

EXTERNAL COLLABORATOR RELATIONSHIP OPPORTUNITIES

About HEN: Members of the Hunger & Environmental Nutrition Dietetic Practice Group (HEN DPG) promote and support access to nutritious food and clean water from a secure and sustainable environment. The mission of the HEN DPG is to empower members to be leaders in sustainable, resilient, healthy and accessible food and water systems.

Our members work to conserve and renew natural resources, advance social justice and animal welfare, build community wealth, and meet the food and nutrition needs of all eaters, now and in the future. HEN's membership is over 1,000 strong and represents leaders in sustainable food systems, community food security, organic and local foods, community nutrition, anti-hunger advocacy, emergency feeding programs, federal nutrition education programs, international nutrition, and nutrition public policy. Members of the HEN DPG apply sustainable food and water systems principles into our areas of practice, including clinical care, foodservice management, consulting, education, research, public health and media.

Outlined below are the key relationships HEN offers to non-Academy organizations that share HEN's collaboration.

Networks: Formed with organizations with similar missions and goals with whom the HEN DPG wants to collaborate on information sharing or projects. No funding is involved as networks are strictly reserved for collaboration.

Sponsors: The HEN DPG considers funding from sponsors who uphold and implement sustainable principles and practices. Sponsors support HEN activities and educational efforts in a variety of ways with sponsor benefits listed in the table on page 4.

Organizations, businesses, companies and individuals interested in forming a relationship with HEN are encouraged to use the following two-part checklist¹ to determine alignment with HEN DPG values and mission.

¹ Adopted from "Principles of a Healthy, Sustainable Food System" developed in June 2010 by the American Dietetic Association, American Nurses Association, American Planning Association, and American Public Health Association. Available at <https://www.planning.org/nationalcenters/health/foodprinciples.htm>

Of **highest priority** to HEN, is that sponsors uphold and implement a food system which is:

HEALTH-PROMOTING

- Supports the physical and mental health of all farmers, workers and eaters
 - Foods strive to fulfill nutrient recommendations outlined in the Dietary Guidelines for Americans
 - Educational campaigns use evidenced-based research and are in line with the Dietary Guidelines for Americans
- Accounts for the public health impacts across the entire lifecycle of how food is produced, processed, packaged, labeled, distributed, marketed, promoted, consumed and disposed
 - Foods are whole, fresh and minimally processed
 - Foods are grown without the use of synthetic chemicals and pharmaceuticals
 - Foods are produced without use of artificial trans fats, high fructose corn syrup, genetically modified seeds/crops, rBGH/rBST or other added hormones, antibiotics (poultry and meat), and nanotechnology
 - Participates in third party certified labeling such as Fair Trade, Food Alliance, Rain Forest Alliance, Marine Stewardship Council, Certified Humane Raised and Handled or USDA Grass Fed, or USDA Certified Organic
- Meets Federal Trade Commission Interagency Work Group proposed guidelines² for marketing strategies targeted to children

SUSTAINABLE

- Conserves, protects, and regenerates natural resources, landscapes and biodiversity
 - Packaging is PVC-free, polycarbonate free, recycled, BPI-certified compostable bio-based products, etc.
 - Products and services consistent with Green Guide for Health Care foodservice and operations credits (www.gghc.org)
 - Uses reputable sources for sustainable food procurement such as recognized third party certification Monterey Bay Aquarium Seafood Watch Program³
- Meets society's current food and nutrition needs without compromising the ability of the system to meet the needs of future generations

FAIR & HUMANE

- Supports fair and just community and conditions for all farmers, workers and eaters
- Treats livestock and seafood humanely by feeding a nutritious diet without routine doses of growth enhancing antibiotics or hormones, and providing settings that support natural behaviors
- Participates in third party certified labeling such as Fair Trade, Food Alliance, Rain Forest Alliance, Marine Stewardship Council, Certified Humane Raised and Handled or USDA Grass Fed, or USDA Certified Organic

² Food for Thought. Interagency Working Group on Food Marketing to Children. Available at http://cspinet.org/new/pdf/FTC_foodmarket_factsheet110428%20.pdf

³ Monterey Bay Aquarium Seafood Watch Program. Available at <http://www.seafoodwatch.org/>

TRANSPARENT

- Offers clarity on mergers and acquisitions with organizations that may be in conflict with HEN DPG values and mission
- Align advocacy and lobbying efforts to support the Academy of Nutrition and Dietetic public policy efforts
- Provides opportunities for farmers, workers and eaters to gain the knowledge necessary to understand how food is produced, transformed, distributed, marketed, consumed and disposed
- Empowers farmers, workers and eaters to actively participate in decision-making in all sectors of the system

HEN also **encourages** existing and potential sponsors to strive for upholding and implementing a food system which is:

DIVERSE, ACCESSIBLE & HONORS FOOD SOVEREIGNTY

- Promotes equitable physical access to affordable water and food that is health promoting and culturally appropriate
- Sources, markets, and distributes products that respect differences in the supply chain's geography, natural resources, climate, customs, and heritage
- Appreciates and supports a diversity of cultures, socio-demographics, and lifestyles
- Provides a variety of health-promoting food choices for all
- Respects ownership of natural resources
- Engages the community in planning and other activities

ECONOMICALLY BALANCED

- Encourages economic opportunities that are balanced across geographic regions of the country and at different scales of activity, from local to global, for a diverse range of food system stakeholders
- Affords farmers and workers within their supply chains a living wage (http://www.livingwageaction.org/about_index.htm)
- Invests in communities through donations, organization support, scholarships etc.

Sponsors receive benefits depending on their sponsorship level as follows:

Benefit/Activity	Bronze \$100-\$499	Silver \$500-\$1,999	Gold \$2,000-4,999	Platinum \$5,000+
Sponsor's name acknowledged in written and email announcements by HEN.	X	X	X	X
Company logo on event program sheet and recognition at event.	X	X	X	X
Company logo on event program sheet and recognition at event.	X	X	X	X
Ad in the HEN Post:	1/8 page ad (\$200 value)	1/4 page ad (\$250 value)	1/2 page ad (\$500 value)	1 full page ad (\$1000 value)
Opportunity for sponsor's company to have a link on the HEN website for:	1 month	3 months	6 months	12 months
Opportunity to have sponsor's company logo on HEN website one month pre- and post-event.		X	X	X
Donating product for a sponsored event.		X	X	X
Showcase/handout products at group event inside Food & Nutrition Conference & Expo (FNCE) meeting room. (Needs AND approval.)		X	X	X
Acknowledgement and thank you for sponsorship appears in HEN Post newsletter for:		1 issue*	2 issues**	4 issues***
Complimentary tickets to the HEN event.			2 tickets	3 tickets
Sponsor recognition signage inside the room at HEN FNCE Film Festival.				X
Listing in the FNCE Program Book (provided info is received by print deadline).				X
One-time use of the HEN DPG mailing list, or emailing list as approved by the HEN DPG's Executive Committee.				X

* One issue prior to event

**Two issues – one prior to and one after event

***Four issues – Fall, winter, spring, and summer issues

Any other symbiotic opportunities may be proposed by HEN leadership or potential sponsor and must be subsequently approved by the HEN DPG Executive Committee and the Academy of Nutrition and Dietetics.