

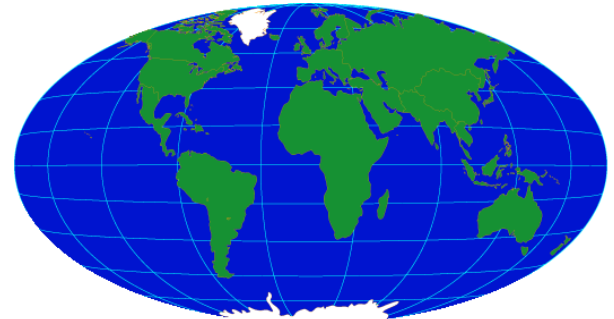


A Public-Private Partnership: “Branded Food Products Database for Public Health”

**Canadian Nutrition Society, Food for Health Workshop
June 5, 2014**

International Life Sciences Institute

- Founded in 1978
- Worldwide nonprofit foundation
- Working to improve the general public's well-being through the advancement of scientific issues related to nutrition, food safety, toxicology, risk assessment, and the environment

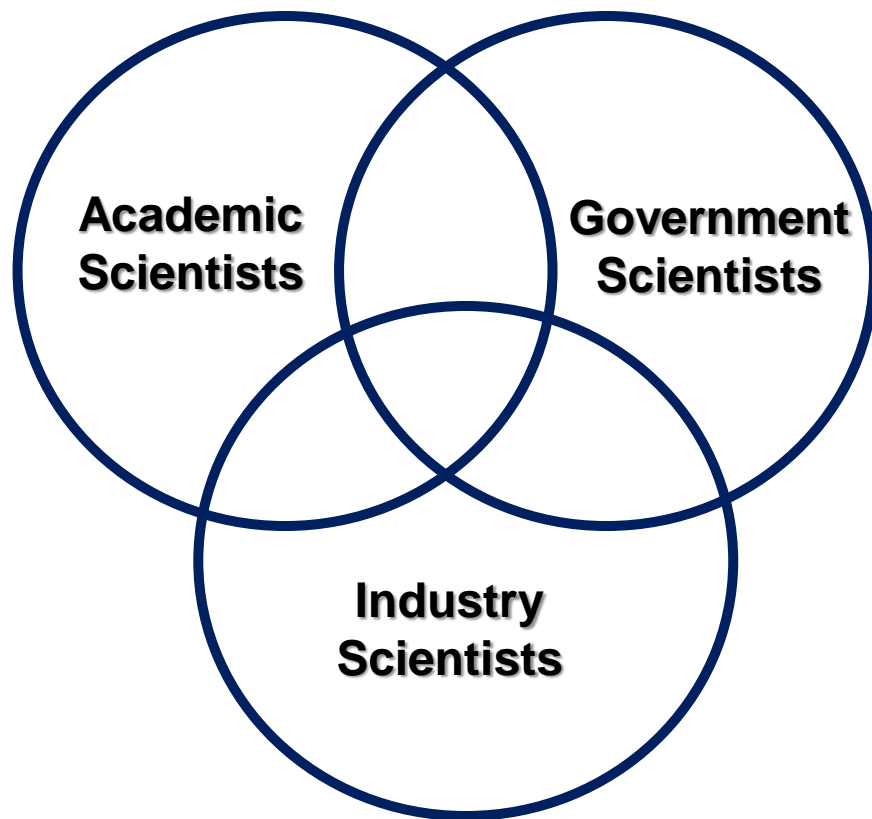


ILSI is a Global Network

17 Branches Worldwide



**ILSI creates a
neutral forum
for discussing
scientific
issues that
impact public
health**



“Principles for Building Public-Private Partnerships to Benefit Food Safety, Nutrition and Health Research”

ILSI North America
publication in
Nutrition Reviews
October 2013.



