HOT TOPICS IN THE NUTRITION ENVIRONMENT

Food and Nutrition Trends
• Contribution of Beef Consumption to Nutrient Intake, Diet Quality, and Food Patterns in the Diets of the US Population
• It’s All About Trends: What the Future Holds for Food, Health and Healthy Lifestyles
• Shaking up Food Labeling: From New Daily Values to Front-of-Package Icons—What You Can Expect?
• What’s in a Claim? Has the “Tower of Babel” Returned?
• What the Public Private Sector is Doing to Help Build a Healthy America
• Evolving Nutrition Environment
• Weighing the Odds of Acculturation: What We Can Learn about Healthy Eating
• Breakfast Consumption – Was mom REALLY wrong about it being ‘the most important meal of the day’?
• Fad Diets: Dissecting the Hype and the Science**
• An In-Depth Look at the New Dietary Guidelines**
• Looking Beyond Calories: Nutrition Security in a Hungry World**
• Meatless Monday: Misguided or Mandatory?
• What’s the Story: Beyond the Nutrition Headlines
• Eating Beyond the Headlines: Sorting Evidence from Emotion**

Food Production and Environmental Nutrition
• Designer Genes on the Dinner Table
• It’s All About Trends: What the Future Holds for Food, Health, and Agriculture
• Take a Bite Out of Food Costs
• No Food Fights! Making a Case for Agricultural Co-existence**
• The Sustainable American Dinner Plate: A Food Revolution Putting Food on the Modern Table
• Organic, Natural, and Grass-Fed Beef: Perception vs. Reality
• The Blame Game: Foodborne Illness

** New or Updated Topics

SPEAKERS AVAILABLE FOR THE CATEGORY:
➢ Toby Amidor, MS, RD, CDN
➢ Keith Belk, PhD
➢ Felicia Busch, MPH, RD, FADA
➢ Mary Lee Chin, MS, RD
➢ Melissa Joy Dobbins, MS, RD CDE
➢ Linda Farr, RD, LD
➢ Sue Finn, PhD, RD, FADA
➢ Gail Frank, DrPH, RD, CHES
➢ Constance Geiger, PhD, RD, CD
➢ Dayle Hayes, MS, RD
➢ Heather Leidy, PhD
➢ Theresa A. Nicklas, DrPh, MPH, LN
- James Swain, PhD, RD, LD, FAND
- Nancy Rodriguez, PhD, RD
- Neva Cochran, MS, RDN, LD, FAND
**Food and Nutrition Trends**

**Contribution of Beef Consumption to Nutrient Intake, Diet Quality, and Food Patterns in the Diets of the US Population**

Lean beef can have a major positive role in the American diet because of its unique nutrient profile, lean beef can fit easily in a healthy diet and can be used interchangeably with other lean red meats, poultry and seafood. Few studies have looked at the role of beef, specifically lean beef, in the American diet. The purpose of this presentation is twofold: to examine the nutrient profiles of beef consumers versus non-consumers and the nutritional advantage of consuming lean beef over high fat beef in diets of the US population.

*Possible Learning Needs Codes: 2000, 3000, 4000, 9000*

**It’s All About Trends: What the Future Holds for Food, Health and Healthy Lifestyles**

Trends in food, health, and family lifestyles have a profound impact on the daily work of nutrition communicators. The current crop of trends presents both unique challenges and incredible opportunities for those who seek to shape the future food choices of American consumers. In this fast-paced session, you’ll discover how to stay current on what’s hot and what’s not, while learning how to creatively use trends to make your work more satisfying and effective.

*Possible Learning Needs Codes: 2000, 4000, 6000, 9000*

**Shaking up Food Labeling: From New Daily Values to Front-of-Package Icons – What You Can Expect**

This session highlights the upcoming changes to the Food Label. From nutrients that are required and their Daily Values to serving size and calorie display changes, potential new proposed rules are discussed. The impact of Daily Values changes on nutrient content and health claims as well as the new meat and poultry labeling will be highlighted. Additionally, this presentation analyzes the current Front-of-Package labeling systems, recommendations and consumer research. Tips for working with clients will be shared based on the latest trends and consumer research.

*Possible Learning Needs Codes: 2000, 4000, 6000*

**What’s in a Claim? Has the “Tower of Babel” Returned?**

This presentation explores the criteria for the types of claims allowed on food labels: structure/function claims, health claims, nutrient content claims, dietary guidance and statements of fact, and the types of research needed to support them. Includes a discussion of the latest qualified health claims and how consumers react to them. Suggestions for what to tell your clients/patients are provided.

