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Public-Private Partnership  
“Branded Food Products Database for Public Health”



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1 May, 2013

Barbara Bowman, PhD  
Epidemiologist  
Centers for Disease Control and Prevention  
4770 Buford Hwy, NE  
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Dear Dr. Bowman,

We would like to invite the Centers for Disease Control and Prevention to serve on the Criteria Group as part of the recently established public-private partnership between the USDA Agricultural Research Services (ARS), Agricultural Technology Innovation Partnership (ATIP) Foundation and ILSI North America. The partnership was formed for the purpose of augmenting the USDA Nutrient Database with compositional data on branded food products to ensure that comprehensive, food composition food industry data is made available to government, industry, and the scientific community. This effort represents a timely addition to the USDA Nutrient Database that should benefit all sectors of the scientific community and provide new information to benefit the health of the public.

The public-private partnership was formed in response to an October 28, 2011 White House Presidential Memorandum—“Accelerating Technology Transfer and Commercialization of Federal Research in Support of High-Growth Businesses.” The memorandum required federal agencies – within 180 days -- to submit 5-year plans to accelerate technology transfer and commercialization, and to report annually on progress toward achieving these goals. The memo further directed agencies “.....to engage in public-private partnerships in those technical areas of importance to the agency's mission....” Accordingly, under the leadership of Dr. Catherine Woteki, Undersecretary of the USDA and Chief Science Officer, USDA developed 32 initiatives, including several enlisting the ATIP Foundation to lead or assist. On January 24, 2013, USDA’s Liaison Committee to the ATIP Foundation formally requested that the ATIP Foundation and ILSI North America develop a public-private partnership for the purpose of augmenting the USDA nutrient database with compositional data on branded food products as one of the 32 core initiatives of the Secretary of Agriculture.

Formation of the Criteria Group:

The USDA ARS, ATIP Foundation and ILSI North America partnership is currently establishing a Criteria Group under the partnership which will include individuals with subject matter expertise who will be responsible for the development of the formal criteria for the project including methods, design, data quality assessment, and data acquisition. It is anticipated that the Criteria Group will hold a series of meetings to accomplish their task. The Criteria Group will report to the Steering Committee of the public-private partnership.

The draft criteria to be prepared by the Criteria Group will be shared with a broader group of stakeholders as part of listening sessions. The listening sessions will be held over the next 6 months with scientific professional societies, health organizations, trade associations, and many others for input into how best the enhancements to the USDA Nutrient Database can serve all stakeholders.

We would like to invite you to serve on the Criteria Group as the Centers for Disease Control and Prevention representative. ILSI North America will provide a hotel room, if required, airfare, and lunch during the meeting in-kind. No federal funds will be used for your travel, and no honorarium will be given. ILSI North America's tax ID number is 52-1745052. If you have questions pertaining to the roles and responsibilities as a Criteria Group member, please contact Alison Kretser at [akretser@ilsi.org](mailto:akretser@ilsi.org) or (202) 659-0074 (ext. 161).

The first meeting of the Criteria Group will be held on 22 May 2013 from 9:00 am-4:00 pm at 1156 Fifteenth Street, NW, Suite 400, Washington, DC. A continental breakfast will be served at 8:30 am. The meeting will begin promptly at 9:00 am.

We hope that you will be able to attend. **Please RSVP to Delia Murphy at 202-659-0074 (ext. 135), or by e-mail at [dmurphy@ilsi.org](mailto:dmurphy@ilsi.org) whether or not you plan to attend.**

Kind regards,

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