Public-Private Partnership Principles

1. Have a clearly defined and doable goal to improve the health of the public
2. Ensure that objectives will meet stakeholder partners' needs, with a clearly defined baseline to monitor progress and measure success
3. Select objective scientific measurements capable of providing common ground for both public- and private-sector research goals
4. Articulate a clear statement of work, rules, and partner roles, responsibilities, and accountability, to build in trust, transparency, and mutual respect as core operating principles
5. Considering the importance of balance, ensure that all members possess appropriate levels of bargaining power
6. Minimize conflict of interest by recruiting a sufficient number of partners to mitigate influence by any single member and to broaden private-sector perspectives and expertise
7. Adopt research questions and methodologies established by partners with no vested financial interest in them, ideally in the precompetitive space
8. Engage partners who agree upon specific and fundable research question(s) to be addressed by the partnership
9. Enlist partners who are committed to the long term as well as the sharing of funding and research data
10. Along with government and the private sector, include academics and other members of civil society as partners
11. Be flexible and ensure ongoing transparent communications
12. Consider a third-party convener to ensure equality at the table, clarify rules, establish operational guidelines, and specify funding arrangements

Case Study of Research Public-Private Partnership Principles



*Enhancing Translation of Nutrition
Science from Bench to Food Supply*

USDA/NCI Public-Private Partnership

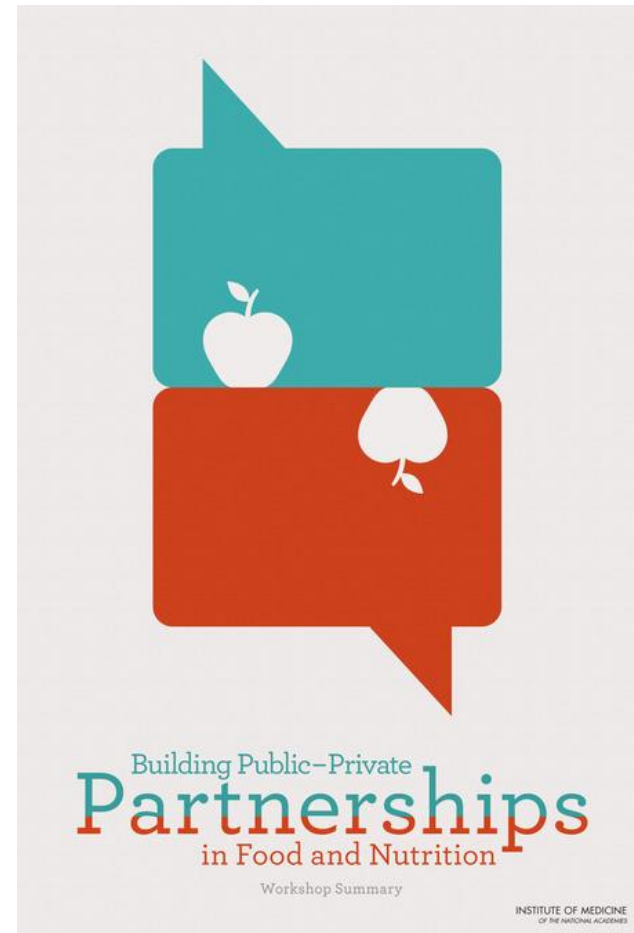


INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

Food Forum

Building Multisectoral Partnerships in Food and Nutrition: A Workshop

November 1-2, 2011





Administration of Barack Obama, 2011

Memorandum on Accelerating Technology Transfer and Commercialization of Federal Research in Support of High-Growth Businesses

October 28, 2011

Memorandum for the Heads of Executive Departments and Agencies

Subject: Accelerating Technology Transfer and Commercialization of Federal Research in Support of High-Growth Businesses

(c) I encourage agencies with Federal laboratories and other research facilities to engage in public-private partnerships in those technical areas of importance to the agency's mission



A Departmental Response to the Presidential Memorandum -- Accelerating
Technology Transfer and Commercialization of Federal Research in Support
of High-Growth Businesses

32 initiatives

USDA 11: “Enhancing translation of nutrition science from bench to food supply”.

“This initiative is directed at developing public / private partnerships with the federal science agencies and food industry to translate research outcomes into the food supply...”

Why do we need a public-private partnership?



The USDA-ARS has the history, expertise and the political mandate

But 1 complete analysis of a new food =

\$50,000

We Can't Do It Alone!



C. S. R.

BULLETIN No. 28 (REVISED EDITION).

