

# Tastings

Eat, Drink, Savor, and Learn...

**Food & Culinary Professionals**  
a dietetic practice group of the  
**eat right.** Academy of Nutrition and Dietetics

Spring 2013

## The Continuous Evolution of Food Labels:

Regulatory Revisions Reflect How the Packaged Piece Supports Public Health Priorities



By Lauren Swann, MS, RD, LDN

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### FCP's Vision:

Optimizing the nation's health through food and nutrition.

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The food label is perhaps the most significant resource for good food choices. Requirements on the information it carries are shaped by many factors. Relevant health issues, marketplace practices, and consumer perceptions have all driven food labeling reform in various ways. This article reviews pertinent trends that can lead to new or revised mandates and the responding government initiatives to effectively meet emerging needs, to enable the dietitian to: 1) contrast differences between past and contemporary labeling concerns, 2) identify current minimum labeling requirements, and 3) recognize the top labeling matters being addressed today.

Delivering information on food composition so consumers can make informed decisions that are consistent with relevant and timely public health concerns, food labeling continues to evolve in pursuit of a unique challenge – marketing appeal and government requirements all wrapped up in one.

Since 1938 when the Federal Food, Drug, and Cosmetic Act prohibited false and misleading statements, and required product names and ingredient lists on packaged food products, companies have sought to promote their brands and convey product characteristics while revealing compositional aspects that feed into the ultimate reason food is eaten – nourishment for health.

Today, recommendations for healthier eating are driving claims about fruit, vegetable, and whole grain serving equivalents, botanical and herbal antioxidant ingredient presence, and front-of-pack (FOP) nutrition and retailer rating systems, whereas 25 years ago, claims were mainly about the absence of cholesterol, fat, sodium, sugar, and calorie reduction. Typical ingredient challenges included accurately describing fat substitutes, or describing names for products with nutritional improvements that removed them from

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## Chair Message

By Allison Beadle, MS, RD, LD



Sometimes I feel like my life as dietitian is an ongoing session of cognitive Crossfit (disclose: I've never tried Crossfit, but I'm very intrigued). One minute I'm analyzing a research study...the next I'm sitting at a recipe tasting. One minute I'm crunching numbers to determine appropriate nutrient content claims for a product...the next I'm selecting a food photographer for a shoot. One minute I'm writing a report on nutrition issues in the media...the next I'm writing a script for a consumer cooking video. One minute I'm eating kale...the next minute I'm eating chocolate (had to throw that one in there).

I love this. I tend to thrive in situations that command flexibility and the marriage of opposites (disclosure: I'm a Gemini, so I guess this comes with the territory). And being a food- and culinary-focused dietitian provides me with endless opportunities to exercise both the left and right sides of my brain—oscillating between hard facts and creativity.

When I first read through the spring issue of Tastings, I was reminded of all of this. From the detailed rules of food labeling to culinary adventures in the Napa Valley, FCP covers the spectrum. And perhaps this is why I have gained so much from being an active FCP volunteer for nearly 10 years—FCP constantly provides me with opportunities to explore diverse facets of food and nutrition.

As you fully embrace the fresh newness of springtime, embrace opportunities to apply your expertise in a variety of ways. As dietitians, we've chosen a dynamic field and there are myriad opportunities to apply both critical and creative thinking skills, and I will argue that this is one of our greatest assets as food and culinary professionals.

To FCP!

Allison

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## The Continuous Evolution of Food Labels: Regulatory Revisions Reflect How the Packaged Piece Supports Public Health Priorities

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already established standards of identity<sup>1</sup>. And in between then and now, interest in pursuing low-carb claims has peaked and subsided.

The food label communicates vital product information, can promote the product, and continues to be an on-package reference after purchase. It is marketing combined with required disclosure, bound by laws and regulations establishing how facts are stated and expressed, both of which play a key influential role in choice. The challenge for achieving effective product labeling is reconciling this vital means of influence within the restrictions of regulatory compliance.

The influence of product labeling on consumer selection and purchase is well documented by various marketing research studies and surveys.<sup>(1)</sup> Symphony Consulting, a division of SymphonyIRI Group, Inc., released a December 2012 analyses that revealed claim sales for “Better for You” and “Dietary Restriction” led in five macro-health claim categories – including the categories of Condition-Specific, Natural, and Energy – accounting for 36 percent and 33 percent of total health claim sales, respectively. This is a key finding of their premiere “Food and Beverage Health Claims TrendSpotting” report which seeks to define areas with the highest growth and greatest potential for future expansion.<sup>(2)</sup>

For children, associating particular foods with mascots, super heroes, and other characters have been effective marketing tactics for decades. Research published in the journal, *Archives of Pediatrics and Adolescent Medicine*,

<sup>1</sup> Government established definitions requiring specific compositional criteria for use of certain product names

## Editor’s Letter

By Lindsey Toth, MS, RD



As I started my career in dietetics, I never thought I would be writing to you from where I am now. Dietitian, yes. But dietitian with food regulatory experience? No way!

Now I’m here to say that I’m so glad that I have – and am still gaining – that experience. It has taught me so much more about food and nutrition, beyond the clinical level, to how our food system molds and shapes the foods we eat. It has taught me that as hard as it is to choose what we eat, it is even more challenging to develop and produce those food choices.

Living, breathing, and working within the food system has just affirmed that, yes, I work for a food company, but my role as a dietitian is even more grounded in public health than ever.

