

food **Insight**TM

Current Topics in
Food Safety and Nutrition

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ANATOMY OF A NUTRITION TREND

Have you ever wondered how nutrition trends get started? Why did “fat-free” become all the rage in the 1990s, while “low-carb” is currently the “in” thing? Consumers complain that health advisors “keep changing their minds.” On the other hand, based on what they hear and read, consumers also change their priorities when it comes to the nutrition topics they are following. Are trends really that hard to understand?

Trend Starters

Felicia Busch, a Minneapolis-based nutrition communications consultant and spokesperson for the American Dietetic Association, believes that “there are really two different kinds of trends: the first kind develops from a slow groundswell of interest. It can come from a new book or a study that presents a new hypothesis. Scientific research often contributes to emerging nutrition trends. These kinds of trends are usually promoted by the media and continue until the public is saturated. The second kind of trend occurs when a major milestone happens. When there’s a food recall or people die from food-borne disease, people stop and reflect. A milestone can either jump-start a trend or support other trends that are already out there.” Trends that arise from groundswells are more common than those that arise from milestone events.

Trend Influencers

Consumers’ desires and needs depend on their beliefs and attitudes. Here are just a few of the many factors that affect how people feel about nutrition and health:

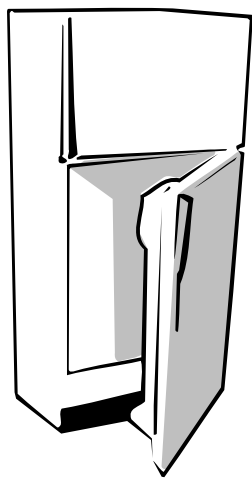
- beliefs about what keeps us healthy and how we get sick;
- attitudes about our ability to control our lives and therefore our health and eating habits; and
- reactions to hearing or reading news stories, reading books, and talking with friends and family members about the latest nutrition “thing.”

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EMERGING MICROBIOLOGICAL FOOD SAFETY ISSUES...AND SOLUTIONS

Americans have come to depend on (and expect) a relatively safe food supply, and that's what we've had for many years now. In fact, because our food is usually so safe, we often take it for granted. Safe food doesn't just happen, however; it takes the efforts of many individuals, organizations, industries, and the government to keep the U.S. food supply safe.



Technology has also played a vital role in making our food safe. Where would we be without refrigeration, pasteurization, and commercial canning methods, for example? Yes, the United States does have one of the safest

food supplies in the world, but we can't rest on our laurels. For, despite our progress, there is one area of food safety that will probably always need attention: food-borne illness.

More than 200 known diseases are transmitted through food. According to the Centers for Disease Control and Prevention (CDC), there are millions of cases of food-borne illness each year, with approximately 5,000 deaths. Although experts admit that the U.S. food supply will never be 100 percent safe in every respect, continuing research on and development of preventive measures are clearly necessary for the health of the public.

A New Food Safety Frontier

The Institute of Food Technologists (IFT) released an expert report, *Emerging Microbiological Food Safety Issues*, in February 2002 that addresses the safety status of the U.S. food supply and makes

recommendations for the most effective ways to decrease food safety risks. The comprehensive report, a product of a panel of experts in the areas of food-borne illness and food safety management, discusses specific food-handling procedures that can significantly reduce the risk of illness at each step of a food's journey to the table. It also points out issues that are expected to have an increasing impact on food safety: the globalization of the food supply and the continued development of food technology will be primary influences in the future.

What can be done to keep our food safe? "To achieve our public health goals, everyone along the farm-to-table continuum must take responsibility for their role in food safety management," says Mary Helen Arthur, science information manager at IFT and lead editor of the report. "A flexible, science-based approach that relies on all parties to fulfill their roles is our best strategy against emerging microbiological food safety issues," adds Arthur. For consumers—who bear the bulk of responsibility for food safety—this means becoming more aware of their food-handling behaviors and modifying those behaviors such as separating raw and ready-to-eat foods and paying attention to proper refrigeration in order to decrease the risk of food-borne illness. For health educators and communicators, this means increasing their efforts to get information to consumers.

For the food industry, proactive partnering with regulatory agencies and sharing of scientific information will be important in forming appropriate food safety policies in the future. In addition, a commitment to the development and utilization of new ingredients and techniques will also be key to maintaining a safe food supply.