291

U. S. DEPARTMENT OF AGRICULTURE,
OFFICE OF EXPERIMENT STATIONS.

THE CHEMICAL COMPOSITION

OF

AMERICAN FOOD MATERIALS.

[Corrected April 14, 1906.]

BY

W. O. ATWATER, Ph. D.,

AND

A. P. BRYANT, M. S.



WASHINGTON:
GOVERNMENT PRINTING OFFICE.
1906.

The Food Industry has Food Composition Data



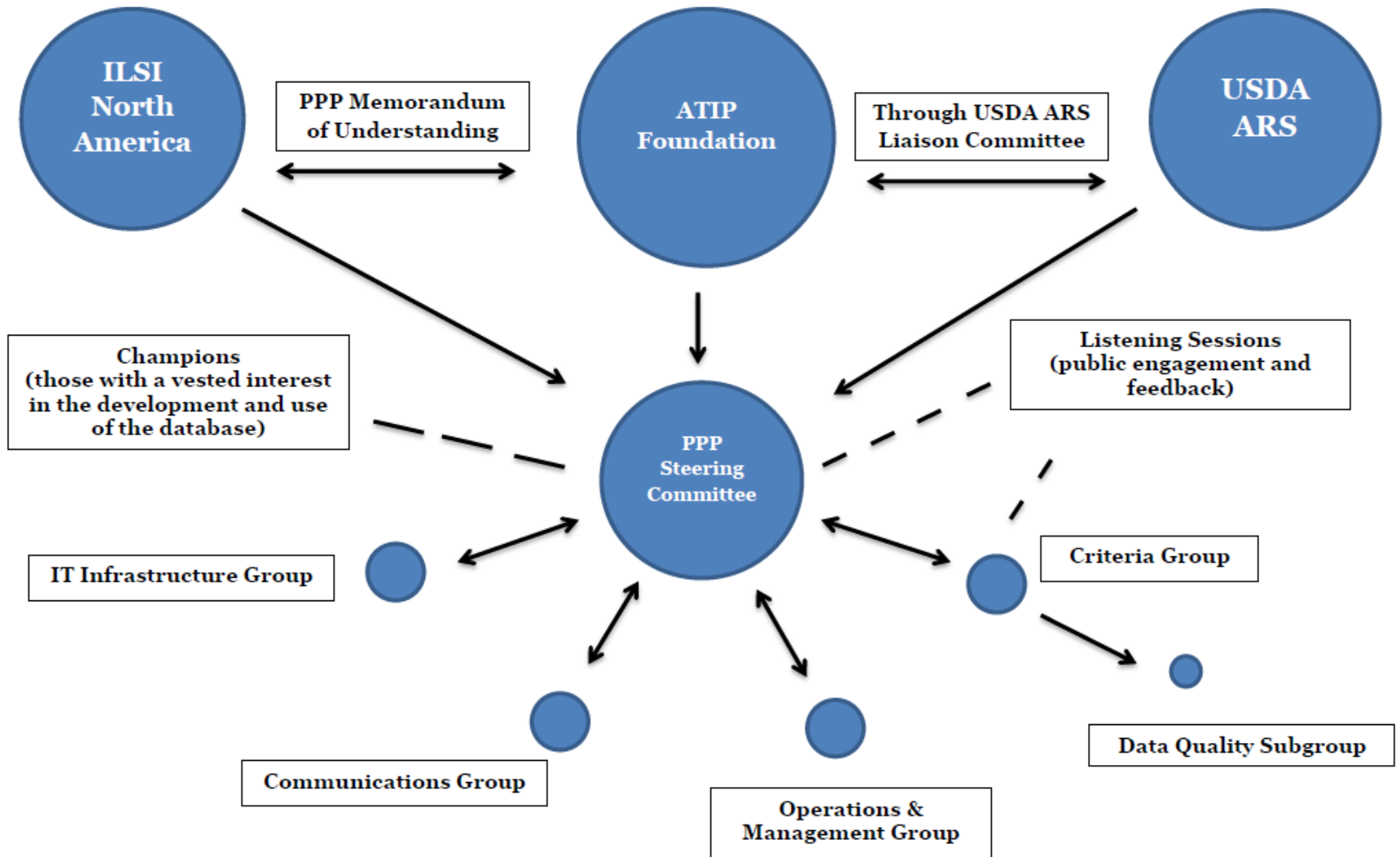


**“Branded Food Products Database
for Public Health”
Public-Private Partnership**

Getting Started

- **Justification**
- **Feasibility**
- **Governance**

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



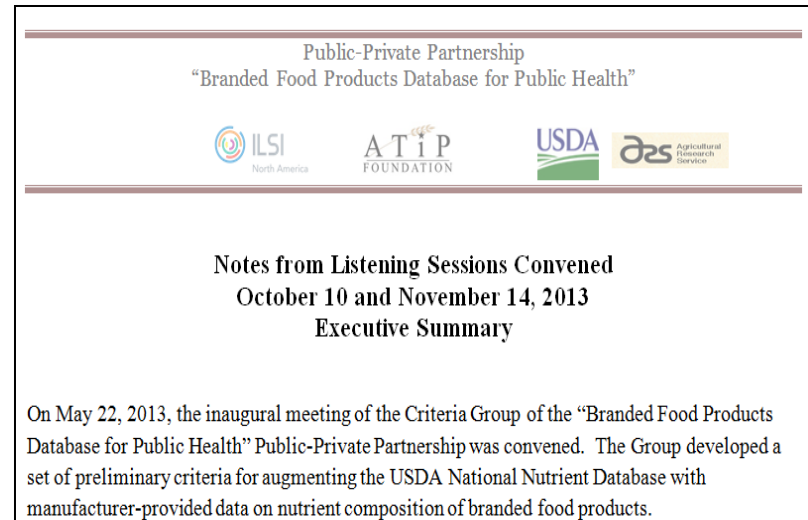
Development Phase

- **Steering Committee**
- **Communications Group**
 - **Listening Sessions**
- **Criteria Group**
 - **Data Quality Subgroup**
- **IT Infrastructure Group**
- **Progress Report to USDA Under Secretary**

Listening Sessions

Objective: engage various sectors with interest in nutrition to gain input on what is needed in the enhanced USDA Nutrient Database, and how to enlist participation of food manufacturers. Participants included:

- 14 research universities/organizations
- 4 professional societies
- 11 federal government agencies
- 8 end users
- 24 food industry
- 2 retailers
- 1 restaurant
- 10 trade associations



Phase 1 Attributes

1. Parent Company (manufacturer, subsidiary, signature line) or Private Label (signature line)
2. Product Name and Generic Descriptor
3. Global Trade Item Number (GTIN)
4. Ingredient List and Sub-List (hierarchical and in descending order)
5. Weights and Measures (net weight/volume of package)
6. Serving Size and Servings per Package
7. Nutrition Facts Panel (NFP) and Expanded Facts Panel (when available)
 - a. (as packaged and as prepared with added ingredients)
8. Date Stamp associated with most current formulation (effective date of change/introduction)

Phase 2 Attributes

1. Food Group Classification based on the Dietary Guidelines for Americans

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



Features of the Enhanced USDA National Nutrient Database

The goal of the Public-Private Partnership is to expand the current nutrient data by obtaining compositional data directly from the food industry. An expanded database will contain much more information on individual food items allowing for research and policy to be based on a true assessment of the extent and fluidity of the food system.

Nutrition Facts

Serving Size 2/3 cup (55g)
 Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 40