In this issue, we honor the regulations that keep our food supply safe, and the RDs that make it happen. So cozy up with whatever FDA-regulated treat you fancy, and enjoy this issue of *Tastings*.

Manger!

Lindsey Toth, MS, RD

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“Can Branding Improve School Lunches?” discovered that placing stickers of popular cartoon characters on apples encouraged more children to choose fruit over sweets.<sup>(3)</sup>

The misuse of persuasive tactics via appealing claims can also lead to cynicism, doubt, and mistrust. Nearly two-thirds of the respondents to a FoodNavigator-USA/ NutraIngredients-USA poll want the FDA to develop a more precise definition for “natural”, with less than 1% believing its 1993 guidance is sufficiently clear.<sup>(4)</sup>

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## Getting Down To Basics

Below are a few of the hottest names and claims in the supermarket today:

All label copy and graphics, including vignettes and food depictions, are required by law to be truthful and non-misleading, and many terms and descriptions must meet specific criteria defined in the regulations. Today, the Federal Food Drug and Cosmetic (FD&C), Meat Inspection (FMIA), Poultry Products Inspection (PPIA) and Fair Packaging and Labeling (FPLA) Acts comprise the major legislation that define adulteration and prohibit selling misbranded food.

Food labeling requirements are usually implemented via regulations under the jurisdiction of the U.S. Department of Health & Human Services Food & Drug Administration (FDA) or, for meat and poultry, the Department of Agriculture Food Safety & Inspection Act (USDA-FSIS): the two federal bodies regulating minimally required labeling compliance. USDA-FSIS requires pre-approval for initial labeling. In addition to non-meat foods, FDA – which has no labeling pre-approval process – is also responsible for seafood, “exotic” and game meats, and dietary supplements.

The USDA Agricultural Marketing Service (AMS) has jurisdiction over optional claims or seals requiring government agency review, such as the National Organic Standards Board (NOSB) Certified Organic program; Child Nutrition labeling for the USDA Food & Nutrition Service School Meal program; quality grading designations for vegetables, fruit, meat, dairy, and eggs; as well as breed and animal raising claims such as “naturally raised” or their recently established tenderness marketing claims.

For many years, food labels were required to minimally carry only four elements:

- 1) Product Identity or common/usual name – which can be subject to a standard of identity
- 2) Net weight
- 3) Ingredient list
- 4) Company name and address

Nutrition labeling wasn’t required unless a nutrition claim was made until the Nutrition Labeling & Education Act of 1990 amended the FD&C, becoming the most comprehensive and sweeping food labeling reform ever experienced by industry, dramatically changing the look of food labels, committing FDA and prompting USDA-FSIS, voluntarily, to review all labeling elements and propose revisions and additions in response to public health needs considering marketplace realities.

Statements, descriptions, and claims relating to a product’s compositional characteristics at the point-of-purchase (POP), in branded consumer or trade literature (such as sell-sheets) and websites (including the linked pages from scanned bar/QR codes), are all considered an extension of product labeling and are subject to applicable regulations and laws.

Today, Nutrition Facts are so standard that even if a company is exempt based on size and product volume, many have discovered that brokers, distributors, or retailers might refuse to carry their products, and competitively, the label can also appear lacking without a Nutrition Facts panel, so it is to their advantage to include one regardless.

The last major regulatory changes that affected the vast majority of food labels was requiring common food names for the top eight allergens, and the addition of trans-fat within the Nutrition Facts panel. Beginning March 2012, USDA required that packaged ground or chopped meat and poultry, such as hamburger or ground turkey, include Nutrition Facts. Forty of the most popular whole, raw cuts of meat and poultry, such as chicken breast or steak must also show nutrition information on package labels or in-store displays.<sup>(5)</sup>

The food labeling arena seems to be heating up again as advocates, attorneys, and class-action lawsuits escalate complaints independent of the food labeling violation warning letters FDA sends for compliance enforcement or competitive companies challenging each other in court. Here’s a look at how the hot issues in good eating are pushing for updated labeling direction.

## Ingredient Names and Optional Quality Claims

### GMOs

Genetically modified ingredients are currently one of the most controversially debated food labeling topics. FDA determined in its 1992 policy that because the resulting food is the same, identifying on a label that a food came from genetically engineered seed is not required. Several states

have proposed labeling laws and Whole Foods Market has announced that by 2018 all products in its U.S. and Canadian stores must be labeled to indicate if they contain genetically modified organisms.<sup>(6)</sup>

FDA guidance for descriptions about foods or ingredients that are not bioengineered discourages the use of “free” unless it is clarified they are not implying bioengineered material is at a zero level. A description that expresses the food is not developed using bioengineering is considered acceptable to avoid or minimize such implications. FDA suggests the following statements:

- *“We do not use ingredients that were produced using biotechnology;”*
- *“This oil is made from soybeans that were not genetically engineered;”*
- *“Our tomato growers do not plant seeds developed using biotechnology.”*

Statements are considered misleading if superiority to foods without such a label is implied.<sup>(7)</sup>

A major challenge for a GMO-free labeling claim is the reality of the common use and prevalence of ingredients derived from GMO food sources in multi-ingredient food products: sweeteners from corn, soy extracts and isolates, canola and cottonseed oils. These can all be present in trace or minute amounts as carriers or additives of another ingredient. For example, because sugar beets can be from a genetically engineered seed, it is not uncommon for manufacturers to use “cane” sugar - a description sought by those avoiding GMOs in the absence of federal labeling requirements or a clearly defined FDA approved “GMO-Free” claim.