Over the years the innovative use of food ingredients has enhanced the safety of food. Because of the effectiveness of these ingredients and their potential benefit to food safety, they are now widely used

throughout the food industry. One such ingredient is sodium lactate, which was used as an antibotulism ingredient starting in the 1980s and which is now commonly used throughout the meat industry. Today, sodium lactate is once again in the food safety spotlight, however, as researchers have recently found it to be useful in fighting the food-borne pathogen *Listeria monocytogenes*.

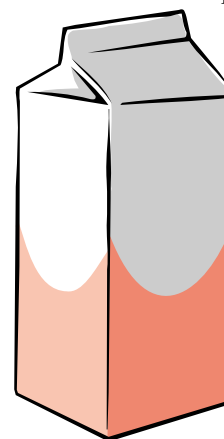
Sodium and Potassium Lactate and Sodium Diacetate

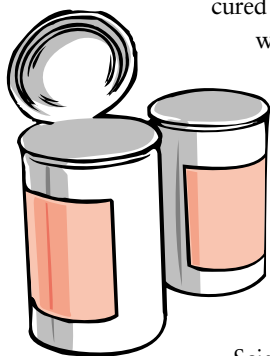
L. monocytogenes is a type of bacterium that is usually found in soil, water, unpasteurized dairy products, and vegetables. Foods made from meat, poultry, and seafood can also be contaminated with *Listeria*; and ready-to-eat foods such as hotdogs and lunchmeat can become contaminated with the organism even after processing.

For most people, consumption of a food contaminated with *Listeria* is not a problem. However, for pregnant women, newborn babies, older adults, and people with weakened immune systems, they can become infected and develop listeriosis, which can be very dangerous.

Over the past several years reducing and eliminating *Listeria* has been a key area of research in the meat industry. Many years ago the U.S. Department of Agriculture (USDA) approved the use of sodium or

potassium lactate or sodium diacetate separately in meat products to improve flavor, color, and quality. Recently, however, food technologists have discovered that the potential for *L. monocytogenes* growth could be reduced in ready-to-eat





cured meats if products were formulated to contain a combination of lactate salts (sodium and potassium lactate) and sodium diacetate.

Scientists have long known that lactates can inhibit the growth of microorganisms. After much research and testing they found that putting the two—lactate and diacetate—together was more effective than using either one alone. “The combination of lactate and diacetate has become an effective weapon for fighting the long-standing nemesis of the food industry, *Listeria monocytogenes*,” says Michael P. Doyle, Ph.D., professor and director of the Center for Food Safety, University of Georgia. It is being widely adopted by the processed meat industry.

Activated Lactoferrin

Listeria isn't the only bacterium that food scientists are working hard to eliminate: *Salmonella*, *Escherichia coli*, *Campylobacter*, and *Staphylococcus* can all cause illness if they are consumed in foods. One new food ingredient—activated lactoferrin—has shown great promise in inhibiting the growth of these and other bacteria on raw meats.

Lactoferrin is a naturally occurring milk protein obtained from whey (a by-product of cheese manufacturing). By applying a form of lactoferrin to the surfaces of meats, many types of harmful bacteria become unable to attach to the meat and therefore don't multiply or grow. The U.S. Food and Drug Administration has already classified activated lactoferrin as a generally recognized as safe (also known as GRAS) food ingredient, and the USDA is now reviewing it.

Interestingly, it doesn't take much lactoferrin to do the job. The amount required to eliminate harmful bacteria on a serving of meat is less than the amount found in a single glass of milk. In addition, individuals who are lactose intolerant can safely consume products that have been treated with activated lactoferrin because it is a

protein. People who are lactose intolerant have difficulty digesting the sugar (lactose) found in milk. Food labels will most likely indicate the presence of milk-derived lactoferrin so consumers will be aware of its presence.

Other Ways to Make Food Safe

Achieving a safe food supply is a complicated task that requires a variety of approaches. For example, in addition to the new ingredients described above, research and development on state-of-the-art sanitation programs, improved quality control procedures, improved means of food storage and transportation, and even improved agricultural practices are under way around the country.

