Welcome!
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The Future of Food in the Age of Health Reform
Tuesday, May 18, 2010, 10:00 am CT/11:00 am ET
A joint Web cast presented by:

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Director, Media Relations,
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Today’s Web Cast
• Key issues driving consumer interest in food, nutrition and health
• Consumer attitudes toward food and health
• Dietitians lead consumers toward better health
• Food scientists provide healthy food solutions for consumers today and in the future

Today’s Speakers
Elizabeth Rahavi, RD
Associate Director, Health and Wellness
International Food Information Council Foundation

Jessie M. Pavlinac, MS, RD, CSR, LD
President
American Dietetic Association (ADA)

Roger Clemens, DrPh, CNS, FACN, FIFT
President Elect Designate
Institute of Food Technologists (IFT)
Health and Wellness At Any Age

- Reduce incidence of overweight and obesity
- Reduce consumption of solid fats and added sugars
- Increase physical activity
- Increase consumption of nutrient-dense foods

Americans’ Top Health Concerns

- Cardiovascular disease: 46%
- Weight: 31%
- Cancer: 24%
- Diabetes: 17%
- Nutrition/Diet: 16%
- Exercise: 14%

Please list your top two or three health concerns, in order of importance to you. (unaided, multiple responses) (n=1005)

Cost of Poor Nutrition and Physical Activity Habits = Nearly One Trillion Dollars
Includes CVD & Stroke; Overweight & Obesity; Cancer; and Diabetes

Sources: AHA, NHLBI, CDC, ACS, ADA

Consumers Overwhelmingly Believe that Food & Nutrition Play a Role in Improving Overall Health

- Food and Nutrition: 94% Great Role, 72% Limited Role, 3% No Role, 1% Don’t know
- Exercise: 92% Great Role, 62% Limited Role, 31% No Role, 2% Don’t know
- Family Health History: 98% Great Role, 47% Limited Role, 10% No Role, 2% Don’t know

The Majority of Americans Agree that Certain Foods Have Health Benefits Beyond Basic Nutrition

- Strongly agree: 55%
- Somewhat agree: 36%
- Somewhat disagree: 6%
- Strongly disagree: 3%
- Don’t know: 2%

Now a few questions about food. Each time we use the word “food,” we are referring to everything people eat, including fruits, vegetables, grains, meats, dairy, as well as beverages, herbs, spices and dietary supplements.

Do you disagree or agree that certain foods have health benefits beyond basic nutrition? (n=1005)
The Majority of Consumers, 68-85%, Agree that Foods and Beverages Can Provide Benefits

- Maintain overall health and wellness
- Improve health, including heart, circulatory, bone, eye, and digestive health
- Contribute to a healthy body weight or provide you with a feeling of fullness for a longer period of time
- Improve physical energy or stamina, mental performance, and overall appearance
- Contribute to healthy growth and development in children

To what extent do you agree or disagree that some specific foods or beverages can provide the following benefits?

The Majority of Americans Can Name a Specific Food and Its Associated Benefit

92% can name a food and its associated benefit

(Stable from 92% in 2007, 91% in 2005; up from 84% in 2002, 82% in 2000, and 77% in 1998)

What is the (first/second/third) food or food component that comes to mind that is thought to have health benefits beyond basic nutrition? (n=1005)

And, what type of health benefit (beyond basic nutrition) is that food component good for? (n=827)

Awareness and Good Intentions Do Not Always Translate into Behavior

- Roughly 25-60 percent of all consumers are consuming specific food components for various benefits.
- Americans are most likely already taking advantage of are those related to:
  - Cardiovascular disease
  - Cancer
  - Bone health
  - Digestive health
  - Optimal health/protection against chronic disease
- Approximately, 35-50 percent of all consumers are likely to begin eating specific food components/nutrients for benefits.