### Natural

FDA did not formally define “natural” in the NLEA regulations but continued with their policy statement:

*“The agency will maintain its current policy not to restrict the use of the term “natural” except for added color, synthetic substances, and flavors as provided in Title 21 of the Code of Federal Regulations (CFR) 101.22. Additionally, the agency will maintain its policy regarding the use of “natural,” as meaning that nothing artificial or, synthetic (including all color additives regardless of source) has been included in, or has been added to, a food that would not normally be expected to be in the food. Further, at this time the agency will continue to distinguish between natural and artificial flavors as outlined in 21 CFR 101.22.”<sup>(8)</sup>*



However, in the absence of specific criteria defined in the regulations, FDA has not allowed “natural” claims on products with artificial coloring, chemical preservatives, or added synthetic vitamins, and has issued warning letters for such misbranding.

In recent years there have been an unprecedented number of lawsuits over natural claims focusing on three major areas:<sup>(9)</sup>

- 1) Can foods containing any GMO sourced ingredient - even a trace - be considered natural at all?<sup>(10)</sup>
- 2) Can the natural status of an ingredient be determined based on how it is produced? FDA agreed that the way high-fructose corn syrup is produced relative to the use of synthetic agents, can be a determining factor.<sup>(11)</sup>
- 3) If the ingredient is “natural” is it truly “natural” to the product to which it is added?

Ingredients such as citric acid, xanthan gum – which can be produced naturally – and the addition of a flavor-enhancing derivative sourced from the same fruit and added to full-strength juice, but also packaged and sold separately, have been challenged for use in various finished products relative to consumer expectation.<sup>(12)</sup>

Court decisions have recognized the use of qualifiers for added vitamins as valid distinction for delineating a “natural” claim, and have upheld the validity of natural claims on products in compliance with FDA’s intricately detailed natural flavor labeling rules and the likelihood of a consumer being misled by the presence of artificial or synthetically produced ingredients.<sup>(13)(14)(15)</sup> Disputes can also be settled by agreement. In a case regarding a “made with real fruit claim” the manufacturer agreed that as long as the product contained no actual strawberries, it would refrain from depicting that fruit on the label.<sup>(16)</sup>

Attorneys at an annual food law seminar noted that the fact that FDA has not specifically defined the use of the “natural” claim in food labels – in spite of petitions and urging from industry and advocacy groups - has only contributed to more lawsuits.<sup>(17)</sup>



The USDA-FSIS does define “natural” in their Food Standards and Labeling Policy book and intends to pursue separate rulemaking to address issues associated with “natural” claims in the labeling of products that contain added solutions in their proposed rule requiring poultry products with added solution – such as injected broth or marinade – to bear a prominent label that clearly reflects the products’ true composition for added solutions.<sup>(18)</sup>

### High-Fructose Corn Syrup

FDA denied a Corn Refiner’s Association requested name change to “corn sugar”.<sup>(20)</sup>

### Evaporated Cane Juice

FDA advised this “is not the common or usual name of any type of sweetener, including dried cane syrup (which has a standard).<sup>(21)</sup>

### Milk Protein Concentrate (MPC)

Judge concluded that FDA should decide on whether “Greek” style yogurt can be made with milk protein concentrate. Other cases seek FDA clarification on use of MPC within the yogurt standard.<sup>(22)</sup>

### Country-of-Origin Labeling (COOL)

In 2009, the USDA-AMS requirement for raw agricultural commodities went into effect. Mexico and Canada filed objections and the U.S. has until May 23 to come into compliance with amended regulations to meet World Trade Organization standards.<sup>(25)</sup>

### “Energy” Drinks

Though not an officially defined name, FDA issued draft guidance for distinction between liquid dietary supplements and beverages, use of novel ingredients such as botanicals and herbals and labeling.<sup>(26)</sup> The rapid growth of this category has also led to renewed interest in caffeine content labeling.

Other contemporary ingredient claim issues in pure pursuit of clean-eating and transparent naming:

- Lean Finely Textured Beef (LFTB) USDA reported it would approve company requests to include LFTB labels on ground beef following a rash of media exposure that referred to it as “pink slime”, a name that also led to Beef Products Inc. filing a defamation lawsuit against ABC News and several individuals.<sup>(19)</sup>
- Food fraud identification for labeling enforcement is experiencing high-tech benefit as well. DNA fingerprinting is identifying more mislabeling among seafood species at a time when fish is highly recommended as a regular part of healthy diet. Real honey and olive oil is also undergoing more scrutiny.
- Isotope technology is aiding detection for the authenticity of origin statements for geographic areas where some EU countries are claiming regional exclusivity for place names; laws about “local” claims have been established by some states.<sup>(23)(24)</sup>

### The Health of the Matter

Nutrient content and health claims must be defined in the regulations for use, and health-related claims tend to fall into three areas:

- 1) **Nutrient Content:** Describing or implying the absence, presence or amount of a nutrient with an established recommended intake level.
- 2) **Disease Prevention or Health:** Relating a nutrient or food component to an illness, disease or health condition.
- 3) **Structure-Function:** Relating a nutrient or food component to a normal body process