Food irradiation is another method of reducing the number of harmful bacteria in food. In 1963 irradiation of foods was approved for use in the United States. Since then various fruits, vegetables, grain products, and meats have been irradiated for safety. Irradiation is not a sterilization process in that it doesn't kill all food-borne pathogens, but it does destroy many of them, making it another useful tool in food safety.

Consumer food safety education programs of various governmental agencies and other organizations have also been around for a long time. These programs serve an important public health function in making it known that proper cooking and handling of food by the consumer are vitally important to keeping food safe.

It's a Team Effort

In the United States we are fortunate to have a strong food safety system that has been in place for many years. This system is constantly evaluated and improved to take advantage of advanced research, new technologies, and state-of-the-art equipment. According to the IFT report, “Combinations of food manufacturers' efforts, regulatory programs, and consumer actions have driven down rates of certain food-borne disease, but continued efforts are necessary.” Clearly, keeping our food safe requires a “team” approach—and on this team, every player's contribution is important.

Anatomy of a Nutrition Trend

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Consumer surveys have repeatedly shown that the public depends on the media for most of their information about health and nutrition. Of course, people ask their health care providers for information as well. According to the survey *Shopping for Health 2001* (*Prevention Magazine* and the Food Marketing Institute), most people rely primarily on magazines (75 percent) and books (72 percent) and then turn to health care professionals (63 percent), friends or family (58 percent), newspapers (51 percent), and television (49 percent) for information about health and nutrition. Twenty five percent turn to nutritionists or dietitians.

Definitions According to Webster's Dictionary

Trend: a prevailing tendency or general direction; the general movement in the course of time of a statistically detectable change.

Fad: a practice or interest followed for a time with exaggerated zeal: craze

Linda Gilbert, president of HealthFocus International in Atlanta, Georgia, is a market researcher who specializes in consumer health and nutrition trends. Gilbert believes that the media have a powerful influence on trends but that there is another critical factor: repetition. “Hearing the same things from a number of sources is key.... It's not just the media that effect trends. Sources like friends and families, nurse practitioners, and even coffee shop hearsay remind consumers that ‘I've heard that

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ANATOMY OF A NUTRITION TREND

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before.’ When it comes to beliefs about nutrition and health, repetition is so important. It’s almost like water torture because you have to be exposed to it for a while before the message sinks in.”

Felicia Busch agrees that the media influence what people hear and read about nutrition and health. “People get their information from the media. And, the media often depend on a few top sources, and reporters tend to ‘feed’ off each other. A newspaper article can lead to a TV story or magazine article and vice versa.”

Trend Case Study: Consumer Interest in Fat

Between 1985 and 1995, the top nutrition concern for consumers was fat consumption (see Figure 1). This isn’t surprising, since many scientific studies conducted in the 1960s, 1970s, and early 1980s examined the relationship between diet and health and very likely induced the initial groundswell of interest in dietary fat. In 1980, the first edition of *Dietary Guidelines for Americans* published by the U.S. Department of Agriculture, Department of Nutrition Policy and Promotion encouraged people to “avoid too much fat, saturated fat and cholesterol.” In the late 1980s, the *Surgeon General’s Report on Nutrition and Health*, as well as *Diet and Health* by the Food and Nutrition

Board of the National Academy of Sciences, focused on nutrition’s effect on health and disease. As a result, fat’s role in heart disease and weight control became a primary focus.

Popular books also reflected consumers’ growing concern about fat in their diets. In the late 1980s and early 1990s, several popular books that advocated extremely low-fat diets became best sellers.

Food product development also reflected consumers’ interest in fat: many non-fat, low-fat, or reduced-fat products were introduced in the marketplace between 1990 and 1998.

