

> EU / Govt. research : this is longer term of course but we should look ahead and proposed work in those which could become ' issues ' and we have vehicles through FDE and ETP Food For Life Board in Europe . The EU Commission is pressing for greater international collaboration with the US at the top of the preferred collaborator list , so we should encourage this through ILSI and our academic contacts .

That's just a selection of ways we can address the issues we currently have and ameliorate future ones and they require an SRA / PAC collaborative approach to be successful .

Hope that helps ; always happy to discuss .

Kind regards

Mike

On 22 Feb 2015, at 16:37, Alex Malaspina <(b)(6)> wrote:

-----Original Message-----

From: Alex Malaspina <(b)(6)>

To: ehays <ehays@coca-cola.com>; ctuggle <ctuggle@coca-cola.com>; hlaman <hlaman@coca-cola.com>

Sent: Sun, Feb 22, 2015 8:41 am

Subject: Fwd: UPDATE: IFIC Foundation's 2015 Dietary Guidelines Media Call

Dear Ed and Clyde: IFIC is coming through for industry. I am looking forward to our visiting them on March 4th. Warmest regards.Alex

-----Original Message-----

From: Dave Schmidt <schmidt@ific.org>

To: Alex Malaspina <(b)(6)>

Sent: Fri, Feb 20, 2015 9:11 pm

Subject: Fwd: UPDATE: IFIC Foundation's 2015 Dietary Guidelines Media Call

Fyi

Sent from Dave's iPhone

Begin forwarded message:

From: Marianne Smith-Edge <smithedge@ific.org>

Date: February 20, 2015 at 5:53:26 PM EST

Cc: Dave Schmidt <schmidt@ific.org>, Kimberly Reed <reed@ific.org>, IAll International Food Information Council Employees <allstaff@ific.org>

Subject: UPDATE: IFIC Foundation's 2015 Dietary Guidelines Media Call

To: IFIC Board of Directors
IFIC Foundation Trustees
All IFIC Committees
IFIC Media Relations Program

From: Marianne Smith Edge

Cc: Dave Schmidt
Kimberly Reed
All IFIC Staff

Date: February 20, 2015

Subject: UPDATE: IFIC Foundation's 2015 Dietary Guidelines Media Call

This morning we had **40+** journalists participate in our DGAC report conference call (see resulting media coverage and bulleted overview below). Participants included the Associated Press, Politico, WBEZ-Chicago, Capitol Press, and trade press as well as nutrition columnists and bloggers. The former DGAC panelists included Dr. Cheryl Achterberg, Dr. Joanne Lupton, Dr. Linda Van Horn, Dr. Theresa Nicklas, Dr. Connie Weaver and Dr. Roger Clemens. This hour-long webcast was recorded and has been posted to our website. We also live tweeted and heavily promoted our new Dietary Guidelines Infographic during the call. Today's combined Dietary Guidelines communication activities have resulted in more than **393,500 total impressions**.

In addition to the media call, we have compiled a list of **20+** experts with content-specific expertise in DGAC "hot-button" issues (Added Sugars, Aspartame, Caffeine, Sustainability, Cholesterol, Red vs. Lean meat, etc.) who have agreed to be available for media inquiries.

My special thanks to Matt Raymond and Kris Sollid for coordinating the media participation and DGAC panelists, respectively.

RESULTING MEDIA COVERAGE

Politico filed a story this afternoon based on today's call. The author, Chase Purdy, was the most inquisitive reporter in attendance. If you'd like the full text of his story emailed to you, let us know as it is only available to Politico Pro subscribers at this time. We also anticipate an article to be posted by the Associated Press.

Members of the 2015 Dietary Guidelines Advisory Committee aren't just catching grief from the meat and soda industries for their report. On Friday, members of two former dietary advisory panels piled on, as well.

"I think it's good that the new guidelines contained recommendations for action, but it's not clear that all of them are science or evidence based," said Cheryl Achterberg, a nutritional development scholar at Ohio State University who served on the 2010 committee. "I'm not sure a demonization of any food group is going to be productive."

Achterberg was one of five former panel members, from both the 2005 and 2010 committees, to participate in the hour-long event organized by the International Food Information Council. There's little doubt the Ohio State professor was talking about the way the 2015 panel suggested reducing the consumption of red meat, a recommendation that received swift rebuke from the meat industry.

To view the full story online:

<https://www.politicopro.com/go/?id=43972>

MEDIA CALL OVERVIEW

SCIENCE REVIEW VS. POLICY RECOMMENDATIONS

- Did the 2015 DGAC overstep their bounds? The 2015 evidence review process was discussed with emphasis on how it differed from previous DGA's.
 - 2010 DGAC members noted that they were clearly restricted to providing only and evidence-based review. 2015 seemed to go outside of this guidance in crafting their recommendations.
 - 2015 DGAC has too much emphasis on public policy—specifically with sugars, taxes and labeling—and not enough on evidence-based scientific review.
- Question from reporter asked for reasons for “trendy foodie” recommendations.
 - Responses cited: DGAC selection process; no DGAC agriculture expertise, food regulation or food science members; unbalanced view of presentations made to subcommittees.

MEAT

- The science behind the “lean” and limiting red meat recommendations is conflicting.
- Recommendations should be based on totality of evidence as cultural bias exists when making recommendations about red meat and processed foods. There is no evidence for this recommendation in foreign cultures.

SUSTAINABILITY

- Recommendations on sustainability do not take into account the entire beef food system.
- They give a “soft” definition of sustainability.

ADDED SUGARS AND LCS

- Added Sugars recommendation was based on insufficient evidence to change from a limit of 25% to 10% of calorie intake.
- Evidence about restricting SSB and Added Sugars should be held to the same rigor of evidence as other recommendations.
- Conflicting recommendations about sugar and non-nutritive sweeteners based on different use of epidemiological evidence.
 - The LCS recommendations will likely confuse consumers.

FOOD REFORMULATION

- Will the 2015 DGAs drive reformulation and what are the implications? Will it spur meaningful palate and behavior change?
- Questionable effectiveness of changing the food supply to lower sodium. Instead, there needs to be an increase in appeal of healthful foods like fruits, vegetables and dairy.

DEMONIZATION OF FOODS

- All panelists concurred that the demonization of certain food groups is not productive. Potatoes cited as a prime example.

DGAC VS. DGA

- This point was made very clear—the DGAC recommendations are not the Dietary Guidelines.

CHOLESTEROL

- There will be concern and confusion with the public regarding dietary cholesterol. This should be carefully communicated.

Regards,

Marianne Smith Edge, MS, RD, LD, FADA
Senior Vice President, Nutrition & Food Safety

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