

Peters, John C

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@btinternet.com; kmalaspina@comcast.net; frgeorgeliacopulos@gmail.com; djconstantelos@aol.com; daik@otenet.gr; ekramvis@comcast.net; fergc@foodsci.umass.edu; sharris@ilsa.org; schmidt@ific.org; kay.nichols@gmail.com; mek59100@gmail.com; taktogami@gmail.com; foodchain@hotmail.com; Hill, James; jamesrbehnke@yahoo.com; jjbtgb@comcast.net; Peters, John C; jchowell1@aol.com; janlewis13@windstream.net; moegriff@mindspring.com; egeromel@coca-cola.com; beauchamp@monell.org; scola10@aol.com; scohen@unmc.edu; zhangh@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: ehays <ehays@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>

NOT FOR EXTERNAL DISTRIBUTION

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FEBRUARY 2015

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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.

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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

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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](#), [Sollid](#))

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)

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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

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INTERNATIONAL RELATIONS PROGRAM

Does your company want to help form the Brazil Food Information Council (BRAVIC)? 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](#))

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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)

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- *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.

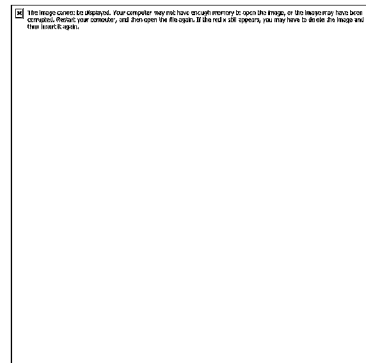
An IFIC-influenced [AP story](#) garnered 110+ million media impressions. Politico Pro also wrote an extensive story. ([PDF link](#))

Resources including a recording of the call and an infographic can be found [here](#). ([Solliid](#))

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

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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. ([Sollid/Caselli-Michael](#))

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). ([Sollid](#))

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](#))

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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

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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)

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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,

Arlington, VA

Find us on social media:



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Washington, DC 20036
202.296.6540

This message was intended for: schmidt@ific.org
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