From: Alex Malaspina  
Sent: Mon 3/09/2015 1:46 PM (GMT-07:00)  
To: markmalaspina@yahoo.com;/amandmello@yahoo.com;amalasp@aol.com; paul_malaspina@hotmail.com; andrew_wear@o2.co.uk; mariabergmann@o2.co.uk; alexwear@blinternet.com; kmalaspina@comcast.net; frgeorgeliacopoulos@gmail.com; djconstantelos@aol.com; daik@ctnet.gr; ekramvis@comcast.net; fergo@foodsci.umass.edu; sharris@ilisi.org; schmidt@ific.org; kay.nichols@gmail.com; mek59100@gmail.com; taktogami@gmail.com; foodchain@hotmail.com; Hill, James; jamesbehnke@yahoo.com; jjbtgb@comcast.net; Peters, John C; jchowell1@aol.com; janlewis13@windstream.net; moegriff@mindspring.com; egerome@coca-cola.com; beauchamp@monell.org; scola10@aol.com; scohen@unmc.edu; zhanlh@email.chop.edu  
Cc:  
Bcc:  
Subject: Fwd: IFIC ROI Monthly Update: February 2015  

FYI.

-----Original Message-----
From: Susan V. Aldrich <aldrichdmk@aol.com>
To: malaspina <malaspina@aol.com>
Sent: Mon, Mar 9, 2015 3:30 pm
Subject: Re: IFIC ROI Monthly Update: February 2015

I will be happy to pass on to the family members.

Best always,

Susan

-----Original Message-----
From: Alex Malaspina <malaspina@aol.com>
To: aldrichdmk <aldrichdmk@aol.com>
Cc: ehabv <ehabv@coca-cola.com>; ctuggle <ctuggle@coca-cola.com>; wwaichungo <wwaichungo@coca-cola.com>
Sent: Mon, Mar 9, 2015 3:23 pm
Subject: Fwd: IFIC ROI Monthly Update: February 2015

Dear Susan:
I hope that you rested a little. In this email, by IFIC,"The International Food Information Council" there is a brief statement of how Mr.Keough also helped with the founding and success of this very important organization. IFIC is kind of a sister entity to ILSI. ILSI generates the scientific facts and IFIC communicates them to the media and public.
With my warmest personal regards,Alex

-----Original Message-----
From: Dave Schmidt <schmidt@ific.org>
To: Alex Malaspina <malaspina@aol.com>
Sent: Fri, Mar 6, 2015 6:55 pm
Subject: Fwd: IFIC ROI Monthly Update: February 2015
Fyi

Sent from Dave's iPhone

Begin forwarded message:

From: IFIC - International Food Information Council <media@foodinsight.org>
Date: March 6, 2015 at 6:46:47 PM EST
To: Dave Schmidt <schmidt@ific.org>
Subject: IFIC ROI Monthly Update: February 2015
Reply-To: <media@foodinsight.org>

FEBRUARY 2015

IFIC Alert

Expo Milano

Just-confirmed IFIC Foundation Expo Milano event: We will host our food biotech-focused summit in May the U.S. Embassy in Rome for FAO representatives/stakeholders from Emerging Markets. Details TBA. If you would like to support our effort, email reed@ific.org.

What's Ahead

Science Communications Summit

Register for the 6th Annual Science Communications Summit: “Inspiring
Conversations Consumers Trust” – May 6, Washington, DC (reception on May 5). Early bird ends March 27.

### Food and Health Survey

IFIC Foundation’s 10th Annual Food and Health Survey—“What’s Your Health Worth?”—will be fielded next week. Results will be released at the Science Communications Summit May 6. (Smith Edge, Sanders)

### DGAC Report

On March 24, HHS and USDA will host a public meeting regarding the 2015 Dietary Guidelines Advisory Committee (DGAC) Report. IFIC is planning to deliver oral and will submit written comments. (Smith Edge, Solid)

### Ag Day

National Agriculture Day is March 18 – Alliance to Feed the Future sponsoring

### New Caffeine Videos

**FOOD INGREDIENTS COMMITTEE**

New consumer-friendly videos on caffeine are coming to FoodInsightTV in March for use during Caffeine Awareness Month and caffeine safety discussions year-round. (Loving)

### AANP Partnership
FOOD INGREDIENTS COMMITTEE
Secured IFIC Foundation partnership with the American Association of Nurse Practitioners (AANP), with 205,000 members, to review three consumer-friendly brochures to be available in Q2 on food ingredients, including caffeine, MSG, and monk fruit sweeteners. (Loving)

Communicating About Chemicals

FOOD SAFETY & DEFENSE COMMITTEE
IFIC to present consumer research "Shaping Health Perceptions: Communicating Effectively about Chemicals in Food" at Society of Toxicology Annual Meeting on March 24, potentially reaching 6,500+ toxicologists from over 60 countries. (Flood)

Brazil Food Information Council

INTERNATIONAL RELATIONS PROGRAM
Does your company want to help form the Brazil Food Information Council (BRAFIC)? You/Brazilian colleagues are invited to a working group meeting in São Paulo (or phone/webinar) on March 10. Contact Arv.Bucione@dupont.com.

