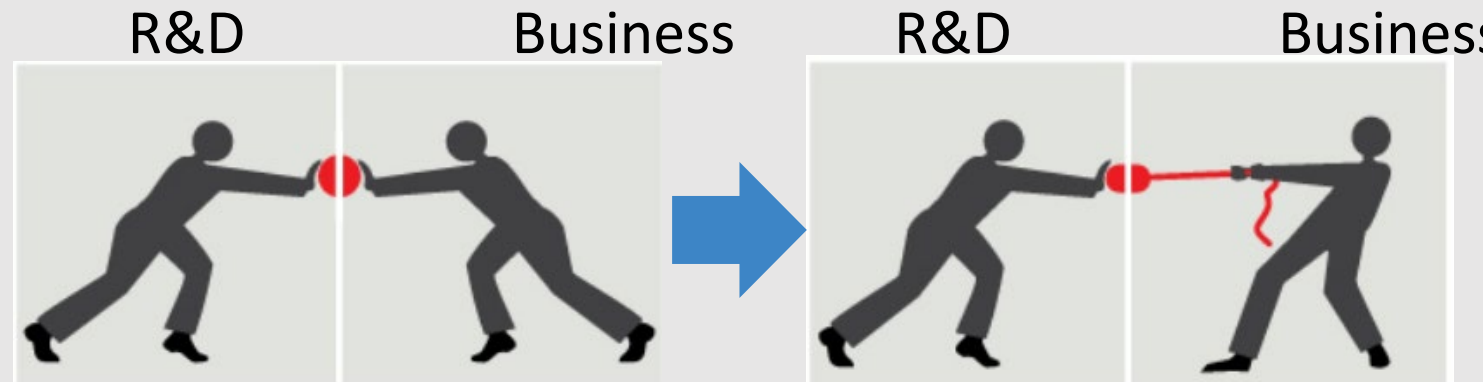


Food industry research in one-word: translation

- Business funds internal research for one purpose: create business opportunities
- Research objectives include product or ingredient innovation, development, and efficacy (substantiation)
- Food industry's focus is translation and consumer insight, not basic science
- Industry solves problems *the consumer wants solved*



1. Create and Implement a Long-Term Federal Strategy on Nutrition and Health

- **Strengthen nutrition surveillance**
 - Nutrition & health surveillance outside industry's scope and capabilities
 - NHANES: foundation of identifying gaps and opportunities (e.g., fortification)
 - More robust data - opportunity to assess impact (and unintended consequences) of changes in food supply (e.g., branded foods, glucose control, diet behaviors)
- Recommend / lead evidence-based changes to **food environment** making healthier food choices easier
 - Consumer pull required for successful effort (e.g., labeling, program requirements: School meals, WIC, CACFP)
 - Consumer insights are industry core competency: Partner
- Identify & remove **barriers to effective cross-agency collaboration**
- Develop 5-year plan to **strengthen federal nutrition research**: fundamental, clinical, public health, food and agricultural, and translational scientific research.
 - Translation should not be independent. How will findings be enacted?
 - Employ private sector 'last study first' mentality to speed the application of findings that benefit public health

2. Provide equitable access to the benefits of nutrition research

- Assuring that the public has equitable access to the benefits of the federal investment in nutrition research has multiple dimensions including: ...**(4)** how research information is translated into programs and policies. The plan should include:
- NHANES will require larger samples sizes to ensure that data are sufficient to inform the Dietary Recall Interview and the Dietary Guidelines for Americans, which are the foundations for many programs (like SNAP, WIC, school meals).
 - Billions fund the NSLP, SBP - Business opportunity
 - Improve standards (positives & limiters)
 - Challenge food industry to innovate - by extension, developing markets for agriculture (e.g., incorporation of 'novel' ingredients)

Draft Recommendation

3. Strengthen the Interagency Committee on Human Nutrition Research

- ***Strengthen the Committee:*** Identify and invite objective, evidence-based industry partners to collaborate
- Employ health / nutrition economics: focus program funding on greatest potential to reduce diet-related disease
 - e.g., diets low in whole grain correlated to CVD/CHD mortality, T2DM incidence (Burden of Disease 2019)
- Develop a federal nutrition campaign that communicates clear, science-based nutrition information to the American public and motivates behavior change
 - Work with industry to allow for more clear, evidence-based communication of benefits between foods and health