Consumers Cite Multiple Reasons for Making Dietary Changes

(If made dietary changes over past six months) For which of the following reasons are you trying to improve the healthfulness of your diet? Select all that apply. (n=684)

- To improve overall well-being
- To improve physical health
- To lose weight
- Because of a specific health condition
- To maintain my weight

NOTE: Other response (one percent) not shown

▲ / ▼ Significant increase/decrease from year indicated
In Summary…

• Consumer awareness of diet and health relationships is at an all-time high.
• The majority of consumers are interested in learning more about foods and beverages with added benefits.
• Americans are still struggling to incorporate these foods into their daily routine.
• Many consumers are eating these foods and food components, still more are interested in including them in their diet.
• Future challenge: Motivating consumers to act and sustain beneficial lifestyle changes.
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Health Reform: What's Next?

Jessie M. Pavlinac, MS, RD, CSR, LD
President
American Dietetic Association (ADA)

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ADA: Who We Are, What We Do

- World’s largest organization of food and nutrition professionals
- Mission: “Empower members to be the nation’s food and nutrition leaders”
- Vision: “Optimize the nation’s health through food and nutrition”
- Record number of members: over 71,000
- 75% registered dietitians, 4% dietetic technicians, registered
- Practice areas range from sports nutrition, medical nutrition therapy and diet counseling to foodservice management, education and research

Nation’s Health: People’s Health

- Improve health status, lower costs
- Translate science into practical solutions
- Have the expertise, training and credentials
- Make a real-world impact
Key to Reform: Prevention

- Reduce costs of care
- Prevention must be focal point of debate
- Need policies that recognize role of nutrition
- ADA’s health reform task force formed in 2008
- Any reform needed to include nutrition counseling, interventions
- ADA took no position on overall bill
- Worked for nutrition provisions in legislation where appropriate

Next: Child Nutrition

- Healthy, Hunger-Free Kids Act of 2010 unanimously passes Senate Committee
- Expected to spark action by House
- $4.5 billion in new child nutrition program funding over 10 years
- ADA is working with Congress on funding, standards, access

Prevention Plus Dietetics: Consumers Benefit

Collaborations for Success
Making a Difference...

...In how people eat

Dietary Guidelines 2010 Advisory Committee includes 5 members, 3 of whom are RDs

- Leading to healthy and well-nourished public

With Institute of Medicine: “Obesity Prevention Policies for Young Children”

- 5 ADA members on committee, influencing environments where children develop and grow

ADA Supports Nationwide Initiative

- Efforts must include education, physical activity

- Expanding RDs’ involvement as providers

Make Recommendations a Reality

- Healthy pregnancy weight
- Portion sizes in restaurants, improved children’s meals
- Health professional training for obesity prevention and treatment
- Improve quality of school meals
- Local school wellness policies
- Incentives to increase production of healthy foods
- Recess and physical activity breaks
- Increase number of safe and accessible parks

What Is New?

- Childhood obesity reduction
- School-based health clinics
- Nutrition labeling at chain restaurants
- Wellness and prevention for employees
- Healthy aging preventive services
- Medicare and Medicaid preventive services
- Home health services
- Medical home
- Health-care workforce development
Envisioning Nutrition Care of Coming Years

Our role in achieving changes
Invariable uncertainties
Make reform happen the right way

Childhood Obesity

- $25 million for demonstration project
- Reduce childhood obesity in community-based settings, schools and through educational, counseling and training activities
- Funds appropriated until 2014
- More RDs involved in community weight-loss and prevention programs

School-based Health Clinics

- Grants to launch clinics
- Optional services include nutrition counseling
- $50,000,000 authorized
- RDs in every school district

Labeling at Chain Restaurants

- Applies to chains with 20 or more outlets
- Must post calories on menus and display tags
- Additional information to be available on request
- States and localities not able to require additional nutrient information
- More involvement of expert RDs in providing important information to consumers
### Employee Wellness

- Discounts up to 50% of insurance premium if program is determined beneficial for employee
- Effective January 1, 2011
- Innovative programs in workplaces

### Healthy Aging

- For people 55-64
- Grants for state, local health departments, Indian tribes for interventions, preventive screenings, referral and treatment for chronic diseases
- Improving nutrition, increase physical activity

