



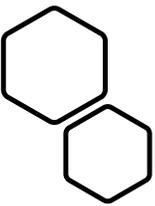
Chapter 15

The "Science" of Industry

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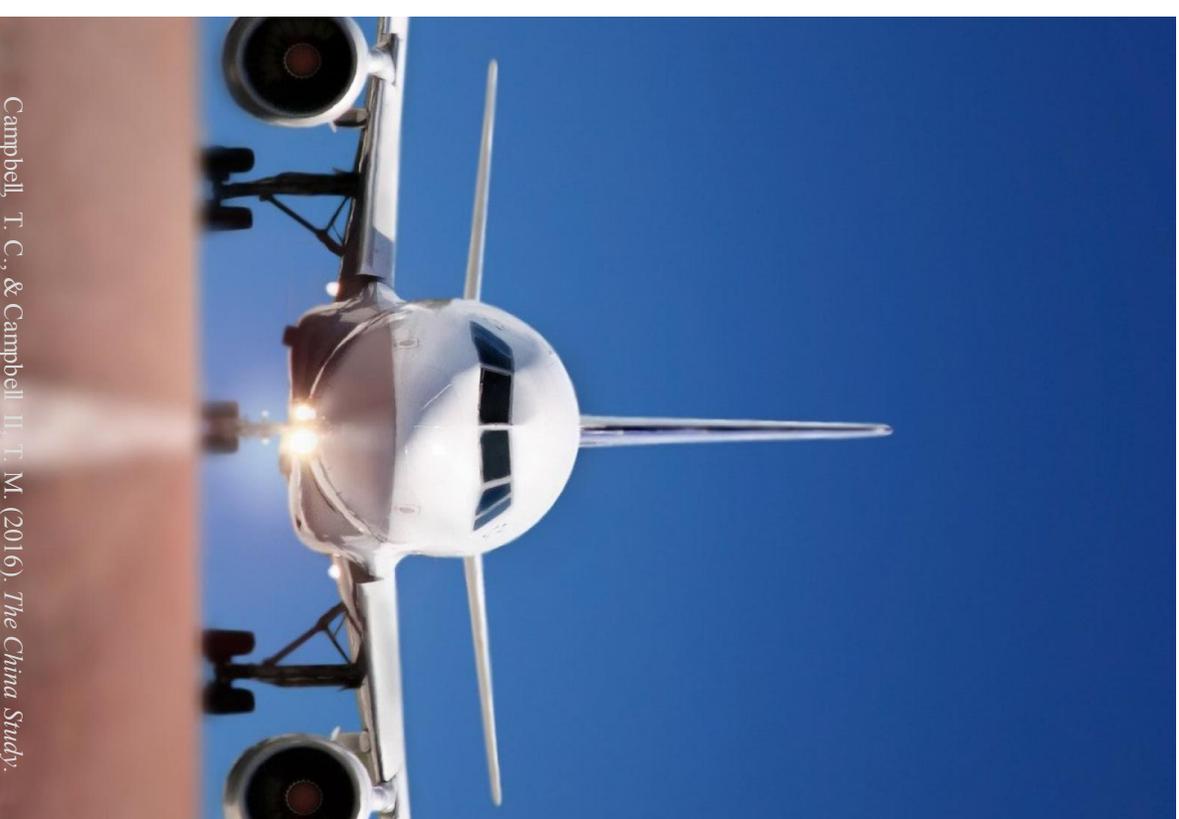
The "science" of nutrition becomes the "business" of marketing.

- Food and health industries in America are among the most influential organizations in the world.
- Kraft: ~\$18 billion / year
- McDonald's: \$25 billion / year
- Wendy's: \$4 billion / year
- Johnson & Johnson: \$70 billion+ / year
- Food business interest need to claim that their product is good for you, or, at least, that it's not bad for you.



The Airport Club

- Group of scientists funded by the meat & dairy industry
 - Committee meetings often held in airports
- Main objective: members observe projects that might do "harm" to their industry
- Good example of industry efforts to maintain favorable product image and "confidence"