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **12%**

Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

* Percent Daily Values are based on a 2,000 calorie diet.
 Your daily value may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED SALT, THIAMIN MONONITRATE, VITAMIN B1, VITAMIN B2, VITAMIN B6, FOLIC ACID), CORN STARCH, SUGAR, SOYBEAN AND PALM OIL, WHEAT TRITIC FOR FRESHNESS, CORN STARCH SOLIDS, DEXTROSE, HIGH FRUCTOSE CORN SYRUP, FRUCTOSE, GLYCEROL, CONTAINS 2% OR LESS OF COCOA (PROCESSED WITH ALKALI), POLYDIPHOSPHATE, MONOPOTASSIUM PHOSPHATE, DIACETIC ACID, CALCIUM CARBONATE, CITRIC ACID, LACTIC ACID, SODIUM ACID PHOSPHATE, MONOSODIUM PHOSPHATE, CALCIUM SULFATE, DISTILLED MONOPOTASSIUM PHOSPHATE, PALM KERNEL OIL, SODIUM STARCH, LACTIC ACID, COCOA POWDER, BUTTER, LECITHIN, DATEM, NATURAL AND ARTIFICIAL FLAVOR, VANILLA EXTRACT, CARAMEL COLOR, BETA-CAROTENE, VITAMIN A PALMATE, YELLOW #6, RED #40, RED #2, RED #1, RED #3, RED #40B, RED #40A, RED #40C, RED #40D, RED #40E, RED #40F, RED #40G, RED #40H, RED #40I, RED #40J, RED #40K, RED #40L, RED #40M, RED #40N, RED #40O, RED #40P, RED #40Q, RED #40R, RED #40S, RED #40T, RED #40U, RED #40V, RED #40W, RED #40X, 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1. **Parent Company (Manufacturer, Subsidiary, signature line) or Private Label (signature line)**
 - Enhanced database will allow for more specific data collection and analysis in NHANES; allowing for more specific assessment of foods eaten by the population.
 2. **Nutrition Facts Panel (NFP) and Expanded Facts Panel (when available)**