Food Biotechnology in East Africa

INTERNATIONAL RELATIONS PROGRAM
Bringing Biotechnology Messages to East Africa: IFIC Foundation and ISAAA AfriCenter to co-host "Global Agri-Biotech & Biosafety Communication Conference" for East Africa/Asia/Brazil government officials and biotech developers (April 12-14, Nairobi, Kenya). (Benson)

World Health Assembly & NCDs
INTERNATIONAL RELATIONS PROGRAM
The 68th World Health Assembly (May 18-26, Geneva) will address NCDs, antimicrobial resistance. IFIC Foundation to participate as a Civil Society Organization. Click here for the provisional agenda. (Reed)

March Food Insight Newsletter
IFIC FOUNDATION
March 2015 edition of Food Insight newsletter (chemophobia, Dietary Guidelines, WHO sugars report, etc.) coming soon. Subscribe or view past issues. (Loving)

By the Numbers: February Communications Reach

MEDIA RELATIONS PROGRAM
- Website monthly visits: 77,066 (an all-time monthly record)
- "FACTS Followers": 10,102 (1,239 email subscribers, 7,662 Facebook fans, 1,201 Twitter followers)
- Traditional media monthly impressions: 630 million (all-time record)
- Social media monthly impressions: 9.7 million (915% increase over February 2014)
- Social media total followers: 29,504 (8,429 for FACTS; 21,075 for IFIC Foundation)
• Food Insight newsletter subscribers: 14,470

• Interactions with unique users: 8,300 interactions with 7,600 unique users (94% positive sentiment)

• Peak post engagement rate: 25.0% (FoodInsight, Facebook)

In Case You Missed It ...

IFIC Foundation DGAC Media Call
DGAC Report was released Feb. 19. The next morning, the IFIC Foundation hosted a media call convening six former DGAC members to give their impressions and engage with some 40 reporters. An IFIC-influenced AP story garnered 110+ million media impressions. Politico Pro also wrote an extensive story. (PDF link) Resources including a recording of the call and an infographic can be found here. (Solid)

Remembering IFIC "Founding Father" Don Keough
Former Coca-Cola Company President and CEO Don Keough died in February at 88. Mr. Keough helped Dr. Alex Malaspina with the founding of IFIC and also helped provide the initial seed funding to start the IFIC Foundation. ILSI announcement, (PDF link)

Food Biotechnology Video
AGRICULTURAL TECHNOLOGY & FOOD PRODUCTION COMMITTEE
Released a two-minute FACTS video on food biotechnology, which has received more than 2 million impressions on social media and been viewed more than 12,500 times on Facebook and YouTube. (Loving/Raymond/Caselli-Mechael)
American Heart Health Month Blog Series

**DIETARY FATS COMMITTEE**
Released a blog series for American Heart Health Month profiling dietary fats and their relationship to heart health. It has received more than 1 million impressions and achieved a strong Facebook engagement rate of 6.47%—roughly 10 times the Facebook-wide average. (Solid/Caselli-Mchael)

Sodium Research

**FOOD INGREDIENTS COMMITTEE**
Fielded consumer research in partnership with CDC that examines sodium intake, behaviors, attitudes, beliefs and social/cultural norms within “at risk” populations (as deemed by the 2010 Dietary Guidelines). (Solid)

Nature Emulsifier Study

**FOOD INGREDIENTS COMMITTEE**
Provided scientific experts for two media inquiries and issued a FACTS statement on its website providing context and science-based messages in response to Nature study regarding emulsifiers and obesity/metabolic syndrome. (Loving)

JHU Caramel Color Study

**FOOD SAFETY & DEFENSE COMMITTEE**
Responded to a recent JHU study associating caramel coloring (4-MEI) and cancer with the FACTS Post “Is a Soda a Day a Real Risk for You?” (Flood/Raymond)

Protein CPE Course
PROTEIN COMMITTEE
American Council on Exercise (ACE) has approved IFIC Foundation course on protein for continuing education, which will be promoted to over 60,000 ACE members, in addition to other fitness professionals. (Romotsky)

WHO Sugars Guideline

REFINED CARBS, SUGARS & HFCS COMMITTEE
Prepared members and international network in advance of the March 4 WHO Sugars Guideline release. View the WHO press release here and the Guideline here. (Smith Edge, Sollid, Benson)

"Understanding Our Food" Strategy

UNDERSTANDING OUR FOOD
Our 2015 strategy, Food Conversations Consumers Trust, is inspiring IFIC Foundation's Understanding Our Food Initiative to positively impact consumers' perception and acceptability of processed foods through outreach and messaging with key influencers, such as retail registered dietitians, classroom educators, and "mommy bloggers."

Davos Discussion

INTERNATIONAL RELATIONS PROGRAM
IFIC Foundation’s Kimberly Reed joined World Economic Forum N.A. head, Swiss Ambassador to the U.S., and Rep. Peter Roskam (IL), in a discussion at the Swiss Embassy on outcomes of 2015 WEF in Davos, a major event involving many IFIC member CEOs. (Reed)
International Alerts

INTERNATIONAL RELATIONS PROGRAM
Important International Alerts address WHO Regional Office for Europe nutrient profile model and WHO Sugars Guideline. (Benson, Tarka) To receive our monthly International Update Bulletin and alerts, contact tarka@ific.org.

Membership

To request an IFIC Member briefing at your HQ, contact reed@ific.org.

Important Dates & Engagements

IFIC Science Communications Summit
May 5 (evening reception) and May 6, 2015 (8am-5pm)
National Association of Home Builders Conference Center, Washington, DC
Register here

IFIC Mid-Year Board of Directors Meeting
June 24–25, 2015
Hosted by Monsanto, St. Louis, MO

IFIC Annual Board of Directors Meeting
Dec. 9–10, 2015
The Westin Crystal City,