

Joint Nutrition and Health Committee

Daniel Smith, Chair
Lucy Rechel, Vice Chair

The Nutrition and Health Committee heard updates on nutrition policy and nutrition influencers programs, and reviewed six resolutions. The committee was also joined by guest Al Almanza, an administrator from the Food Safety Inspection Service (FSIS) at USDA who presented an update on the mandatory nutrition labeling rule.

NCBA staff shared updates on FY2010 programs, and previewed upcoming initiatives.

- Dietary Guidelines for Americans update and USDA nutrient database
- Protein education and outreach – extending the results of checkoff-funded nutrition research that demonstrate the importance of protein in the diet to nutrition influencers
 - Continuing successful protein webinars that feature nationally known protein researchers who share the most current protein science with dietitians across the country
- BeefNutrition.org website updates – the Checkoff-funded online resource for health professionals and nutrition media will undergo updates and changes to make the site the premier channel for beef health and nutrition information in the U.S. for nutrition influencers and communicate to individuals that lean beef is part of a healthy diet
 - Updates to include a new look and feel consistent with BeefItsWhatsForDinner.com
 - Site to undergo reorganization so resources are easily accessible, searchable, downloadable and shareable
- Hosting a Checkoff-funded event produced and funded jointly by the Nutrition Public Relations and Nutrition Influencers programs in June 2010 for top-tier health professionals and credentialed influencers to provide a unique occasion to interact, educate and shape how they perceive beef and in turn, ultimately define how beef is perceived within the American diet

The committee also reviewed six resolutions and there was much discussion on each of these. Four of these resolutions passed with no changes, however the Committee recommended changes to Nutrition & Health resolutions 1.2 and 1.8.

This Committee had 20 members present with 10 guests.