*Possible Learning Needs Codes: 2000, 4000, 6000*

**What the Public Private Sector is Doing To Help Build a Healthy America**

Taste, convenience and price have always driven food and beverage purchases. Now, millions of health-conscious consumers are adding nutrition to the mix. This seminar looks at how food and beverage companies are responding to this demand with good-for-you and better-for-you choices as well as support for community wellness initiatives and nutrition education as integral aspects of their corporate visions.

*Possible Learning Needs Codes: 2000, 4000, 8000*

**Evolving Nutrition Environment**

In 2005, the new food guidance system, *MyPyramid*, was launched, along with the release of the 2005 *Dietary Guidelines for Americans*. In 2010, the Dietary Guidelines Advisory Committee will release a new set of *Dietary Guidelines for Americans*. This session analyzes the convergence of issues coming together
to change the way Americans eat – obesity, labeling, new guidelines, etc. It will also explore the facts versus fictions surrounding these issues.

Possible Learning Needs Codes: 2000, 4000, 6000, 9000

Weighing the Odds of Acculturation: What We Can Learn about Healthy Eating
This seminar focuses on eating behaviors of recent immigrants from Mexico and Central America. What are the positive patterns brought into the US and what added challenges do immigrants face when acculturating.

Possible Learning Needs Codes: 2000, 4000, 6000, 9000

Breakfast Consumption – Was mom REALLY wrong about it being ‘the most important meal of the day’?
The breakfast controversy, in terms of whether to eat or to skip the morning meal, appears to be driven by the purported lack of evidence regarding the effects of breakfast on body weight management. Despite the limited long-term data, acute controlled feeding studies demonstrate benefits of breakfast consumption on key physiological and hedonic (reward-driven) mechanisms that impact appetite control, satiety, and food choices (later in the day).

This presentation will address the following objectives/questions:

- Does breakfast consumption have an effect on body weight management?
- Does breakfast improve appetite control, satiety, and prevent over-eating later in the day?
- Does the type of breakfast consumed influence these outcomes, with specific emphasis on increased dietary protein?

Possible Learning Needs Codes: 2000, 3000, 4000, 6000, 9000

Fad Diets: Dissecting the Hype and the Science**
There is an overwhelming amount of consumer confusion when it comes to fad diets and trendy eating patterns, yet their prominence in pop culture, the media and society is undeniable. The session provides an up-to-date overview of the most popular dieting trends, the pros and cons of each, together with a discussion of current scientific studies relating to the eating patterns involved within each trend.

Possible Learning Needs Codes: 4000, 5370, 9050

An In-Depth Look at the New Dietary Guidelines**
The latest Dietary Guidelines for Americans have just been released! This session will help familiarize nutrition professionals with additions and modifications made in this latest update. A review of scientific research leading to these changes will be presented. Additionally, tactics on communicating the Dietary Guidelines to the public through various mediums (one-on-one counseling, media) will be discussed.

Possible Learning Codes: 4030, 4100, 9050

Looking Beyond Calories: Nutrition Security in a Hungry World**
Whether in an environment of too many calories or too few, nutrition security is a common thread that impacts not only health and mortality but also the economic development and security of societies around the globe.

Possible Learning Needs Codes: 2000, 4000, 6000, 9000

Meatless Monday: Misguided or Mandatory?
Whether you are trying to lose weight, manage a tight budget or simply want to prepare a quick and easy recipe for your family, Meatless Monday can fit into an overall pattern of healthy eating. Eating
meat in the proper portion the rest of the week can provide not only variety and taste but will add valuable nutrients to keep you healthy.

Possible Learning Needs Codes: 2000, 4000, 6000, 8000, 9000

What’s the Story: Beyond the Nutrition Headlines
People get most of their nutrition information from the media, which often means they are confronted with sensational headlines that foster confusion about nutrition. As dietitians, we can translate scientific information into consumer-friendly language, and build trust with consumers and with reporters. Using examples of recent scientific studies and the headlines they generated, this session will address what to consider, including study design and results, before you post the latest study results on social media, or do an interview.

Possible Learning Needs Codes: 4000, 5370, 9050

Eating Beyond the Headlines: Sorting Evidence from Emotion**
Alarming food and nutrition headlines not only confuse consumers but may also result in the exclusion of nutrient-rich foods from the diet. As health professionals we know that nutrition and health recommendations we make must be based on the preponderance of scientific evidence and not the results of a single study trumpeted in the media. This can be a daunting task especially for topics that evoke strongly held and emotional beliefs that often defy scientific reality. This presentation will examine some of the current popular nutrition topics in the news and the real scientific facts behind them.