 - Information available “as packaged” and “as prepared”, with added ingredients.
 - No longer will a nutritional value be based on an averaged or generic database value.
 3. **Product name and generic descriptor**
 4. **Weights and measures**
 5. **Serving size and servings per package**
- If someone reports having eating “vegetable soup”, related information would be based on the actual brand item consumed.*
6. **Date Stamp** associated with most current formulation (effective date of change/introduction)
 - Historical data on food products will allow for tracking dietary trends.
 7. **Ingredient list and sub-list** (hierarchical and in descending order)
 - This information has never been captured before in the National Nutrient Database. Having this information available will allow for analysis that has never been done.
 8. **GTIN Number**
 - Specific nutrient composition directly from the food product, correlated to this number, will be available.

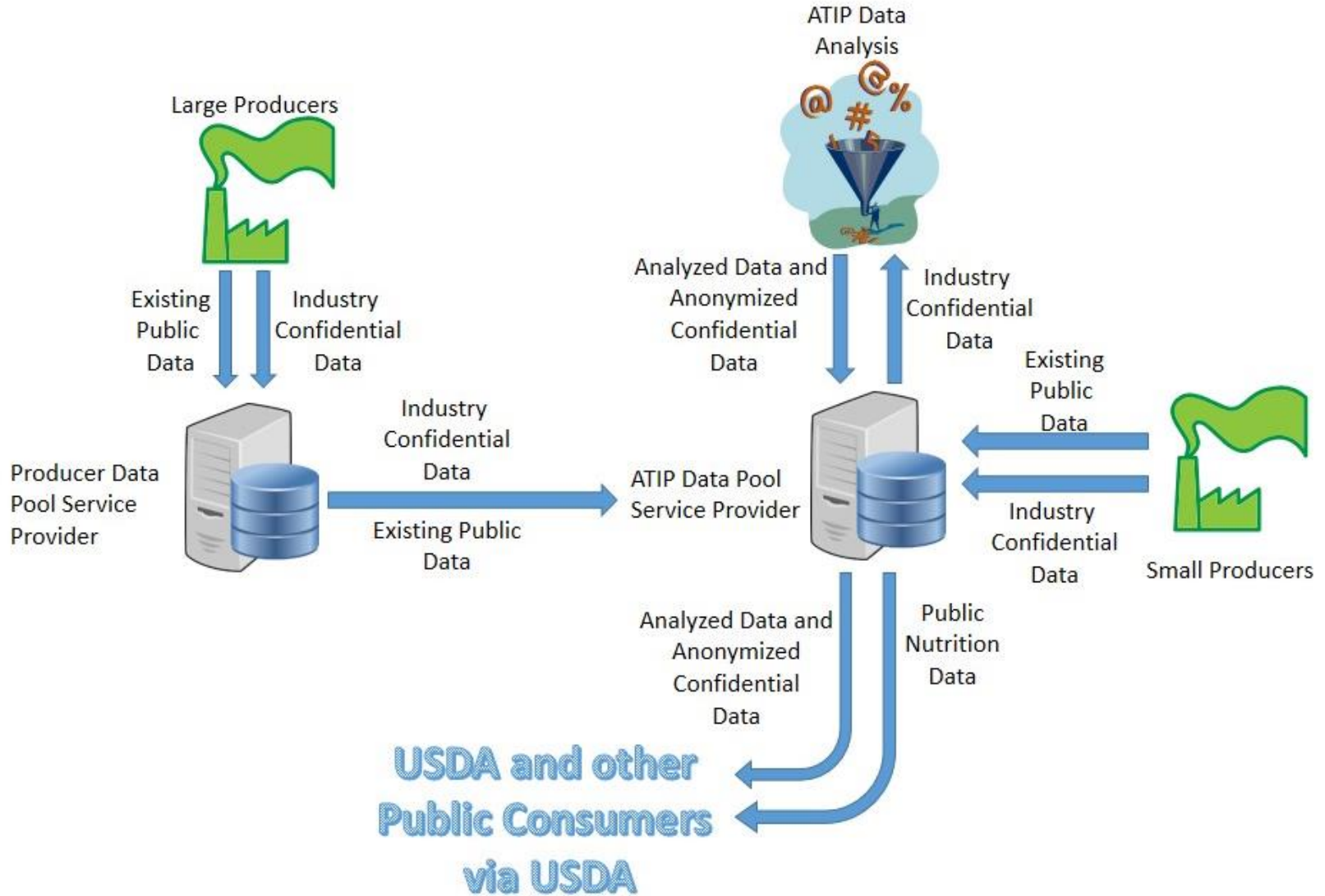
“Food composition databases are central to the conduct of nutrition research, as they standardize how foods can be characterized in terms of nutrients, dietary guidance-based food groups and other relevant dietary constituents. The Branded Food Products Database for Public Health will provide researchers the first-ever completely free and publicly available database on the composition of foods by brand name. This will enable greater specificity in all types of nutrition studies of individual’s diets and food environments.”