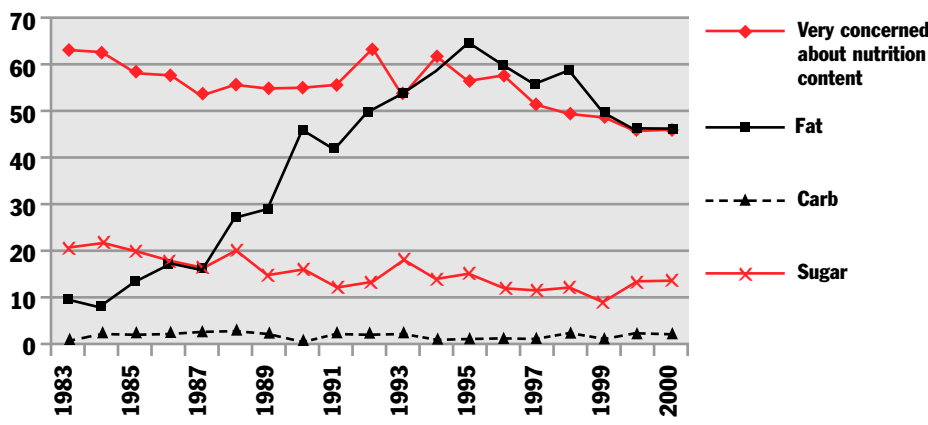
As early as 1995, however, the low-fat trend

was winding down. Consumers realized that a low-fat diet wasn’t a cure-all for control of their cholesterol levels or for weight control and wasn’t meeting their taste needs either. Consumers began looking for something new. In 1996, *The Zone* by Barry Sears reached #5 on the *Publishers Weekly* annual bestseller list, and *Sugar Busters* by H. Leighton Steward et al. reached #3 and #8 on the *Publishers Weekly* annual bestseller lists in 1998 and 1999, respectively. Both *The Zone* and *Sugar Busters* focused on the alleged negative effects of sugar and carbohydrates in the diet. In addition, out of the background, an old idea came roaring back to life: the low-carbohydrate diet. Robert Atkins first became a best-selling author in the early 1970s with *Dr. Atkins’ Diet Revolution*. In 1999, *Dr. Atkins’ New Diet Revolution* was published, and as of the time of writing of this article it had remained on the *Publishers Weekly* bestseller list for the previous 218 weeks. The media also became less interested in fat: the proportion of articles or reports on the topics of diet, nutrition, and food safety in the media fell from a high of 18 percent in 1995 to 4 percent in 2001, according to a media analysis, *Food For Thought*, commissioned by the International Food

One Theory About How Nutrition Topics Get Hot

- ⬇ Consumers have a need for information, a product, or a service (“the topic”). This need may be conscious or unconscious.
- ⬇ A book or a major news story about the topic captures the public’s and the media’s interest because it meets a need.
- ⬇ People read a book, hear and watch news stories, and talk with friends and family about the topic.
- ⬇ The public’s and the media’s interest in the topic fuels more news stories.
- ⬇ Food companies note ongoing consumer interest and modify or create food products (if possible) that mirror consumer interest in the topic, thereby attempting to meet their need.
- ⬇ Consumers try new foods. This may or may not confirm their belief in the nutrition topic and may or may not lead to changes in their eating patterns if the product(s) meets consumers’ needs, that is, is readily available, tastes good, and can be purchased at a reasonable cost.
- The topic remains “hot” as long as there are ongoing mentions of the topic in the media and other thought stimulators to confirm the trend. The trend will last until someone or some other hot topic eclipses interest in the original topic or consumers decide that the information, product, or service does not meet their needs.

FIGURE 1. Consumer interest in fat and carbohydrate-sugar content and concern about nutrition.



Source: Trends in the United States: Consumer Attitudes and the Supermarket, Food Marketing Institute.

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WHY HAVE A NEW NUTRITION CONVERSATION?

Conventional wisdom in nutrition communications has been to provide information and messages to consumers in a “one-way-street” fashion. Nutrition messages have been delivered to the consumer, but it was not known how and

found that when people did think about nutrition, they generally associated the available messages with negative feelings such as guilt, worry, fear, anger, and helplessness.

what resonates with them and which messages they find doable. After all, isn't that the whole point—doing it?

The New Nutrition Conversation with Consumers takes a consumer-oriented communications approach. But exactly what are consumer-oriented communications?

The first priority of consumer-oriented communications is getting to know your audience—that is, coming to understand what consumers know, believe, value, and do relating to food, diet, and nutrition. The best way to adopt this consumer orientation is to LISTEN, LISTEN, LISTEN, and LEARN from the consumers themselves. This can be accomplished formally (through focus groups, in-home observation, and surveys) or informally (through conversations and discussions among friends, coworkers, family members, etc.) with successful results.