In February 2010 FDA issued an unprecedented number of Label Violation Warning Letters to 17 manufacturers for 22 food products citing unauthorized health and nutrient content claims and misuse of terms such as “healthy”. Amidst litigious times, FDA warning letters do not necessarily guarantee outcomes consistent with the cited misbranding in court.<sup>(27)</sup> Even with established defined regulations, nutrient content claims have been the basis of lawsuits.<sup>(28)</sup>

FDA established guidance for the evidence-based review system for the scientific evaluation of health claims; definitions for “high-potency” and antioxidant use in nutrient content claims; and a Structure/Function Claims: Small Entity Compliance Guide<sup>(29)(30)(31)</sup>. Decisions about challenged or disputed advertising claims can result in required labeling revisions as well, though this falls under the authority of the Federal Trade Commission (FTC), not the FDA.<sup>(32)</sup>

Whether it is claims about quality or nutrient content and disease-prevention, the past two years have seen an unprecedented amount of litigation over labeling statements and presentation promoting the wholesome healthfulness of food.<sup>(33)</sup>

### The Future Face of Food Labeling

Considering that the NLEA was developed to address the health concerns of 20 years ago, many believe and anticipate that food labeling is overdue for another overhaul and are urging change in key areas. In its January 2013 semi-annual regulatory agenda, FDA listed revisions to the Nutrition Facts label, including serving size reference amounts and graphic presentation, as priorities.<sup>(34)</sup>

Government initiatives pending include:

#### Restaurant Menu Labeling

In 2011, the FDA published proposed rules requiring restaurant menu nutrition labeling for all chains with 20 or more stores. Final rules are expected to publish in April.<sup>(35)</sup>

#### POP/FOP Labeling

The FDA is developing a proposed regulation to define nutritional criteria required by manufacturers for FOP or shelf label text, or symbolic nutrition claims, to provide standardized, science-based criteria on which FOP nutrition labeling must be based.<sup>(36)</sup>

#### Serving Sizes

FDA issued a draft Policy Compliance Guide for enforcement discretion for industry to label certain beverages based on a 12 fluid ounce serving size.<sup>(37)(38)</sup>

#### Gluten

Final regulations are anticipated in 2013 for labeling foods as “gluten-free”.<sup>(39)</sup>

#### Allergen Thresholds

FDA sought comments for a risk assessment to establish regulatory thresholds for major food allergens.<sup>(40)</sup>

#### Injected Raw Meat/Poultry

USDA-FSS has a pending proposed rule to address added solutions not as clearly identified on raw meat and poultry products, because these can have a higher sodium content than may be obvious. To clarify, product labels that distinguish from those without added solutions are proposed, including specifics regarding print size, color, style, and background.<sup>(41)</sup>



Mechanically tenderized beef USDA-FSIS proposed a rule requiring specific labeling so consumers know that needle/blade-tenderized or marinade/solution injected cuts should be prepared differently from whole, non-tenderized cuts due to greater risk for bacteria.<sup>(42)</sup>

FDA published notice for intent to pursue experimental studies on:

- Consumer Responses to Labeling Statements on Food Packages to examine food labels that exhibit various combinations of the number and type of statements; how one label characteristic may be affected by the other characteristic; and how statements affect consumers’ use of the Nutrition Facts label.<sup>(43)</sup>
- Consumer Responses to Nutrition Facts Labels with Various Footnote Formats and Declaration of Amount of Added Sugars.<sup>(44)</sup>
- Eye Tracking to Explore Consumer Use of Food Labeling Information and Consumer Response to Online Surveys.<sup>(45)</sup>
- Consumer Responses to Nutrient Content Claims on Fortified Foods to understand how claims on fortified food may affect how consumers perceive a product or a label, which may in turn affect their dietary choices.<sup>(46)</sup>

### The Power of Influence

As the vital link for an informed consumer, research and consumer studies on making the label most effective continues. Some recent work of interest:

- An analyses of 38 studies on consumer response to front of pack and grocery aisle shelf nutrition labels to determine which aspects had the strongest impact on consumer attention, understanding and purchasing behavior found that using text and color to indicate “high,” “medium,” or “low” levels of nutrients, along with numbers to describe nutrient levels, was easier for consumers to interpret than numbers alone.<sup>(47)</sup>
- One FDA study found that dual-column information detailing single serving and total package nutrition information, and declaring nutritional information for the entire container, are

two nutrition labeling changes that could potentially make nutritional content information easier to understand.<sup>(48)</sup>

- The findings of three separate studies on nutrition labeling and health communications in the American Marketing Association's Journal of Marketing reported that by adopting a smaller serving size, food manufacturers are able to reduce the reported calories, fat, sugar and carbohydrates in a product serving, which in turn can influence the buyer's feelings about purchasing and consuming that food item.<sup>(49)</sup>
- In 2006, blood levels of trans-fatty acids (TFAs) were examined in U.S. white adults, before and after the FDA required trans-fat labeling, and it was found that they decreased by 58 percent from 2000 to 2009. Some local and state health departments took steps to help consumers reduce their daily consumption by requiring restaurants to limit their use of trans fatty acids (TFAs) in food during this period.<sup>(50)</sup>
- Controversy from state rulings over "rBGH-free" labeling for dairy products with the FDA's required disclaimer, "no significant difference has been shown between milk derived from rBST-supplemented and non-rBST-supplemented cows" ultimately led to several retailers prohibiting use in their house brands.<sup>(51)</sup> Required disclosure – including the exact wording of optional declarations – can drive product development and production methods.

