

## Program Update

Committee Name: Nutrition & Health Committee

Program Area Tactic: National Nutrition Influencer Program Update



American Dietetic Association (ADA) Food & Nutrition Conference & Expo  
September 2011, San Diego

The nutrition team reached thousands of nutrition professionals at the American Dietetic Association (ADA) Food and Nutrition Conference and Expo (FNCE) in San Diego this past September. The 2011 event attracted more than 9,000 attendees. Through the beef industry exhibit booth at FNCE, the team shared more than 5,000 Beef Checkoff-sponsored educational materials, beef recipes, beef samples and an opportunity to learn about lean beef through an interactive quiz. The Beef Checkoff also conducted a well-received session entitled “Interpreting Epidemiology... Another New Study, Now What Do I Say?” This session, which was attended by more than 100 nutrition professionals, featured two highly-influential leaders (Doug Weed, MD, PhD, and Esther Myers, PhD, RD) in the research community. In collaboration with the New York Beef Industry Council and the Nebraska Beef Council, the Beef Checkoff sponsored a session on protein and aging during a beef breakfast for the Healthy Aging dietetic practice group, which was attended by more than 100 registered dietitians.

The team continues to provide beef nutrition education and outreach to health professionals through coalitions. In particular, The Beef Checkoff will build on its investment in the Nutrient Rich Foods Coalition in FY2012 by helping shape its vision. Also, the team received approval to have the Beef Checkoff considered a National Nutrition Strategic Partner with USDA’s Center for Nutrition Policy and Promotion and an active member of the Dietary Guidelines Alliance. The team also coordinated a sponsorship with Produce for Better Health and its Half Your Plate initiative, which featured lean beef alongside a fruits, vegetables and whole grains on two MyPlate visuals, which is currently on its website receiving more than 70,000 visits monthly.



The BOLD study is one of the primary areas of focus for FY 2012. The Beef Checkoff disseminated a [fact sheet](#) and outreach letter to more than 5,000 health professionals. The Beef Checkoff continued to propel this study forward with the following materials: a toolkit for health professionals, sample BOLD menu plans and recipes for consumers and health professionals, an advertorial to appear in *Today's Dietitian*, editorial content for BeefNutrition.org and other social media engines (i.e., Twitter), Powerpoint slides for consumer and state beef council and health professional use. A BOLD webinar featuring BOLD lead researcher, Penny Kris-Etherton, PhD, RD and other well-known registered dietitians will be held for health professionals in mid-February 2012.

In addition to the BOLD fact sheet, two other fact sheets ([Protein Throughout the Day](#) and [My Plate, My Health](#)) were created for health professionals. This exposure continues to promote the healthfulness of lean beef amongst health professionals and, ultimately, the consumer.



Penny Kris-Etherton, PhD, RD  
The Pennsylvania State University  
Lead researcher on the BOLD study