A traditional marketing model is used in the consumer message and tip development process. In this model, issues are defined, initial message (and/or tip) concepts are developed, concepts are assessed through qualitative research, messages are fine-tuned, and finally, messages are quantitatively validated.

What resources and tools are available to assist health professionals in beginning their own new nutrition conversation with consumers?

A Web site has been developed for this express purpose. Log on to www.newconversation.org, where you will find all the tools you need to get started!

- The Web site provides a summary of all the consumer research and provides links to full reports, which can be downloaded as Adobe Acrobat portable document format (pdf) files.
- You can walk through the marketing model step by step and view message

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if these messages were understood and what impacts these messages had.

Consumer research on food and nutrition knowledge and perceptions has begun to tell the story about how consumers receive and perceive messages about food and nutrition, as well as how these messages can be delivered with greater impact. Research conducted by the American Dietetic Association (ADA) in 2000 indicated that 85 percent of consumers believed that diet and nutrition were important to them. However, only 28 percent said they had made any significant changes to achieve a healthful diet. The International Food Information Council's qualitative research, conducted in 1998,

How Do You Have a New Nutrition Conversation?

In response, the International Food Information Council designed the New Nutrition Conversation with Consumers, an innovative program that provides tools for health professionals and nutrition communicators to develop and deliver consumer-tested nutrition messages and tips. This program is founded on the principle that it is more effective to talk *with* consumers about food and nutrition than *at* them. The New Nutrition Conversation is truly about giving consumers the opportunity to tell the health professional

NewsBites

THE NATIONAL ACADEMY OF SCIENCES OK'S USDA'S SCIENTIFIC APPROACH TO THE REGULATION OF BIOTECH CROPS

In January 2000 the U.S. Department of Agriculture (USDA) asked the National Academy of Sciences (NAS) to examine the department's regulation of crops produced through the use of biotechnology. In February 2002 NAS issued its report, entitled *Environmental Effects of Transgenic Plants: The Scope and Adequacy of Regulation*.

The report confirms the effectiveness of the efforts of USDA, the Environmental Protection Agency, and the Food and Drug Administration—which have worked together for more than 15 years—to provide intensive governmental, academic, and commercial oversight of the more than 30 biotech crops and foods on the market today.

In addition to the report's review of how biotech crops are regulated, it found that crops produced through biotechnology present "no new categories of risk compared to conventional methods of crop improvement." The report also noted that biotech plants might even be safer than conventional varieties that receive no formal scrutiny by regulators.

In the report, the Academy recommended that biotech products continue to be assessed on a case-by-case basis. Although some biotech crops may raise greater potential concerns than others, requiring all biotech crops to go through exactly the same assessment could cause environmental harm by delaying important benefits such as reduced chemical usage and prevention of soil erosion.

When asked about the report, Bruce Chassy, Ph.D., professor of food science and nutrition at the

University of Illinois–Champaign stated, "Improvements are always possible, but a reading of the report suggests that we should be confident that regulators are doing a good job."

FISH AND YOUR HEALTH



There's no doubt that healthful eating habits can contribute to a healthy body. Because no single food can make a person healthy, health professionals and nutrition communicators stress the importance of eating a variety of foods to provide the nutrients that are necessary for maintaining overall good health.

The science of nutrition is constantly evolving, leading to a greater understanding of the benefits of food components. Among those components, dietary fats have long been known to be essential to a healthful diet. A type of fat called polyunsaturated fat contains two well-known subclasses of fatty

acids: omega-3 and omega-6 fatty acids. Current research on these fatty acids has been helpful in providing additional information about their benefits, including improved heart health and stroke reduction (*Journal of the American Medical Association*, January 2001).

Omega-3 fatty acids are found in a variety of foods, most commonly fish and seafood. A new brochure produced by the International Food Information Council (IFIC) Foundation examines the value of fish and seafood in a healthful diet in general and the benefits of omega-3 fatty acids for children, adults, and pregnant women.

The brochure has been reviewed by the American Academy of Family Physicians Foundation and is based on scientific consensus. To receive a copy of the brochure, send a self-addressed, stamped envelope to *Fish and Your Health*, Publications Department, IFIC Foundation, 1100 Connecticut Avenue, NW, Suite 430, Washington, DC 20036. You can also access it on the IFIC Foundation Web site at <http://www.ific.org/>.