### Medicare Preventive Services

- Effective January 1, 2011
- CMS can expand current and new preventive services, including medical nutrition therapy
- Eliminates cost-sharing for preventive services (co-payments and deductibles)
- Annual wellness visit with RDs listed as providers
- More people receiving medical nutrition therapy, lowering costs, improving health

### Medicaid Services

- Five-year grant program to promote healthy lifestyles
- Weight reduction, reduce cholesterol; prevent onset of diabetes; self-management
- Eliminates cost-sharing for preventive services
- Similar to Medicare, improved health, lessening chronic disease
Home Health

- Demonstration program to provide home-based care
- RDs listed as possible providers
- Effective January 1, 2012
- Everyone receiving care from RD or DTR in their home

Medical Home

- Central location for coordination of care
- Medicaid to offer waivers for state-coordinated programs
- Nutritionists listed as providers
- Effective January 1, 2011
- Increasing numbers of people who receive RDs’ services in community settings

Health-care Workforce Gaps

- Legislation analyzes current health-care workforce to determine gaps in delivery of care in underserved communities
- Includes registered dietitians
- RD/DTR access for all

Regulatory Process Begins

- Next to come: rulemaking
- Rules define providers, set payment and eligibility standards
- Building and maintaining relationships
- Working with states and federal government to involve RDs
In Closing...

- Health benefits available to more people than ever
- Prevention identified as central component of health
- Preventive services funded
- RD acknowledged as preferred provider of preventive nutrition services

Now More Than Ever

Strong voices for nutrition and health

www.eatright.org/media

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The Health Impact of the Science of Food

Roger Clemens, DrPh, CNS, FACN, FIFT
President Elect Designate
Institute of Food Technologists (IFT)

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What is IFT?

IFT is dedicated to working together to advance the science of food, with the ultimate goal of ensuring a safe and abundant food supply, contributing to healthier people everywhere.
IFT Mission

The Institute of Food Technologists (IFT) exists to advance the science of food. Our long-range vision is to ensure a safe and abundant food supply contributing to healthier people everywhere.

IFT Vital Stats

• Founded in 1939
• More than 18,000 members worldwide
• 18% of IFT members are international in more than 100 countries
• Members come from industry (81%), academia (15%), and government (4%)

IFT Members Come From Many Roles...

• Research & Development
• Product Development
• Product Management
• Packaging Development
• Purchasing
• Lab Management
• Executive Management
• Sales and Marketing
• Food Science/Food Technology
• Food Engineering
• Academic Research
• Nutrition
• QA/QC
• Food Safety
• Consumer Insights/Sensory Evaluation

The Science of Food...

There is a convergence of the science of food with overall health and wellness
Food Science Is Not a Modern Concept…

- Food science is thousands of years old
- Early forms of food preparation (cooking, smoking, fermenting, drying, salting) provided basic survival
- Domestication of plants and animals; planting and harvesting farming methods developed and refined
- Ancient food technologists in Greece created three major foods—bread, olive oil and wine—through complex processing methods (think kitchen)
- Food science helped early civilization overcome disease and improve health
  - Cooking and Preservation were passed down over generations from important food scientists—moms and grandmas

Health Achievements Made Possible Through the Science of Food

- We have the safest most plentiful food supply in our world history
- Food science and technology have a powerful capacity to:
  - Help overcome hunger
  - Increase availability and healthfulness of foods
  - Address health conditions

Modern Day Food Technology is More Complex Than Grandmother’s Practice…

- Biology
- Engineering
- Psychology
- Chemistry
- Product Development
- Animal Science
- Sensory
- Food Law
- Flavor Chemistry

- Materials Science
- Microbiology
- Nutrition
- Computer Science
- Quality Assurance
- Toxicology
- Genomics
- Packaging
- Consumer Science