The evolution of food labeling is insightful, revealing how public health needs and consumer perception drive government response to regulations and disclosure, because recognizing where it came from, how it got established, and what it addressed, is vital for identifying what needs to be done to support the dietary improvements needed today.

This activity has been approved for 1 hour of continuing professional education credit for registered dietitians and dietetic technicians, registered by the FCP/Academy, an Accredited Provider with the Commission on Dietetic Registration. Quizzes must be completed within 1 year of their appearance in this publication in order to be eligible for credit.

After reading the continuing professional education article(s), please answer the quiz questions by linking here <http://www.surveymonkey.com/s/FCPSpring2013selfstudy>. A minimum of 80% of quiz questions must be answered correctly to receive credit for this activity. Quiz results are reviewed monthly. If you successfully meet the 80% pass rate, your CPE certificate will be sent to you via email.

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**Online Resources**

- FDA
- Title 21 of the CFR Parts 100-169
- FDA-CFSAN website user guides
- USDA-FSIS
- Title 9 of the CFR
- Part 317 for meat
- Part 381 for poultry
- USDA-FSIS Food Labeling Policy Manual
- USDA-FSIS Website user guides
- USDA-AMS

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# Member Spotlight

## Bonnie Johnson, MS, RD

By Debra Kaminski, MS, RD  
Membership Chair



**Name:**

Bonnie Johnson, MS, RD

**Place of Employment:**

PepsiCo

**Title:**

Senior Principal Scientist

**1. Describe your responsibilities at your current job and your interaction with Regulatory.**

I am part of the “Nutrition Translation” team for Quaker Foods, a division of PepsiCo, Inc. My team and I take nutrition science and food intake recommendations, and translate them for Marketing, Product Development, Sales, and other corporate functions. We provide a nutrition point-of-view in the development of new products, as well as in the renovation of current core products.

Long before Regulatory approves the on-pack nutrition information, we work with Marketing, Product Development, and Legal to determine which nutrition claims are relevant to consumers, we suggest claims that are possible, and we substantiate claims with existing science. We are fortunate to work in tandem with a top-notch Nutrition Research team, so if the necessary supporting science is not available, we can recommend research to build the necessary body of evidence. In addition, we create sales and science communication materials in partnership with the Communications team, we train the sales force on nutrition topics, and we work directly with the employee health & wellness program to support employee wellness initiatives. Overall, it’s our job to provide the nutrition credentials to support the health and wellness legacy of Quaker

**2. What are the biggest challenges in your current role and how does it differ from previous work you have done?**

Our biggest challenge right now is the fact that the public is very skeptical of nutrition claims, so we are very conservative in the statements we make. It is also a challenge to convince marketers in our business units that science has a critical role in product development – not just food science, but nutrition science. While taste will always trump science in the marketplace, nutrition science still needs to be front and center



during product development in order to make progress in the availability of healthful food. I am always one to remind the brand teams that food that is good for you can taste good, too.

**3. What is your proudest professional accomplishment?**

Being FCP Chair. Working with the talented FCP members and dedicated executive committee was an honor and it confirmed my commitment to the RD profession.

**4. What experience made the biggest impact on your career as a registered dietitian?**

Earlier this year, our team held a nutrition training for the Quaker Sales team, which the Vice President of Sales (a celebrity around headquarters) attended. A few weeks later in a Senior Leadership Team meeting, he actually quoted our training, referencing the Dietary Guidelines recommendation for whole grains and exactly how Quaker products help consumers meet and exceed the recommendations! It was so exciting to see our training come to life as he was passionate and accurate in his statements.

**5. What advice do you have for other FCP members seeking employment in your area of dietetics?**

- a. Never guess.
- b. Always substantiate.
- c. Know your science and be able to relate it to the marketplace.

**6. What advice would you give to students entering the field of dietetics today?**

Explore all options, entertain all offers, but never, ever work for free!

**7. What are the biggest benefits of your FCP membership?**

To me, FCP is my home in this diverse profession. It is a place I can meet my professional education needs while doing something I love—creating fabulous, good-for-you food!



### Exploring Phenomenal Flavors: A Recap of the 2013 FCP Culinary Master Course for Registered Dietitians

By Lindsey Toth, MS, RD, Tastings Editor

FCP was thrilled to have recently hosted the tenth Culinary Workshop, *Exploring Phenomenal Flavors: A Culinary Master Course for Registered Dietitians*, January 31st – February 2nd. This year's workshop drew over 120 attendees, traveling from around the nation to participate in a combination of educational sessions in Napa Valley, and culinary hands on experiences at The Culinary Institute of America (CIA) at Greystone in St. Helena, California.

After a lively evening networking reception on Thursday, attendees woke up with the *Napa sun on Friday to attend the workshop's morning session, Focus on Ingredients and Flavors: Modern American Eating*.

During the morning, attendees learned from Chef Lucien Vendôme, Director of Culinary Innovations for the Nestlé Prepared Foods Company. Starting with the development of exceptional culinary flavors, Chef Lucien Vendôme engaged attendees in a lively discussion on professional cooking, discussing how it all boils down to discipline, tradition, vision, trust, urgency, taste, and delivering on the promise.