New IFIC Foundation Publications

Below are the newest releases from the IFIC Foundation. Single copies of most publications are available free-of-charge. For a comprehensive listing of publications or for bulk prices, please request the IFIC Foundation Publications List below.

Publications List (MI-4010)

A complete list of publications and *Food Insight* reprints available from the IFIC Foundation.

The Low-Calorie Sweetener Tear-Pad (MI-4240)

This four-color glossy tear-pad is designed for consumers to help answer the most commonly asked questions about the spectrum of low-calorie sweeteners and their role in a healthful diet. Each pad includes 25 tear sheets for use in consumer education. Please send ___ copies at \$5.00 each, plus \$1.50 shipping and handling. Enclosed is a check for \$___.

Weight Loss: Finding A Weight Loss Program that Works for You (EB-2090)

This helpful, easy-to-use brochure provides information and check lists for evaluating weight loss programs and services and helps consumers ask the right questions to choose a safe and effective weight loss method.

Children's Nutrition and Physical Activity Teaching Set (MI-4200)

A teaching set designed to help kids ages 9-15 understand the importance of combining nutrition and physical activity. The set features a 22"x34" two-sided color poster highlighting the Physical Activity Pyramid alongside the Food Guide Pyramid. Set includes the "Ten Tips to Healthy Eating and Physical Activity for You" brochure, reproducible slick, and poster. Please send ___ copies at \$3.50 and \$1.50 shipping and handling.

IFIC Review: Low-Calorie Sweeteners and Health (IR-3025)

This referenced white paper presents an overview of the currently approved sweeteners in the United States and those being considered by the FDA. The role of low calorie sweeteners in a healthful diet and in weight loss management is also discussed.

IFIC Review: Understanding Food Allergy (IR-3070)

This referenced white paper offers the latest scientific information on food allergy. It provides an overview on how to distinguish a food allergy from other sensitivities to food.

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ANATOMY OF A NUTRITION TREND

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Information Council (IFIC) Foundation. The analysis examined 40 of the leading newspapers, magazines, national and local television news programs, and online media.

Clearly, the low-fat trend has been over for some time. But what of consumer interest about nutrition in general?

The Food Marketing Institute (FMI) in Washington, DC, has studied consumer attitudes about nutrition and health for the last 20 years. FMI's consumer survey data indicate that the percentage of consumers reporting that they are "very concerned about the nutritional content of what they eat" was relatively stable from the mid-1980s through the mid-1990s (see Figure 1). Since then, this percentage has declined a bit.

Some trend watchers think the decline in consumer concern about nutrition is partly due to the public's perception that advisors keep changing their minds. Nutrition communications consultant Busch explains, "When you think about fat during the period from 1980 until 1995, we had to keep modifying our positions about fats as we learned more about the relationship between dietary fat and health. First we had people follow no-cholesterol diets, then it was low-fat diets, then it became low-saturated fats, now we're talking about low-trans-fat diets. I'm not sure how much

of an impact this [modification of recommendations] has had on people just giving up." In defense of nutrition professionals, Busch adds, "There was so much information coming out at once: no wonder the public was confused. It's hard to have people understand that science is an ongoing process."

Where Do We Go from Here?

Trends in nutrition come and eventually go. Either a trend becomes a cultural norm because everyone is doing it or the trend dies because other needs and interests eclipse it. According to data from a HealthFocus International survey, consumers are very interested in the health benefits that certain foods may provide. For example, 76 percent of shoppers surveyed said they want to learn more about "cancer-preventing chemicals in fruits, vegetables and grains," whereas 73 percent are interested in folic acid and heart disease.

The media's interest in nutrition has also shifted more toward the subject of functional foods and the specific benefits of compounds such as lutein, flavonoids, and isoflavones. The IFIC Foundation's recent media analysis reported that news stories about vitamin and mineral intakes (5 percent), antioxidants (3 percent), and functional foods (4 percent) accounted for 12 percent of all media discussions about diet, nutrition, and food safety. The other

Trend Tracking Sources

- International Food Information Council's *Food For Thought IV*: <http://ific.org/>.
- Food Marketing Institute: www.FMI.org.
- HealthFocus International: www.HealthFocus.com.
- *Making the List: A Cultural History of the American Bestseller 1900-1999*, by Michael Korda
- *Publishers Weekly* bestsellers: www.publishersweekly.com

topics reported on most often from May through July 2001 were biotechnology (12 percent), disease prevention (9 percent), and food-borne illness (8 percent). Also, news stories about fat have shifted from a focus on low-fat foods to how certain types of fat such as omega-3 and omega-6 fatty acids and conjugated linoleic acids can have health benefits.