Food Technology Enhances Nutrition

- Nutrient preservation
- Fortification improves the nutritional value
  - Milk, cereals, bread to name a few
- Increased availability and convenience
  - Frozen veggies in steam bags, grab-and-go fruit packets
- Filtering of the anti-nutritional components of food—is the best means of improving nutritional quality of foods of vegetable origin
  - Processing of fresh tomatoes to improve availability of lycopene
  - Reduce natural toxins (glycoalkaloids in potatoes) and antinutrients in grains (oxalates & phytates)
Health Optimization is Hot

- Many products are specifically designed to enhance health and wellness
- Food scientists and the consumer benefit from a toolbox of ingredients and processes
- Many products are fortified or enriched
- Progress has been made on the texture and flavor of functional food products
  - Taste Still Rules!

Hot Trends in Functional Foods

- Naturally Functional
  - Delivering health benefits by blending food/drinks that are naturally high in nutrients and phytochemicals to achieve an end health benefit
- Functional Fill Ins
  - Consumers are choosing healthier snacks over indulgent snacks
  - Last year, 68 percent of consumers said they consumed a functional food to supplement their diet
- Aging Boomers:
  - More than 31 million adults will turn 65 in the next decade.
  - Ironically, functional food use declines with age.
- Alternatives to Medications
  - Rising costs of prescription and over-the-counter medications combined with fear of drug side effects means consumers are looking for functional alternatives
  
  Source: Food Technology

Hot Trends in Functional Foods

- Foodservice
  - Restaurant operators are putting more healthful choices on the menus.
  - 75 percent of consumers say they are eating healthier away from home.

Ailing Adolescents

- More healthful products are seen as a way to prevent and treat disease risk factors

Lower-income shoppers

- This fastest growing segment of the market is expected to generate $84 million in sales over the next decade
- Health foods are important to 76 percent of lower-income shoppers

New Emerging Food Products

- Getting consumers to indulge healthfully
  - Cookies formulated with vegetables and “whole grains,” rice extended with more whole grain

- Offering a wide array of products that deliver health benefits
  - Snack products translated from nutritional info

- Food manufacturers may swap out foods
  - Substituting healthy options for caloric in pre-packaged lunches

- SHAPE changes
  - Flavored water formulated with dairy proteins to offer hybrid benefits

Source: Food Technology
The Future…What Can The Public Expect?

Food Science is Required to Feed this World’s Future Populations

IFT Commentary to the Obama Administration Identified Key Science Needs:

• Research on biomarkers, including the identification of reliable long-term behavioral and biological obesity risk indicators
• Identification of effective interventions for weight management

Additional Research Needs Include:

• Greater understanding of the behavioral influences
  • Food composition, properties, cost, portion size, packaging, labeling, and availability
  • The impact of time constraints on food choices
  • Research on effective consumer messaging, consumer interpretation of nutrition information, and critical areas of consumer education
  • Smart packaging linked to personal nutritional status and food nutrient delivery
  • Studying non-overweight populations for knowledge of potential causes and drivers of obesity

The Dietary Guidelines

• IFT and food scientists have great interest in the much anticipated 2010 Dietary Guidelines
• IFT members in academia, industry and government will play a major role in developing new products to meet health needs
• Science needs to establish the foundation of any products, processes or behavior changes among consumers.
• 2010 Dietary Guidelines will prompt new public/private partnerships to implement the new goals
• Progress has been made in reformulating products to meet consumer needs and maintain food safety
• Food manufacturers must balance the multiple functions of sodium beyond taste, including: flavors, texture, microbial control, color as well as safety (sodium natural preservative)
• Additional research and development needs to be conducted to meet consumer needs and preferences
• Similar to sodium, fats contribute to functionality and health benefits, but there’s more work to do…
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Resources for Journalists

- For Inquiries/Interviews with Experts:
  – Eric Mittenthal (mittenthal@ific.org); 202.296.6540

- Journalists and Blogger Resource Page includes:
  press release, fact sheets, videos, request the full report

- Twitter: @IFICMedia #foodinsight

For inquiries:
- mittenthal@ific.org

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A Joint Web cast from:

- Thank you!

- For inquiries: mittenthal@ific.org

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