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***Joint Human Nutrition
Research Committee***





FY2010 Nutrition Strategy

Strengthen beef's position as a healthful food and as the premier nutritional protein so consumers and influencers feel good about the beef they love

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- Leadership Welcome
 - Richard Thorpe, MD, Chair
 - Lana Slaten, RN, Vice-Chair
- Call to Order
 - Introductions
 - Approval of Agenda and Minutes
- Guest Speaker – Nutrition Labeling Update
 - Mr. Al Almanza, Administrator, USDA-FSIS

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Nutrition Research's Contributions

- 2010 Dietary Guidelines Development Continues
 - Continually participating in process and submitting science based comments to inform on beef's role in a healthy diet.
 - www.dietaryguidelines.gov

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2010 Research Initiatives

Research Priorities:

- Beef's High Quality Protein in Optimal Health
 - Weight management and muscle maintenance
 - Diabetes Prevention and Management
 - High Quality Protein: animal vs plant
 - Higher animal protein dietary patterns and positive health outcomes
- Beef's Role as a Nutrient-Rich Food
- Beef Lipids in Perspective
- Beef's Nutrient Composition and Nutrient Database Improvement

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2010 Research Initiatives: Scientific Proof for Beef's Role in a Healthy Diet

INITIATED

- Beef Intake and Preservation of Muscle Mass and Iron Status in Elderly Americans
 - Funded, Nebraska Beef Council
- Beef Protein Rich Breakfast in Overwt Adolescent Girls
 - H. Leidy, University of Kansas Medical Center
 - Co-funding with Kansas Beef Council, American Egg Board
- Evaluate Cancer Literature for Publication Bias
 - Exponent Health Sciences

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2009-2010 Research Highlights

Driving Good News About Beef

- 1st phase of BOLD Results: Both BOLD diets were as effective as DASH in lowering LDL (bad cholesterol)
 - Kris-Etherton, Penn State
- Higher lean beef/low sat fat diets improve CHD risk factors
 - Krauss, Children's Hospital and Research Center, Oakland
- Characterizing Beef Intake in the American Diet
 - Current beef consumption within recommended levels - Most age groups it is less than 2 ounces/day;
 - Beef is contributing less fat to the American Diet than previous data indicated
 - Nicklas, Baylor College of Medicine
 - Moore, Boston School of Medicine
 - Berner, Cal Poly



Red Meat and Processed Meat Consumption and Cancer: A Technical Summary of the Epidemiologic Evidence

Dissemination Plan:

- Key Nutrition Thought Leaders
- Leading Nutrition Scientist
- International Meat Secretariat
- Beef Companies
- Producer Leadership
- State Beef Councils and State Affiliates
- Animal Food Associations



“...the totality of available scientific evidence is not supportive of an independent association between red meat and processed meat and cancer”

–Dominik Alexander PhD, MSPH

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2009-2010 Extending the Science

Getting science out of the lab and into the public

- Red Meat and Cancer Technical Summary
 - Over 1000 disseminated to key thought leaders and industry stakeholders
- 7 scientific manuscripts published, extended by Food and Nutrition Communications Programs
- 11 manuscripts under peer review
- 10 manuscripts pending submission
- 25+ checkoff funded researchers present research results at scientific meetings

-----NUTRITION RESEARCH PIPELINE-----