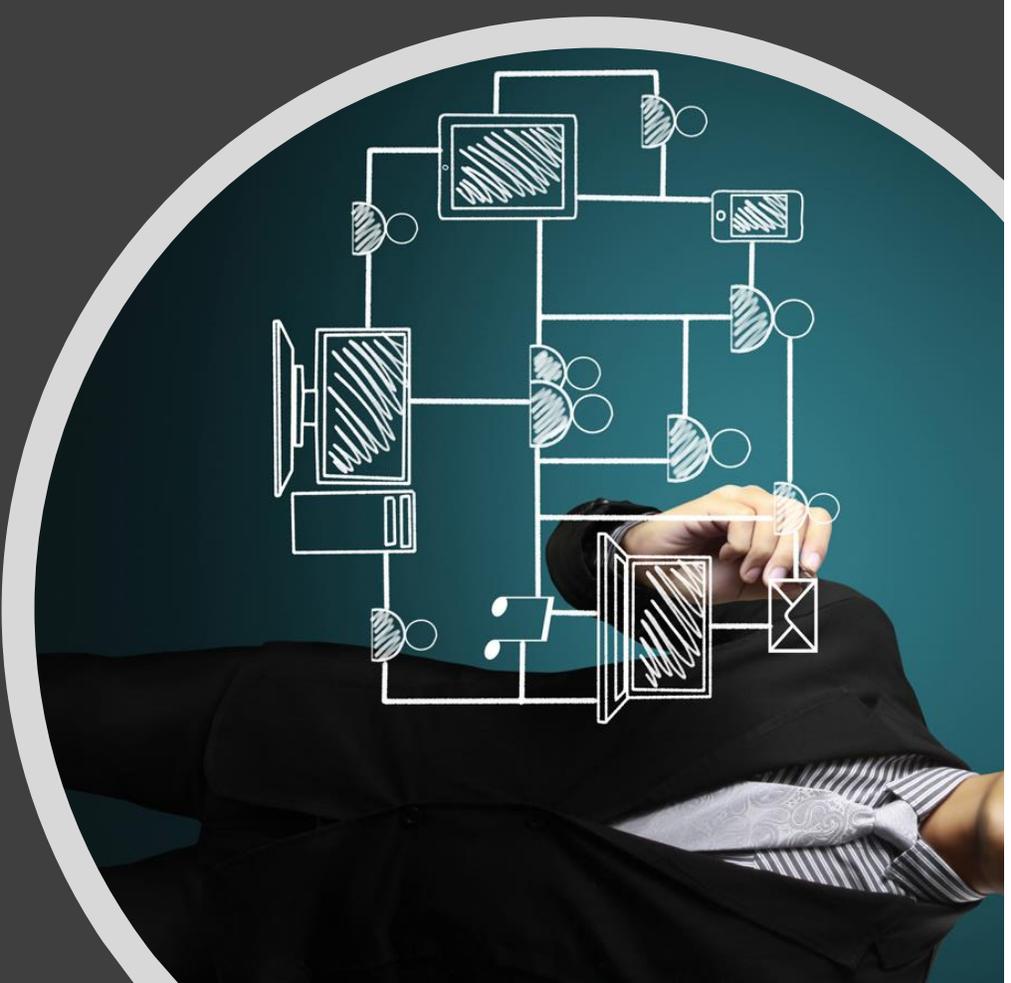
The Dairy Industry

- Increase demand for U.S.-produced dairy products
- Conjugated Linoleic Acid (CLA)
 - Unusual group of fatty acids produced by bacteria in a cow's rumen
 - Initial test: CLA might help block formation of stomach tumors
 - Additional testing: CLA could be called an anticarcinogen

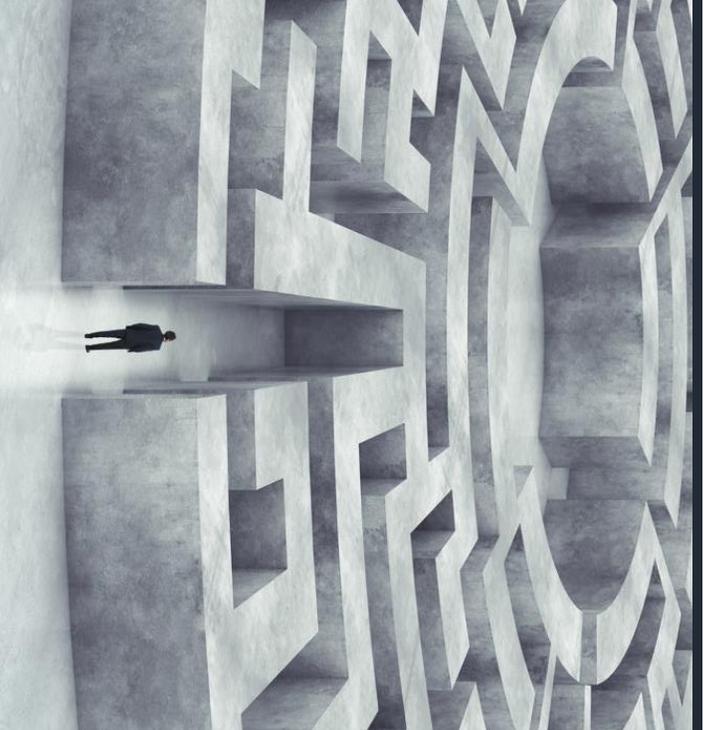


The Science of Industry

- Industry uses science to increase demand for its product to make more money.
 - Corporate influence in academic research can take many forms
 - Abuse of personal power
 - Conflicts of interest
 - Companies who have funded studies like the CLA research
 - The National Dairy Council
 - Kraft Foods, Inc.
 - Northeast Dairy Foods Research Center
 - Cattlemen's Beef Board
 - Cattlemen's Beef Association



Industry's Love of Tinkering



- Rather than avoiding "bad" foods altogether, researchers are suggesting that we tinker with the existing, but problematic, foods to correct the problem.
 - Children are often the targets for marketing
- Industry uses details and science extremely well, which often result in public confusion

Case for and against the food industries' freedom to tinker with science to market foods and food components.