***"There are only two ways to create flavor: through ingredients or techniques,"***

Chef said to the audience, as he walked them through the importance of simplicity in cooking. He brought these techniques to life with edible examples like wood fired chicken with herbed butter, oven-roasted vegetables with a citrus glaze, and roasted red pepper rouille served over zucchini-carrot pancakes. Afterwards, Chef led the audience through a robust discussion of the evolution of a food trend and product development, covering how trends come to life through the four phases of a trend: inception from the creativity of a single chef, traction with his fans, momentum with national media and retail outlets, and finally, going mainstream with restaurants and local super markets.

***"The media does not create trends, they drive them," he proclaimed.***

Friday afternoon, attendees could visit local wineries, explore Napa's Oxbow Market (modeled after the San Francisco Ferry Plaza Market), shop at the Napa Premium Outlets, dine at some of Napa Valley's renowned restaurants, or attend one of FCP's organized afternoon culinary adventures. Afternoon adventure sessions included the following:

- Exploring Ranching and Beef in the Napa Valley: Attendees explored cattle traditions on the 100-year old Oak Ridge Angus Ranch, touring the ranch and learning how beef moves from pasture to plate.
- St. Helena Retail and Market Tour: Attendees toured two great retail markets in St. Helena: Dean and DeLuca and Sunshine Market.
- Cooking Demos, Social Media, and Nutrition: Attendees joined Cheryl Forberg, Nutritionist for NBC's *The Biggest Loser*, as she discussed strategies for developing, filming, and promoting cooking demonstrations offline and on.
- Round Pond Estate Olive Mill Tour and Tasting: Attendees learned about olive cultivation, harvesting, and artisan methods of olive oil production at the estate mill before immersing themselves in a guided tasting of the estate's fresh oils and red wine vinegar blends.

***This was an excellent meeting - one of the best DPG meetings I have attended in years!!***

Finally, on Saturday, the group spent the day at The Culinary Institute of America at Greystone in St. Helena for a full-day of culinary programming, including hands-on workshops in the world-renowned Teaching Kitchens. Attendees' mornings included working through a guided tasting of the ingredients that make up a molé sauce, exploring the varying flavor profiles of extra virgin olive oils, and expanding their thinking around salads and flavorful vinaigrettes and dressings. In the afternoon, the group enjoyed a family style lunch in the Greystone Teaching Kitchens that comprised the meals from their morning sessions. After that, breakout sessions ensued, covering knife skills, wine presentation and tasting, a lecture and tasting on beef, and hands-on team culinary challenges with canned fruits/vegetables, mushrooms, avocados from Mexico, or Medjool dates.

***This was one of the best workshops I have attended in a long time!***

Though the group was sad to leave the warm Napa weather, the weekend had rave reviews all around, with 97% rating the program as excellent. The majority of attendees (83%) also said they would definitely come back to Napa to do it all over again. Interested in joining us next time? FCP will be producing the culinary workshop again in 2015, so keep an eye on your inbox for details on our next culinary excursion!

## News from FCP Subgroups



### The FDA Food Safety Modernization Act: How FCP Members Can Play an Active Role

By Jamie Stamey, MS, RD, LDN, CP-FS  
Food Safety Subgroup Chair

The FDA Food Safety Modernization Act (FSMA), the most sweeping reform of our food safety laws in more than 70 years, was signed into law on January 4, 2011. Given today's complex, global food supply, the act aims to ensure the safety of the U.S. food supply by shifting the focus from responding to contamination, to preventing it. Here is the breakdown of the FSMA:

- **Title I** focuses on improving our capacity to prevent food safety and defense problems through measures including registration and inspection of food facilities, Hazard Analysis Critical Control Points (HACCP) and risk-based preventive controls, and industry guidance and standards.
- **Title II** aims to detect and respond to food safety and defense problems with enhanced procedures for surveillance, tracking, tracing and recall.
- **Title III** emphasizes improving the safety of imported food. Approximately 15 percent of the food consumed in the United States is imported. A registration and verification program and stepped-up inspections of foreign food facilities are key provisions.
- **Title IV** supports the above efforts through funding and increases in field staff.

To assist in understanding this lengthy rule, the Food and Drug Administration (FDA) has provided online [webinars and tutorials](#). One specific "Primer" video explains how the new law applies to both domestic and imported foods and makes prevention from farm to table the basis of food safety. Knowledge of the FSMA proposals and our ability to communicate them within the scope of our organizations will help heighten awareness of food protections issues.

Two proposed rules currently<sup>1</sup> open to comment:

- Proposed Rule under FSMA for Produce: Standards for the Growing, Harvesting, Packing, and Holding of Produce for Human Consumption. This proposed produce rule covers all fruits and vegetables except those rarely consumed raw, produced for personal consumption, or destined for commercial processing that will reduce microorganisms of public health concern. The proposed rule is based on science and risk-analysis, and therefore focuses on areas of risk.
- Proposed Rule under FSMA for Preventive Controls for Human Food: Current Good Manufacturing Practice and Hazard Analysis and Risk-Based Preventive Controls for Human Food. The proposed rule on preventive controls for human food would apply to facilities that manufacture, process, pack, or hold human food. In general, with some exceptions, the new preventive control provisions would apply to facilities that are required to register with FDA under FDA's current food facility registration regulations.=

As food and culinary professionals we can all play an active role in the development of the food regulations proposed by FSMA through some simple steps:

- Voice our opinions through sharing evidence-based research and industry-specific insight on the [dockets open for public comment](#).
- Participate in [public meetings and workshops](#) held in your area.
- Continue to fine-tune our operations' procedures and training with a similar focus on prevention.

