NATIONAL DAIRY COUNCIL

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

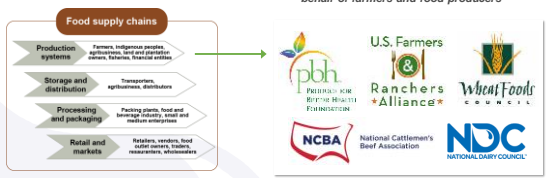
US Dairy Council | @NEDairyCouncil | #DairyNourishesLife | NDC

4

Defining the supply chain

Who is a part of the food supply chain?

Types of organizations working on behalf of farmers and food producers



US Dairy Council | @NEDairyCouncil | #DairyNourishesLife | NDC

5

Long-standing commitment to research, public health and nutrition education to address timely issues

1915 – 2020+



Elmer V. McCollum, PhD

Additional research collaborations across the U.S. and globe

US Dairy Council | @NEDairyCouncil | #DairyNourishesLife | NDC

6

Rooted in partnerships and collaboration

NDC resources reviewed under USDA oversight

US Dairy.com @NEDairyCouncil #DailyNourishLife

7

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

Childhood hunger in the U.S. is widespread; **15+ million children** live in families that struggle to put enough food on the table

Addressing a public health need

Helped start **school meal program** in 1940s at White House Conference on Children to address **malnutrition and food insecurity** from WWII – Since adapted to meet new concerns, like chronic diseases in children

National school meal programs currently **feed 30+ million children**

US Dairy.com @NEDairyCouncil #DailyNourishLife

8

Enhancing wellness opportunities in schools

The Wellness Impact:
Enhancing Academic Success through Healthy School Environments

We can't make kids smarter, but with improved nutrition and physical activity, we can put a better student in the chair.

- Robert Murray, MD, Department of Pediatrics, The Ohio State University

Updated report to be published Fall 2020

US Dairy.com @NEDairyCouncil #DailyNourishLife

9

COVID-19 impacts every facet of the supply chain

Harsh realities during the pandemic

Closure of schools across the U.S. reduced channel that ~30 million food-insecure children rely on for nutritious meals every day

Restaurant service is limited, so Americans are eating a lot more at home

Loss of jobs has challenged millions of additional Americans with food insecurity – putting pressure on food banks to serve many more clients/families

US Dairy.com @NEDairyCouncil #DailyNourishLife

10

Getting more milk to people during COVID-19

Coronavirus Food Assistance Program started May 2020

220,000+ gallons of milk delivered in NY alone

US Dairy.com @NEDairyCouncil #DailyNourishLife

11

Adapting supply chain to fight food insecurity while schools are closed

GENYOUth
EXERCISE YOUR INFLUENCE™
#ForSchoolsSake

\$5M+ raised

COVID-19 Emergency School Nutrition Fund


- Gives schools critical resources needed to feed students

FOR SCHOOLS' SAKE
HELP US FEED OUR NATION'S KIDS
GENYOUth

US Dairy.com @NEDairyCouncil #DailyNourishLife

12

COVID-19 magnifying biggest issues of our time



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

Cannot be solved alone...

US Dairy Council | @NDCouncil | #DairyNutritionLife | NDC

13

Addressing global food and nutrition security with dynamic collaboration

Academy of Nutrition and Dietetics + NDC + FEEDING AMERICA

Webinar Series: Ready, Set, Go! Preparing and Delivering Effective Nutrition Education for Audiences Facing Food Insecurity

Feeding America's Healthy Food Bank Hub: HUNGER + HEALTH

Food Insecurity/Food Banking Supervised Practice Concentration

US Dairy Council | @NDCouncil | #DairyNutritionLife | NDC

14

Providing resources to train the next generation of nutrition professionals

Sustainable, Resilient and Healthy Food and Water Systems Curriculum

Sustainable, Resilient, and Healthy Food and Water Systems: A Curriculum for Dietetic Students and Interns

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

<https://eatrightfoundation.org/why-it-matters/public-education/future-of-food/sfs/>

US Dairy Council | @NDCouncil | #DairyNutritionLife | NDC

15

Acting on SFS: A Nutrition-Focused Framework

Cultivating Sustainable, Resilient, and Healthy Food and Water Systems: A Nutrition-Focused Framework for Action

Education & Training: Educate and empower the next generation of nutrition professionals with evidence-based knowledge and skills to advance SFS.

Research: Support research that informs SFS practice and policy, and disseminate findings to inform practice and policy.