For Food Industry

Lack of funding

- Working with commercial food companies
- Strategic partnerships with universities and corporate world

Results showing health benefits of the product

- Attract publicity in media
- Influence consumers' choices
- Shape nutrition and clinical guideline development

Helps to develop new products

- Promoting through advertising
- Helps to get prominent grocery store shelf space
- Promoting sales

Against Food Industry

Industry Sponsored Studies

- Out of 168 industry funded studies 156 (>90%) results favor the funder
- Directly supports the producers
- Creates bias in research design questioning credibility

What is Getting Published

- Positive vs. Negative results
- Spinning the results
- Consumers knowledge

Focusing on a Single Nutrient

- "Nutrient Reductionism"
- Casual claims
- Nutrient content claims
- Helps to change or keep policies the same

Against Food Industry

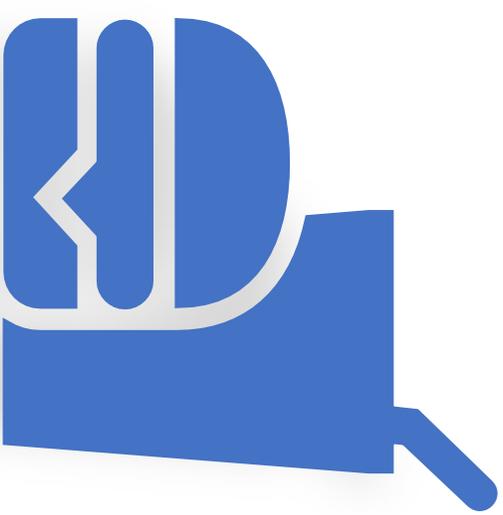
Food Industry and Non-Nutrition Research Topics

- More likely to get funding
- Diverts attentions from food
- Promotes policy change on physical activity

Marketing Research vs. Science

- Long Term: undermines credibility of science
- Short Term: People may eat foods that aren't helping them

**Food-Related
Policies and Laws
Controlling
Consumers
Appetite**



Food-Related Policies and Laws Controlling Consumers Appetite

The 1990 Nutrition Labeling and Education Act (NLEEA)

- Authorizes health claims for food and dietary supplements based on scientific research
- Nutrient content claims (free, high, low)
- In accordance with FDA standards
- *Healthy* (levels of total fat, saturated fat, cholesterol and sodium)

The 1997 Food and Drug Administration Modernization Act (FDAMA)

- Authorizes health claims based on authoritative statement from National Academy of Sciences or a scientific body of the U.S. government

No regulations on marketing unhealthy food to children

- Interagency Working Group (IWG) on Food Marketed to Children to curb the marketing of unhealthy foods for children aged 2-17 years old.
- AHA supported based on science-based nutrition principles
- Grocery Manufacturers' Association pushed back

Strategies to Focus on Health Promotion

- Legislation
 - Healthy People 2020 Law and Health Policy
 - Partnership of: Health and Human Services (HHS) Office of Disease Prevention and Health Promotion (ODPHP), Centers for Disease Control and Prevention (CDC), and Robert Wood Johnson Foundation (RWJF)
 - Law and Policy is the most effective tool and people may not be aware of the impact they have on health
 - Intent is to help community leaders, government officials, public health professionals, health care providers, lawyers, and social service providers implement changes to improve health and well being

Office of Disease Prevention and Health Promotion. Applying law and policy solutions to public health challenges in the coming decade

Strategies to Focus on Health Promotion

- Legislation
 - Examples of Laws regarding health promotion
 - Public health laws and policies
 - Legal age for tobacco products and smoke-free air laws
 - Legal age for alcohol consumption
 - Child restraint laws
 - Screening programs and early detection

Strategies to Focus on Health Promotion

- Educational Campaigns
 - National Diabetes Education Program
 - National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)
- The Heart Truth
 - National Heart, Lung, and Blood Institute (NHLBI)
- National Child and Maternal Health Education Program
 - Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD)

Strategies to Focus on Health Promotion

- Industry
 - Health-promoting food environments
 - Example: Nestle
 - Working with stores, restaurants, and other places to promote healthy food environments
 - Partnering with retail and food professionals to promote healthy diets and lifestyles
 - Collaboration for Healthier Lives Program
 - Consumer goods retailers and manufacturers trying to address global challenges like rising obesity levels, malnutrition, and noncommunicable disease