<sup>1</sup> These rules were proposed and open for comment at the time of writing.

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# News from FCP Subgroups

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## A Merging Trend: Supermarkets to Foodservice

Annette Maggi, MS, RD, LD, FADA  
Supermarket Subgroup Chair

Katie Proctor, RD  
Restaurant and Retail Foodservice Subgroup Chair

In 2013, we are likely to see a major regulation passed on menu labeling, with impact for all restaurant, retail, and commercial foodservice establishments with at least 20 outlets. The goal of this regulation is to provide consumers with nutrition information at the point-of-purchase, in theory helping them to make more informed and better food purchasing decisions.

This regulation is likely to introduce interesting career opportunities for registered dietitians (RDs) or registered dietitian nutritionists (RDNs). While more obvious roles and responsibilities include developing, communicating, and marketing nutrition information on menu items, we see a broader trend emerging from this regulation.

This trend feeds off of another one riding high right now: registered dietitians or registered dietitian nutritionists in the retail sector. The momentum behind this movement amplifies the fact that consumers make food buying decisions at point of purchase – in the supermarket. The same is true for foodservice outlets; they are a major point-of-purchase for consumers, and there's significant potential to guide them to healthier options no matter where they're buying food. The progress we've seen in health promotion and nutrition education in the retail setting is easily transferrable to the foodservice industry. Consider these six services currently offered by retail RDs or RDNs, and how they might translate to restaurant, retail, and commercial foodservice.

**1) The Service:** Shelf Edge Communication. Close to 9,000 grocery stores nationwide offer their shoppers guidance to “better for you” options through programs like NuVal, Guiding Stars, and attribute-based programs (think low-fat, good source of fiber, etc.). Dietitians are managing these programs, educating their shoppers and communities on how to use them, and acting as spokespeople for the programs.

**The Translation to Foodservice.** Existing programs such as Guiding Stars are already offering their food rating systems to foodservice operations. As menu labeling becomes mandatory, we will likely see an increase in this trend as well as an opportunity to create/include icons detailing the health benefits of or allergens present in specific menu items. Registered dietitians can help foodservice establishments develop the criteria for these icons, assign them to menu items, and guide diners in menu selections.

**2) The Service: Store Tours:** Many shoppers are looking for food advice to manage health conditions like diabetes and heart disease. Retail dietitians are responding to this need by offering store tours and in-the-aisle guidance for a host of health concerns, from celiac disease to allergies to high blood pressure to weight management. With more than 40,000 items in a typical grocery store, tours are a great way to help shoppers find products that meet their unique health needs.

**The Translation to Foodservice.** Diners in restaurant, retail, and commercial foodservice establishments also need guidance when it comes to special diets. Imagine having a personal dietitian to walk consumers through the hospital cafeteria or to appear tableside to help them order from the menu. The same nutrition education and personalized recommendations offered in supermarkets would be valuable in a foodservice setting.

**3) The Service:** Development Owned Brands. Retail dietitians have various roles within the product development process, including developing and reviewing regulated label information, to providing guidance on nutrition guardrails for product development, to highlighting nutrition and health trends.

**The Translation to Foodservice.** Dietitians have worked closely with chefs on menu development for quite some time. But with the in-your-face nutrition information required by menu labeling regulations, we imagine that

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# News from FCP Subgroups

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## A Merging Trend: Supermarkets to Foodservice

foodservice establishments will be encouraged to make-over many dishes. With the help of registered dietitians or registered dietitian nutritionists, lighter menu items can be developed that still taste great while adhering to specific nutrition criteria.

- 4) **The Service: Media Relations.** With health and wellness on the radar screen for most consumers, touting a credentialed health professional can be very good for business. Retail RDs or RDNs are very active in traditional and social media, increasing the visibility of their company's concern about the wellbeing of their shoppers.

**The Translation to Foodservice.** It is certainly newsworthy for foodservice establishments to claim that they work with dietitians to develop healthier menu options as well as guide diners towards making better choices at the table. Dietitians can also serve as spokespeople for the establishment (both on and offline), communicating its healthy living commitments and how diner behavior and choices have improved over time with their assistance.

- 5) **The Service: Community Relations.** From Boy Scout troops to local health clinics and insurance companies, to YMCAs and key employers, retail dietitians are very effective in building relationships and partnerships in the community

to create a broad approach to health and wellness, which can draw new customers to the stores, increase customer loyalty, and improve key financial metrics of the company.

**The Translation to Foodservice.** Interest in learning how to cook and gain culinary skills is on the rise, thanks to the glamorization of the celebrity chef. Foodservice establishments can invite groups to participate in healthy cooking classes alongside a chef and dietitian. Similar to retail, these services have the opportunity to generate new revenue streams for the business as well as establish it as an "expert" in providing and guiding healthier dining choices. By demonstrating that foodservice cares about the greater well-being of its patrons, it can generate customer loyalty and take some of the heat off its reputation for serving mega-portions that have contributed to obesity.

The USDA recently announced the hiring of a registered dietitian in their cafeteria system, but this time not in a traditional foodservice role. This RD's or RDN's role is to focus on health promotion with the cafeteria's customers. Clearly, the retail trend of educating at point-of-purchase has started its move to the foodservice industry. Savvy dietitians will take advantage of this opportunity to build a new career path for themselves and others in the future. Will you be next?