Practice: Implement SFS practices in food systems, communities, and organizations, and evaluate outcomes.

Policy: Advocate for policies that support SFS, and monitor and evaluate policy impact.

US Dairy Council | @NDCouncil | #DairyNutritionLife | NDC

16

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

AIR

LAND

WATER

US Dairy Council | @NDCouncil | #DairyNutritionLife | NDC

17

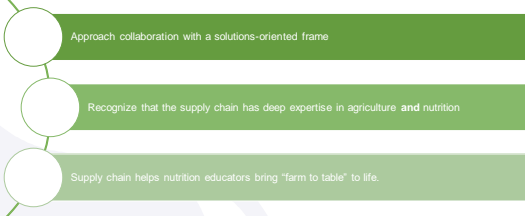
Dairy farmers are continuously progressing to become more sustainable...



US Dairy Council | @NDCouncil | #DairyNutritionLife | NDC

18

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 “farm to table” to life.

US Dairy.com @NCDairyCouncil #DairyNourishesLife NDC

19

Thank you!

National Dairy Council.org @NCDairyCouncil #DairyNourishesLife NDC

20

FMI THE FOOD INDUSTRY ASSOCIATION

Collaborating Across Food Sectors to Enact Relevant, Effective and Innovative Nutrition Education Strategies: Perspectives from the Retail Food Industry

Hilary Thesmar, PhD, RD, CFS, FMI



1

Family Meals

September

It's **NATIONAL FAMILY MEALS MONTH**

Join the **FAMILY MEALS Movement™**

FMI Foundation

www.fmi.org



2

Americans Believe that Family Meals are Beneficial

97% OF HOUSEHOLDS WITH KIDS SAY EATING MEALS AT HOME WITH FAMILY IS IMPORTANT


84% OF HOUSEHOLDS WITH KIDS WANT TO EAT MORE MEALS AT HOME TOGETHER OR PREPARE MORE MEALS AT HOME

90% SAY STAY-AT-HOME MEALS ARE HEALTHIER

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

Source: 2019 U.S. Grocery Shopper Trends

Source: FMI/Modale 2016



3

...but, Family Meals Often Fail to Happen

	Possible Family Meals (Days/week)	Meals Eaten	With Family, Prepared at Home	FAMILY MEALS as % of Possible
BREAKFAST	7.0	4.9	2.0	29%
LUNCH	7.0	5.6	1.4	20%
DINNER	7.0	6.3	3.6	51%
	21.0	16.8		33%

Days Per Week of Family Meal Success Among Adults with Children

Source: FMI U.S. Grocery Shopper Trends, 2019

4

Top Barriers to Family Meals

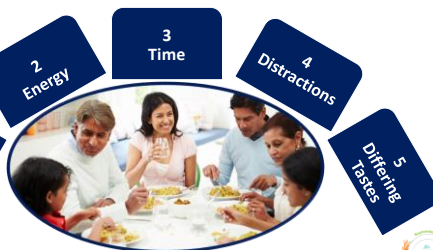
1 Schedules

2 Energy

3 Time

4 Distractions

5 Differing Tastes



5

The Benefits and Values of Family Meals

FAMILY MEALS FEND OFF RISKY BEHAVIORS


The more families share meals, the less likely their kids are to drink alcohol, smoke or use marijuana.

4x less likely to drink alcohol

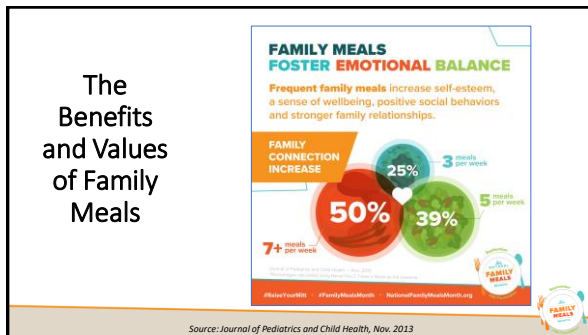
3x less likely to smoke

2x less likely to use marijuana

Source: "Family Meals Annotated Bibliography" Pennsylvania Nutrition Education Network