Possible Learning Needs Codes: 4000, 5370, 9050

Food Production and Environmental Nutrition
Designer Genes on the Dinner Table
While current attention focuses on the freshness and purity movement, little understood is agricultural biotechnology’s role to help meet current and future local and global food needs, addressing nutritional vulnerabilities and sustainability issues. Tackle top-of-the-mind issues of public concerns, and evaluate new applications, safety and regulation of biotechnology. A stimulating roundtable discussion explores a range of viewpoints, sharpening your own awareness and attitudes. Understanding biotechnology’s role in food production is a case study of how acceptance of new science is shaped by society’s perception of facts and exploration of fears surrounding the unknown.

Possible Learning Needs Codes: 2000, 4000, 8000

It’s All About Trends: What the Future Holds for Food, Health and Agriculture
Trends in food, health, and agriculture have a profound impact on the daily work of nutrition communicators. The current crop of trends presents both unique challenges and incredible opportunities for those who seek to shape the future food choices of American consumers. In this fast-paced session, you’ll discover how to stay current on what’s hot and what’s not, while learning how to creatively use trends to make your work more satisfying and effective.

Possible Learning Needs Codes: 2000, 4000, 6000, 9000

Take a Bite Out of Food Costs
Food prices increased 0.8 percent in 2010 and are expected to rise 3-4% in 2011. Are you afraid that preparing healthy foods takes too much time and costs too much? Learn some practical ways to manage your food and time budget and still put nutritious food on the table. Ways to cut food preparation cost, eliminate waste and pinch pennies at the grocery store will be discussed.

Possible Learning Needs Codes: 4000, 6000, 8090
No Food Fights! Making a Case for Agricultural Co-existence**
A significant development over the last two decades is a national conversation about food and how it is grown. The problem is that it hasn’t been much of a conversation, but instead, a rancorous food fight. Consumer attentiveness to environmental sustainability, nutrition and safety fuels movements such as local, organic and urban farming. Meanwhile farmers are challenged to produce affordable food in a tough agricultural climate, and are utilizing innovative technologies often little understood by the public. The controversy of applying genetic engineering to plant and food production is a classic example of how a scientifically based technology’s acceptance is shaped by personal food philosophies and facts/fears of an issue. Our task: Take an in-depth look at the science, and examine benefits and applications of food biotechnology. Our challenge: Find a common ground where the balanced interests of all sides can advance based on coexistence and cooperation, and ensure that all forms of agriculture thrive so that food can remain abundant, affordable, and safe.
Possible Learning Needs Codes: 2000, 4000, 6000, 9000

The Sustainable American Dinner Plate: A Food Revolution Putting Food on the Modern Table
There is an increasing disconnect between peoples understanding of how their food is produced, and the subsequent impact on both their health and the environment. Fixated on sustainability, safety and health, consumers are sourcing food in new ways and conferring automatic “health and environment halos.” A science-based assessment compares the claims and benefits of “back to basics” and modern agriculture food production methods. Attendees learn to separate fact from myth, and provide credible education to consumers as to the realities of food miles, and organic, conventional and biotech methods of food production. Along the food journey, assess the most popular consumer food sourcing trends using peer-reviewed science for nutritional content, economic and environmental measures.
Possible Learning Needs Codes: 2000, 4000, 8000, 9000

Organic, Natural, and Grass-Fed Beef: Perception vs. Reality
Many supermarkets across the U.S. now feature fresh beef products that are described as "Organic," "Natural" or "Grass Fed." Dr. Keith Belk of Colorado State University, who has conducted research on all three of these kinds of beef, will discuss the science of differences--chemical, physical, microbiological and organoleptic--among these, and "Conventional," beef products.
Possible Learning Needs Codes: 2000, 8000, 9000

The Blame Game: Foodborne Illness
Beginning in the late 1970s, genuine concern began to develop regarding accumulative effects on human health of long-term exposure to harmful chemicals in food, water and the environment (e.g., antibiotics, pesticides, hormones, etc.). In the 1980s and 1990s concern intensified about meat borne pathogens (e.g., E. coli O157:H7, Salmonella spp. and Listeria monocytogenes), Foreign Animal Diseases (e.g., Mad Cow Disease, Foot-and-Mouth Disease), antibiotic-resistant strains of human pathogens (e.g., Salmonella Typhimurium DT-104) and about Genetically Modified Organisms (e.g., B.t. corn and Round-Up resistant soybeans). Since September 11, 2001 concern also has risen about biological (agriculture and food) terrorism. This presentation provides the current status of scientific knowledge regarding all of these beef safety concerns and helps the audience to become more informed on what consumers should and should not be concerned about.
Possible Learning Needs Codes: 2000, 6000, 8000, 9000

**New or Updated Topics