Certainly, nutrition is still a hot topic among consumers, even though they may be less concerned now than they were in the previous decade. Nutrition trends, like all trends, change with time, depending on consumer needs and interests, scientific reports, media coverage of issues, and sometimes, major milestone events. For most of us, tracking trends is easier than predicting them, and studying them can be a fascinating way to look at our society and culture. *Stay tuned....*

New IFIC Foundation Publications

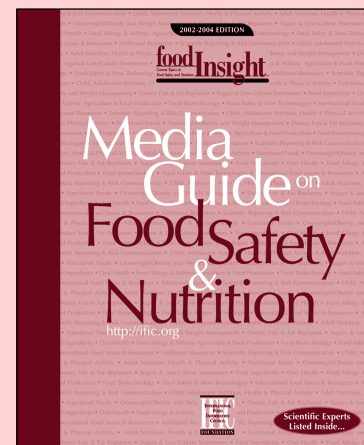
THE BRAND NEW 2002-2004 EDITION OF **THE FOOD INSIGHT MEDIA GUIDE ON FOOD SAFETY & NUTRITION** IS HERE!

This latest edition of the **International Food Information Council (IFIC) Foundation** media guide includes background papers and IFIC reviews (referenced white papers), questions and answers, and other information on all major food safety and nutrition topics from functional foods to food biotechnology and from food ingredients to food allergies. This reference work has proved an invaluable aid to journalists as they research their reports and features on food safety and nutrition. The 2002-2004 edition, which also includes a chapter entitled "Overweight/Obesity and Weight Management,"

comes complete with URLs to help you find further information on IFIC's Web site, <http://ific.org>.

It also has several other new features that make it even easier to use than previous editions: a table of contents to zero in on the exact food topic you're searching for and a comprehensive index of the more than 250 independent scientific experts listed in the guide.

The new media guide can be ordered for \$50 by contacting Allie Esser at (202) 296-6540, esser@ific.org.



WHY HAVE A NEW NUTRITION CONVERSATION?

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development guidelines, all of which are designed to aid you in developing your own consumer-tested messages and tips.

- Case studies help make the information relevant, and a tip bank allows you and your colleagues to share your own tips with each other. Visit the Web site, submit your tips, and check back. The Top 10 Tips are posted every month.... Learn from your colleagues and look for your own tip online.

Also available is full access to interactive presentations. You can order a video demonstrating how real people view food and nutrition and how they react to consumer-tested messages. This video provides the health professional with tremendous insight into reaching his or her audience with actionable nutrition advice. A New Nutrition Conversation with Consumers Microsoft PowerPoint presentation and a

highlighted preview of the “person-on-the-street” video can be downloaded right from the site.

Helpful information is available at www.newconversation.org. Browse the site to gain access to consumer research. Find consumer-tested messages and tips to bolster your client and consumer communications. Join the mailing list. Submit your own tips. Order a video. Download a

presentation. It's all literally right at your fingertips.

And, after your visit the Web site, please let Food Insight know what you think by logging on to <http://ific.org/>. Feedback from the audience (whether it be health professionals, consumers, or otherwise) is essential to the success and effectiveness of any communications tool. We look forward to hearing from you.

WHAT'S NEW at IFIC Foundation On-Line?

IFIC REVIEW: PHYSICAL ACTIVITY, NUTRITION, AND BONE HEALTH

What kind of exercise is better for my bones? Is calcium the only nutrient I need to worry about? Is bone health a concern only for older people? Where can I find answers to questions on bone health?

Learn everything you always wanted to know about bone health at <http://ific.org/healthybones>. This comprehensive referenced white paper with up-to-date information on understanding how to build and maintain healthy bones at different life-cycle stages covers all aspects of bone health and is an excellent resource for health professionals.

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Current Topics in Food Safety and Nutrition

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