6



7

Supplier Partners

1. Arctic Apples	Foods	29. Nielsen
2. Barfoot's UK	15. Kellogg's	30. Oscar Mayer
3. Best Choice	16. Libby's	31. Progressive Grocer
4. Bread SRSly	17. Live Gourmet	32. Racconto
5. Bumble Bee Foods, LLC	18. Mars, Incorporated	33. Rainier Fruit
6. Campbell Soup Company	19. McAirlands	34. Red Gold, Inc.
7. CapriSun	20. McCormick	35. Schwan Food
8. Coca-Cola Bottling Co. Consolidated	21. Milford Valley	36. Smithfield Foods Inc.
9. Conagra	22. Minerva Dairy	37. The J.M. Smucker Company
10. Chobani, Inc.	23. Mom Made Foods	38. The Coca-Cola Company
11. Davidson's Safe Choice Eggs	24. Monsanto	39. The Kraft Heinz Company
12. Dole	25. Monte Bene	40. The Scone Shop
13. Eggland's Best	26. Mrs. Budd's	41. The Zen of Slow Cooking
14. Family Finest/Champion	27. NatureFresh Farms	42. Unilever
	28. Nestle, Inc.	

8

Community Partners

1. AFCS	29. East Right PA	57. Mid-Atlantic Barbecue Association	83. Produce for Kids
2. Advancing Retail	30. Erie City Health Dept	58. Minnesota Grocers Association	84. Produce Marketing Association
3. AICS	31. Farm to Table Talk	59. NIM Beef Council	85. Rose Applications
4. Alabama Department of Public Health	32. FDN Food	60. MD Grocers Assn	86. Seafood Nutrition Partnership
5. Alabama Grocers Association	33. Fish Wise	61. Shaw	87. Sealed Air Food Care
6. American Bakers Association	34. Grain Foods Foundation	62. Shaul	88. Shari Steinbach
7. American Frozen Food Institute	35. Growing Chicks	63. Nashville Academy of Nutritionists and Dietitians	89. Shaul Nutrition
8. American Heart Association	36. Half Your Plate	64. National Dairy Council	90. Shopper Matters
9. American Dairy NC	37. Healthy Aperture	65. National Fisheries Institute	91. Shop To Cook
10. Army Corps of Engineers	38. Healthy Eating	66. National Food & Refrigerated Foods Association	92. Smart Brief
11. AZ Dept. of Health	39. HHS Extension	67. National Pasta Association	93. S&B
12. Beat the Rush Delivery	40. Hispanic Food Communications Inc.	68. National Pork Board	94. Sound Bites RD
13. Bowling Green State University	41. International Food Information Council	69. National Turkey Federation	95. The Kids Cook Monday
14. CA Grow Fruit	42. J.N. Dietitians	70. NC Retail Merchants Association	96. The Cattlemen's Beef Board
15. Can't Get No Cooking	43. Iowa Egg Council	71. New England Dairy	97. Today's Dietitian
16. Certified Angus Beef	44. Jump with It!	72. New Jersey Food Council	98. Toronto Wellness
17. Choose My Plate	45. K State Research	73. Newton Health and HS	99. Tulane PNC
18. Common Threads	46. KY Food Bank	74. Nielsen	100. USDA
19. Communities That Care	47. Juntos Entertainment	75. North American Meat Institute	101. Utah Department of Health
20. Connecticut Food Association	48. Luv's Healthy Table	76. Nutrition Connections LLC	102. Wayville Food Programs
21. Culinary Health Education for Families	49. M&M's, Co., Inc.	77. Ohio Eggs	103. Wisconsin Grocers Association
22. Cut to the Chase Nutrition	50. Maine Food Center	78. Oklahoma Grocers Association	
23. Dairy Council of California	51. Marion VA Medical Center	79. Partnership for Drug Free Kids	
24. Denver Enviro Health	52. McDonald RD	80. Partnership for Food Safety Education	
25. Denver Healthy Eating Active Living	53. M&M's RD	81. Patricia Baran	
26. DenverTime	54. M&M's Makeover Moms	82. Progressive Grocer	
27. Dr. Joan Salge Blake	55. Michigan Apples		
28. Eat Right Illinois	56. Michigan Retailers Association		

9

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>

10

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

11

Join the Movement!

SHARE WITH FRIENDS #FAMILYMEALSMOVEMENT

About Meals Matter Partners COVID-19 Tips Spotlight Get Social

COVID-19 Family Meal Tips

Making family meals happen can be tough under the best of circumstances, but COVID-19 has added a whole new layer of challenges to family meals. The pressures confining each family may differ, but here are some of the latest and greatest resources to help you and your family make your time around the dinner table count!

