

Peters, John C

From: Alex Malaspina
Sent: Thu 2/19/2015 3:54 PM (GMT-07:00)
To: ctuggle@coca-cola.com; ehays@coca-cola.com; fergc@foodsci.umass.edu; Hill, James; Peters, John C; beauchamp@monell.org; schmidt@ific.org; sharris@ilsi.org; mek59100@gmail.com; wwaichungo@coca-cola.com; scohen@unmc.edu; jamesrbehnke@yahoo.com; Jerry.j.hjelle@monsanto.com
Cc:
Bcc:
Subject: Fwd: INFORM: 2015 U.S. Dietary Guidelines Advisory Committee (DGAC) Report released today

Dear Friends

These guidelines are a real disaster! They could eventually affect us significantly in many ways; Soft drink taxations ,modified school luncheon programs ,a strong educational effort to educate children and adults to significantly limit their sugar intake,, curtail advertising of sugary foods and beverages and eventually a great pressure from CDC and other Agencies to force industry to start deducing drastically the sugar we add to processed foods and beverages, Also we have to expect that many nations will follow the US guidelines. We have to consider how to become ready to mount a strong defence.
Warm regards . Alex

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

From: Ed Hays <ehays@coca-cola.com>
To: malaspina <malaspina@aol.com>
Sent: Thu, Feb 19, 2015 2:39 pm
Subject: FW: INFORM: 2015 U.S. Dietary Guidelines Advisory Committee (DGAC) Report released today

Summary on DGAC

From: Wamwari Waichungo
Sent: Thursday, February 19, 2015 1:02 PM
To: Ed Hays; Guy Wollaert
Subject: Fwd: INFORM: 2015 U.S. Dietary Guidelines Advisory Committee (DGAC) Report released today

Please note

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

From: Arti Arora <artiarora@coca-cola.com>
Date: 02/19/2015 12:17 PM (GMT-05:00)
To: SRA BU Leads <srabuleads@coca-cola.com>, SRA Group Directors <sragroupdirectors@coca-cola.com>
Cc: Wamwari Waichungo <wwaichungo@coca-cola.com>, Lucy Reid <alreid@coca-cola.com>, Susan Zaripheh <susanzaripheh@coca-cola.com>, SRA Corporate Group <SRACorporateGroup@coca-cola.com>

Subject: INFORM: 2015 U.S. Dietary Guidelines Advisory Committee (DGAC) Report released today

SRA LT,

The U.S. DGAC science committee report was released today (February 19, 2015). Human Health Services (HHS) and U.S. Dept. of Agriculture (USDA) are expected to release the FINAL DGA Policy report at the end of 2015.

- HHS and USDA consider DGAC's scientific recommendations and public and agency comments
- Departments prepare and publish the 8th edition of the *Dietary Guidelines for Americans* consumer facing policy document (e.g. MyPlate)
- The report is available at: <http://health.gov/dietaryguidelines/2015-scientific-report/>

Executive Summary:

- Reduce added sugar to less than 10% of calories, with an emphasis to reduce SSB
- Higher consumption of sugar sweetened foods and beverages were identified as detrimental in almost all nutrition and health conclusions with moderate to strong evidence
- Added sugars should be reduced but not replaced with low calorie sweeteners and substitutions should be made such as water in place of SSBs
- LNCS should not be used as a strategy for long term weight management. Concern of the potential association between Aspartame and hematopoietic cancer was highlighted for future research needs
- Caffeine consumption on the rise but the current 400 ml level did not change; caution no mixing drinks with alcohol and adolescents should consume little to no energy drinks
- The **Exec Summary** is available online

Policy Recommendations:

- Limit access to SSBs in public buildings; eliminate them in schools
- NFP should include added sugars in grams and tsp and include a % DV
- Gov't should standardize and create a FOP system for all foods and beverages -reference to IOM 0-3 point system
- Tax high sodium and sugared foods; earmark \$ for nutrition programs
- Align SNAP and WIC with DGA; restrict consumption of foods such as SSBs
- Food and beverage companies should reformulate to lower sodium and sugar
- Marketing restrictions should be placed on foods with added sodium and sugar for ALL age groups but particularly children and adolescents

Business Implications:

The Dietary Guidelines report will impact how our business can operate because it is the basis for:

- **All Federal Programs** including WIC, School Nutrition Guidelines, etc.
- **Regulatory and Policy** changes proposed by FDA/USDA (e.g. Nutrition Label Reform)
- **Recommendations** made by **Nutrition, Health & Medical Organizations**
- **Significantly influencing** recommendations made **globally**

What's Next?

Trade & Industry will lead with TCCC guidance

- **Media response** (leveraging nutrition experts) – immediately
- Submission of **Public Comments** to inform the Final Policy report (**Nutrition and Health Organizations** and experts will also contribute to comments) – within 60-90 days
- **Hill efforts** – within 60 -90 days

Questions about the Dietary Guidelines please contact: **Susan Zaripheh (NA SRA)**

The NA SRA team is reviewing the report which was just released and will share additional updates as they become available. We are also monitoring social media conversation via The Hub and will share an update by EOD.

Regards,
Arti

Arti Arora, PhD
Director, Strategic Planning and Information Management| Global Scientific & Regulatory Affairs |
The Coca-Cola Company| Phone: 404-676-7039 | Fax: 404-598-7039 | E-mail: artiarora@coca-cola.com

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