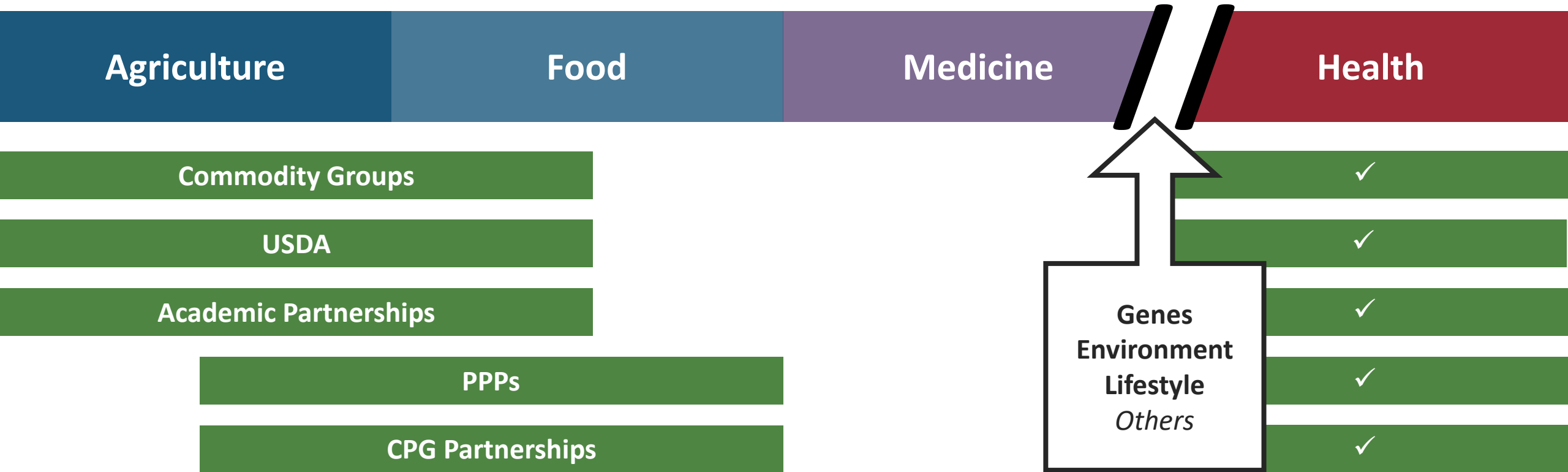


Nutrition Research in the Ingredient Processing Industry



- Research focus is typically crop/ingredient specific
- RoI = Business development and growth



Nutrition Research in the Ingredient Processing Industry

“PILOT”

Create A Market

- Raw material sourcing (product consistency)?
- Target markets/potential customers?
- What is the consumer need?
- Ingredient nutrition profile?
- Harvest-to-harvest quality parameters?
- What are the health benefits?
- Does a research pipeline exist? How supported?
- What is a meaningful inclusion level?
- What food products are the best candidates for prototyping?

“PROJECT”

Scale Up (Make Profitable)

- “What commercially available products contain the ingredient?”
- “What claims can be made using the ingredient?”
- “What is the cost-in-use?”
- “How does cost compare to corn, wheat, rice?”
- “How does the ingredient in a product credit in NSLP?”
- “What do consumers understand about the ingredient?”

“PROGRAM”

Maintain/Grow the Market

- Expand research pipeline to update, refresh value propositions
 - **Ex:** Fiber → Prebiotic activity → Microbiome modulation → Benefit?
- Target under-researched health areas to expand market potential for ingredients
 - **Ex:** Medically tailored food products

AWARENESS



WILLINGNESS



CHANGE



Specific Feedback on Draft Recommendations

Federal Strategy

- **Strengthen national surveillance initiatives**
- **Evidence base** to support nutrition guidance for specific diseased populations (T2DM, CVD, etc.)
- **Program evaluation science**
 - Novel methodologies
 - Promote best practices
- **Specify mechanisms for industry engagement**
 - Market insights
 - Feasibility insights
 - Program support/expansion?

Equitable Access

- **Prioritize underserved, underrepresented groups in research**
 - Engage communities throughout study process: planning, execution, disseminating
- **Prioritize DEI in nutrition & research training**

Optimize ICHNR

- **Post-mortem on previous 5-y “roadmap”**
- **Strategic plan informed by this evaluation**
 - Build on *demonstrated successes*
 - Identify optimization opportunities
 - Rationales for new approaches
 - Specific & actionable goals
 - Direct & achievable metrics
- **Re-imagine structure & engagement plan**
 - Optimize participation
 - Promote agility
- **Facilitate & optimize cross-agency collaboration**

**SPECIFIC
ACTIONABLE
TRANSLATABLE
SCALABLE**