## Members on the Move



Getting a delicious, gluten-free meal to the table every night can seem like a challenge when time and growling stomachs are demanding food now! But now readers can turn the tables from stressed to dressed in no time with Fast and Simple Gluten-Free and create fast, family-friendly meals in a half hour or less. **Gretchen Brown, R.D.**, is a gluten-free dietitian and the founder of *kumquat*, a popular gluten-free blog.



You can now find **Katie Hamm, RD** under the name **Katie Proctor, RD**, as she recently got married and relocated to Denver, CO. She holds a marketing and communications position at Small Planet Foods, the natural and organic division of General Mills. In this role, she manages social and digital media, public relations and influencer outreach for Cascadian Farm and Muir Glen organic brands. She also maintains a personal wellness blog for young professionals, *Healthy & Happy Hour*.



**Cathy Powers, MS, RD, LD** and **Mary Abbott Hess, MS, RD, LHD, FADA**, FCP past chairs, have released the second edition of *Essentials of Nutrition for Chefs*, a comprehensive nutrition resource for every kitchen. The 1st edition won an IACP award. From the culinary classroom to the back of the house, this book explains how to meet the needs of today's health-conscious guests and is used in culinary classrooms across the country. More info at [www.nutritionforchefs.com](http://www.nutritionforchefs.com)

## Mentor Spotlight

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### Annette Maggi, MS, RD, LD, FADA

By Meghan Windham, MPH, RD, LD  
Mentor Chair



*Annette Maggi is the President of Annette Maggi & Associates, a nutrition marketing and communications consulting firm specializing in the interface between food manufacturers and retailers, and nutrition and regulatory affairs. Maggi has extensive knowledge of*

*the retail space with experience at Target and NuVal LLC, as well as in the manufacturing environment with experience at Pillsbury and General Mills. Today, Annette writes to us regarding careers in regulatory affairs:*

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I know it ages me, but I have to admit that I owe my start in the regulatory affairs arena to the Food and Drug Administration's launch of the Nutrition Labeling and Education Act of 1994 (NLEA)! I worked for the American Heart Association at the time, and had responsibility for launching a consumer education campaign on the new food label. Then the Pillsbury Company posted a position for food labeling, and while I didn't have direct experience in the field, they hired me because I brought the consumer perspective on the new labeling guidelines.

Fast forward nearly twenty years and I am still actively working in regulatory affairs as well as nutrition strategy, marketing and communications. In my mind, it's difficult to separate labeling and regulatory from nutrition within the food industry as they're so closely linked. Having worked at The Pillsbury Company, General Mills and Target, I have great passion for the world of regulatory affairs.

From a career standpoint, labeling and regulatory affairs provides ongoing variety. From organic to gluten free to melamine

in pet food from China to front-of-pack labeling, the issues are always changing. There's an opportunity to get actively involved in the process, making your voice heard and sharing your perspective as a nutrition professional and educator. For example, what are the real impacts of the posting calories and nutrients on menu labels? Will it impact consumer behavior or not? The FDA process allows all individuals and companies to shape the direction of new regulations. Another benefit of this career direction is the opportunity to impact business decisions and partner with multiple functions throughout your organization. As a labeling or regulatory affairs professional, you help marketing decide what claims can be made on packages and in advertising copy, work with package design on the layout and review of the label and influence development of new food products.

If you're interested in breaking into regulatory affairs, the Grocery Manufacturers' Association, Food Marketing Institute and other industry groups offer labeling training courses. You can also familiarize yourself with current and proposed regulations. There are a variety of LinkedIn groups focused on regulatory affairs, providing an opportunity to get engaged in current topics and issues. Three I belong to are Food Labeling Community, Food, Nutrition Label, Dietary Supplement & Menu Labeling & Advertising, and the Quality & Regulatory Network.

With the focus of health and wellness in the food industry as well as the soon-to-be menu labeling in chain restaurants, regulatory affairs will continue to be an open and expanding career opportunity for dietitians. The outlook in this field is indeed strong.

Interested in contacting Annette as a mentor? Please contact FCP Mentor Chair, Meghan Windham, for more information.



## Fried Brown Rice with Asparagus and Almonds

Meatless, vegetarian, flexitarian – it's all "in" in 2013. This recipe is the perfect way to enjoy fresh spring asparagus in a satisfying and flavorful meatless meal.

Make 4 servings



### Ingredients:

2 teaspoons dark sesame oil  
2 cloves garlic, minced  
1-inch piece ginger, grated  
16 spears asparagus, cut diagonally into 1-inch pieces  
1½ cups cooked brown rice  
1 cup canned garbanzo beans, rinsed and drained  
¼ cup seasoned rice vinegar  
¼ cup sliced almonds  
4 green onions, chopped

### Directions:

1. Sauté oil, garlic, ginger and asparagus for 5 minutes. Add cooked rice and beans, and sauté for another 5-7 minutes. Drizzle with vinegar, and top with almonds and green onions.

*Nutrition Information (per serving): 244 calories, 9 g total fat, 1 g saturated fat, 0 mg cholesterol, 37 mg sodium, 36 g carbohydrates, 7 g fiber, 9 g protein*

*Recipe and photo submitted by Jessica Cox and reprinted with permission from Dawn Jackson Blatner, RD, CSSD, LDN, Author of "The Flexitarian Diet."*