FAMILY MEALS MAKE FAMILIES STRONGER

1 in 4 families struggle to make time for family meals. 1 in 4 families struggle to make time for family meals.

We know that family meals feed our mind, body, and soul. And never before have our minds, bodies and souls needed more nurturing. No entity recognizes this more than the food industry.

12

Necessity is the mother of invention"

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

13

Needs -

Food Security Challenges

Supply Chain Challenges

Workforce Disruptions

www.fmi.org 

14

Solutions to Shift Supply Chains

Top U.S. food distributors Sysco, U.S. Foods shift supply chain to grocers
March 30, 2020

Food companies make tough shift to supply grocers as COVID-19 closes restaurants

Foodservice distributors entering retail supply chain



www.fmi.org 

15

Shifting Production to Essential Supplies

Distilleries Around the U.S. Shift Production to Hand Sanitizer

Some distilleries are donating their new product to local communities in need.



Anheuser-Busch to deliver nearly 7,000 bottles of hand sanitizer to Richmond



www.fmi.org 

16

Solutions to Shift Workforce Resources

Eightfold Talent Exchange



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 accelerate connections between companies hiring. Sharing these open opportunities with available employees to 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 at your consultation and demo [here](#).

If you have any questions for the FMI Team, please contact [Marjorie DePuy](#).

www.fmi.org 

17

Final Thoughts

- We can shift quickly when we need to do so
- Consumers adapt very quickly
- Partnerships are essential
- Planned and unplanned!

www.fmi.org 

18



1

Alice Henneman, MS, RDN

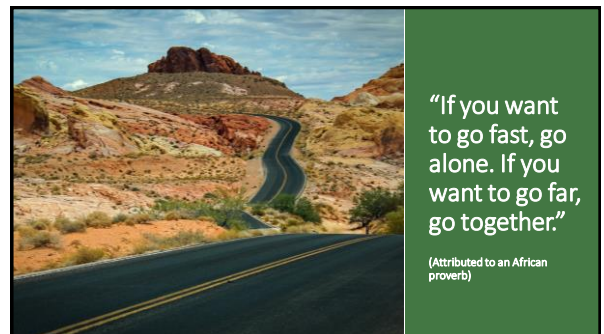


- University of Nebraska-Lincoln Extension Educator, Emeritus
- Past recipient, Helen Denning Ullrich Award of Excellence in Nutrition Education
- Nutrition is my profession and my passion!
- Twitter / Instagram: @alicehenneman