- Dr. Susan Krebs-Smith, National Institutes of Health

TBD Proposed Future Attributes

1. Target Moisture and Ash
2. Expanded Nutrient Profile
 - a. Begin with the goal to include 33 nutrients included in the USDA/CNPP SuperTracker and expand as appropriate to all possible nutrients
3. Non-Nutritive Components like Caffeine
4. Analytical (Unrounded) Data behind NFP
5. Nutrient Content Claims
6. Bioactive Components
7. Label Images- visual picture of the food
8. Preparation Instructions
9. Top 8 Allergens
 - a. Include cross contact allergens if it is labeled.
 - b. Tabled for further consideration on whether this type of information is appropriate.
10. Gluten Free Statement
 - a. Tabled for further consideration on whether this type of information is appropriate.

GS1 Certified Data Pool Flow



Progress Report to USDA Under Secretary

- 200 page document
- Progress Report describes the formation of the Partnership and the activities of the Development Phase. The Report signifies the transition into the Implementation Phase in the first quarter of 2014.
- Submitted on 18 January, 2013
- Approved on 7 February at meeting with USDA Under Secretary

Transition into the Implementation Phase
has begun

Next Steps

Implementation Phase

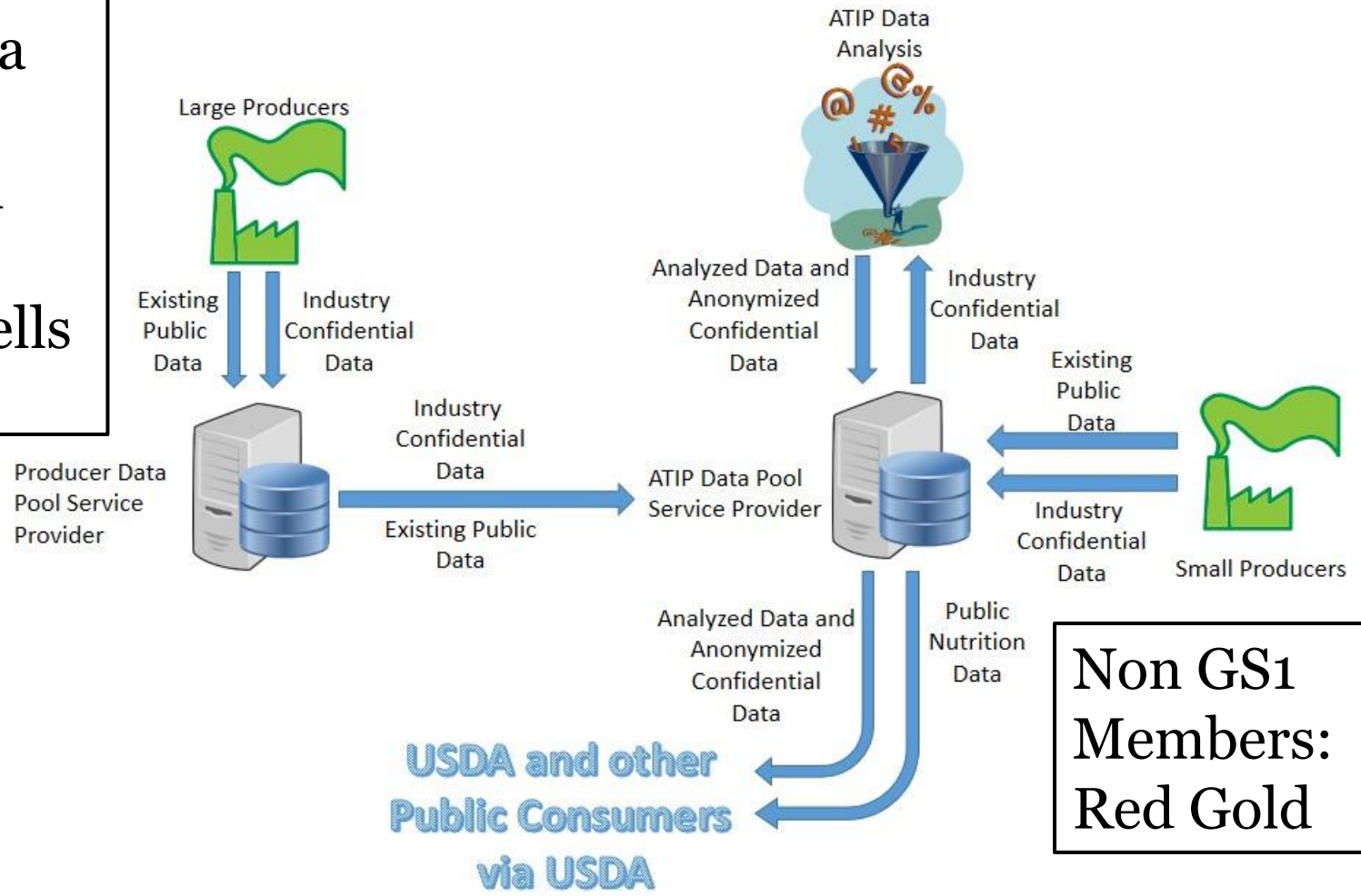
- Long-term resource support
- **Beta Test-** Spring 2014
- Outreach to stakeholders
- Data Flow into the “Branded Food Products Database for Public Health”
- New Research Paradigm for Data Usage

GS1

Members:

- Cargill
- ConAgra Foods
- General Mills
- Campbells

Beta Test



Non GS1
Members:
Red Gold

Public-Private Partnership Principles

1. Have a clearly defined and doable goal to improve the health of the public
2. Ensure that objectives will meet stakeholder partners' needs, with a clearly defined baseline to monitor progress and measure success
3. Select objective scientific measurements capable of providing common ground for both public- and private-sector research goals
4. Articulate a clear statement of work, rules, and partner roles, responsibilities, and accountability, to build in trust, transparency, and mutual respect as core operating principles
5. Considering the importance of balance, ensure that all members possess appropriate levels of bargaining power
6. Minimize conflict of interest by recruiting a sufficient number of partners to mitigate influence by any single member and to broaden private-sector perspectives and expertise
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8. Engage partners who agree upon specific and fundable research question(s) to be addressed by the partnership
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Thank you