Strategies to Focus on Health Promotion

- Industry
 - Other Health-promoting Food Environment Ideas
 - Healthy Food and Beverage Access
 - Supermarket Access
 - Fast-food and Healthy Food Retailing
 - Food Marketing to Children

FDA: Success or Failure to Control Food Industry's use of Health Claims

- Health claims in food labeling are claims that are reviewed by the FDA and allowed on food products
- Supported by scientific evidence and used on conventional foods and on dietary supplements
- The Nutrition Labeling and Education Act of 1990
- The three categories of Claims
- Examples of Health Claims

Discussion

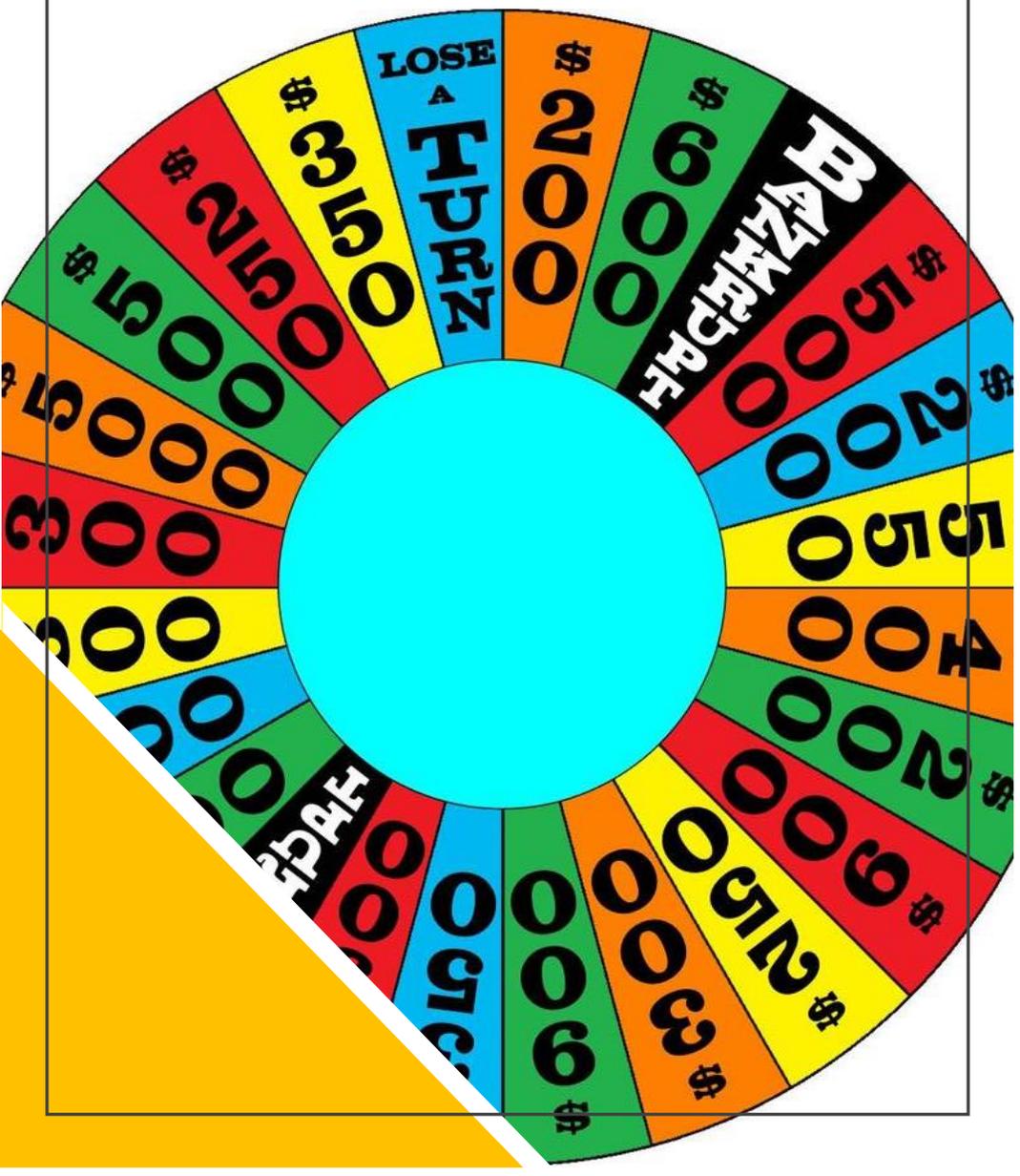
Question #1

To what degree are food choices made by individuals, versus made by others on their behalf?

Question #2

How do marketing and labeling affect food choices? How can they make food choices less or more informed?

Guess That Slogan!



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