2



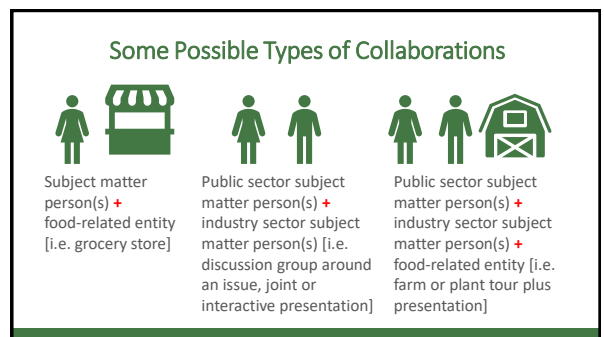
3



4



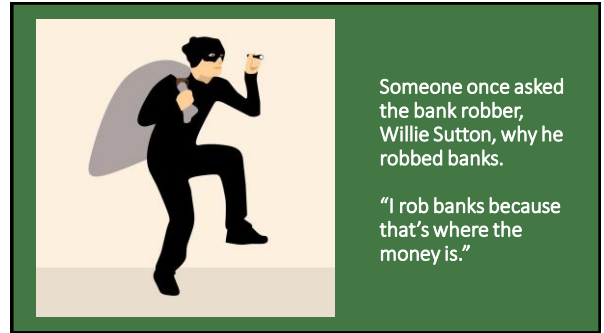
5



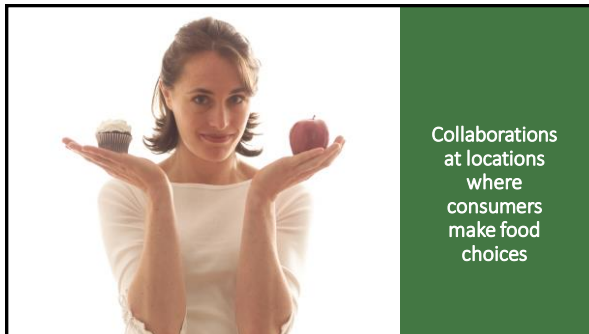
6



7



8



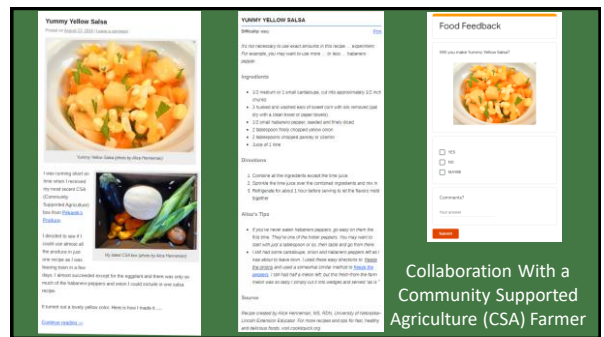
9



10



11



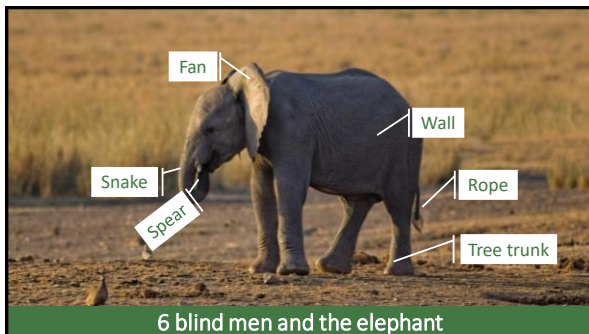
12



13



14



15



16

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

Sample programs

17

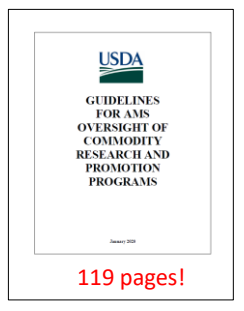
<ul style="list-style-type: none"> American Egg Board American Lamb Board Cattlemen's Beef Board Fluid Milk Processors Promotion Program Hass Avocado Board Highbush Blueberry Council 	<ul style="list-style-type: none"> Mushroom Council National Dairy Promotion & Research Board National Honey Board National Mango Board National Peanut Board National Pork Board 	<ul style="list-style-type: none"> National Potato Promotion Board National Watermelon Promotion Board Popcorn Board United Sorghum Checkoff Program United Soybean Board
--	---	--

USDA commodity food-related research and promotion programs

18

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>



19

Term	Definition
Low and extra low	These terms are restricted to the lowest of great products, and are not used for other products.
Extrapolation	These terms are restricted to the lowest of great products, and are not used for other products.
Good source	These terms are restricted to the lowest of great products, and are not used for other products.
Reduced	These terms are restricted to the lowest of great products, and are not used for other products.
Light	These terms are restricted to the lowest of great products, and are not used for other products.
More	These terms are restricted to the lowest of great products, and are not used for other products.

Marketing Communications Guidelines - March 2018 Page 10 of 10

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

20

Term	Definition
Food	This definition also applies to the use of "limited," "reduced," "added," "extra," and "more." These terms are restricted to the lowest of great products, and are not used for other products.
Health	This definition also applies to the use of "limited," "reduced," "added," "extra," and "more." These terms are restricted to the lowest of great products, and are not used for other products.

Marketing Communications Guidelines - March 2018 Page 11 of 11

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

21

Term	Definition
Food	This definition also applies to the use of "limited," "reduced," "added," "extra," and "more." These terms are restricted to the lowest of great products, and are not used for other products.
Health	This definition also applies to the use of "limited," "reduced," "added," "extra," and "more." These terms are restricted to the lowest of great products, and are not used for other products.

Marketing Communications Guidelines - March 2018 Page 12 of 12

Food Safety Terms Describing How an Animal or Commodity Was Raised or Grown

22

Criteria	Responses
Users	
Content	
Influencers	
Breakdown	

Social Media Guidelines

23

CRITERIA	YES	NO	NOTES
Is the source from which we are curating reputable?		Don't Use	
Is the source an authority on the subject and seen as credible and believable by the general public?		Don't Use	
Is the source negative in nature or argumentative?		Don't Use	
Does the source or content carry any political or controversial undertones?		Don't Use	
Is the content timely and informative?			
Is the content shareable and compelling?			
Is the content evergreen or time sensitive? (If time sensitive, needs to be prioritized to get information out.)			

24

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>