

Fall 2015

Dimensions

Trends from a Business Perspective

**Dietitians in
Business and
Communications**

a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics



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Message from the Chair

By: Ilene Smith, MS, RD



It’s that time of year. Tinsel starts appearing everywhere, the stores are fully decorated and everyone is in a frenzy of holiday shopping.

But another sign of the time of year is the seemingly endless barrage of trend reports. Restaurant trends. Flavor trends. Nutrition trends. Product trends. It’s enough to make you wonder when you’ll hear whether or not black will actually be the new black.

Do trend reports matter or would we be better off spending more time scanning for Black Friday deals? Well, it depends. To a certain extent, it depends on how you use those reports. Certainly it’s important for dietitians, no matter what they do, to be aware of what will impact their business. Let’s use jackfruit – a trend I spotted at Expo East – as an example. A starchy fruit grown in Southeast Asia, jackfruit is now being used for frozen meatless meals. Highly nutritious, it could also be used as a staple food in parts of the world where food is scarce.

If you’re a dietitian in private practice, will your clients be asking you about whether jackfruit should be their new acai? Perhaps. Or, if you’re working in product development or marketing for a manufacturer, will jackfruit be your company’s latest new product introduction? Could be. Or will you be figuring out how jackfruit could be used to feed underserved areas of the world? Hopefully.



The truth is we don’t know which trends will turn out to be the equivalent of last year’s Zara skirt (think oat bran) and which will become so much a part of lives that we forget when they were trends (as meatloaf was decades ago). As leaders in the food and nutrition field, we do need to pay attention to what impacted our world in the past, what impacts it now and what will impact it in the future. You never know what will be the new kale.

Warmest regards,

Ilene Smith, MS, RD
2015-2016 DBC Chair

Ilene is the principal of [I ON FOOD Inc.](#), a communications consulting firm servicing the food industry. For 15-plus years, Ilene has created communications strategies for leading food organizations. I ON FOOD’s specialties include corporate reputation, brand building, influencer support and media relations. Ilene holds a Master’s degree in nutrition from Columbia University and a Bachelor’s degree in journalism from New York University.

Letter from the Editor

By: Amari Thomsen, MS, RD, LDN



This year's Food & Nutrition Conference & Expo™ (FNCE®) in Nashville was an incredible experience with time spent catching up with old friends, networking with new faces and building relationships with industry professionals! The DBC/NE combined networking event at the iconic Hermitage Hotel was filled with great conversation and award-winning food and drink. The showcase exhibit booth was a popular stop within the Expo Hall and the DBC Spotlight session titled *Always Be Selling* taught attendees how to develop sales skills to enhance business success.

With the end of the year approaching quickly, our fall edition focuses on trends seen throughout the industry in 2015 and those expected to surface as we move into 2016. We've asked our very own members, from a wide variety of fields of expertise, to share trends they're seeing in their particular

areas of work. From restaurant and retail to blogging and social media, our authors have identified key nutrition trends in a variety of business settings as well as tips on how you can use these trends to keep you and your business ahead of the curve.

Wishing everyone a safe and happy holiday season!

Cheers,

Amari Thomsen, MS, RD, LDN
DBC Newsletter Editor

Amari Thomsen, MS, RD, LDN is the 2015-16 DBC Newsletter Editor. She currently works in nutrition communications at FleishmanHillard and is also the founder of Chicago-based nutrition private practice, Eat Chic Chicago. She blogs at Eat Chic Chicago. Amari resides in Chicago, IL and can be reached at amari.thomsen@fleishman.com.

DBC Highlights

FNCE® Recap – Leaving Nashville on the Right Note



It's hard to believe that it's been several weeks since registered dietitian nutritionists from across the country descended on Music City for several days of networking and learning.

DBC kicked this year's Food & Nutrition Conference and Expo™ (FNCE®) into high gear with a rocking networking event, held in conjunction with Nutrition Entrepreneurs (NE).

Working in harmony, the two DPGs welcomed over 350 members and guests to the historic Hermitage Hotel, and demonstrated how well DBC and NE complement each other. After all, even those of us who work in corporations need to tap into our entrepreneurial spirit from time to time and sole practitioners continually need to hone their business, marketing and communications skills. We look forward to future collaborations with NE and other DPGs.

DBC also honored our two award recipients. Kathy Wilson-Gold, MS, RD, received the DBC Circle Award, recognizing her leadership, service, and promotion of food and nutrition professionals involved in business and communications. Liz D'Alto, RDN, LD, received the DBC Founder's Award. The Founder's Award is DBC's highest honor, and recognizes Liz's contributions to DBC as



Communications Camp Chair and newsletter editor.

We also had the opportunity to welcome several new members who joined during Monday's Member Showcase. Thank you to Chair-Elect Terri Raymond and Membership Chair Elaine Farley-Zoucha for covering the membership fees for the first 19 to join DBC during the showcase.

DBC closed FNCE® with a spotlight session, "Always Be Selling" featuring Registered Dietitian Nutritionist Stacey Antine, the founder of Health Barn, and Susan Harrow, author of Sell Yourself without *Selling Your Soul*. Stacey showed us how she tapped into selling skills she didn't know she had to build Health Barn into a successful business, while Susan did some role-playing and skill-building exercises to get us into the selling frame of mind.

Best of all? FNCE® was a great opportunity to reconnect with old friends and colleagues and meet a whole host of new ones. Only 11 months to go until we meet again

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FNCE® Recap – Leaving Nashville on the Right Note



CELEBRATE DBC'S AWARD RECIPIENTS



Founder's Award
Elizabeth D'Alto, RD, LDN



Circle Award
Kathy Wilson-Gold,
MS, RDN, LD, FAND

Cooking on Trend - Trends in the Cooking and Restaurant Industry

By: Sarah Gold, MS, RDN, LDN



As a dietitian working at a restaurant-style food service company that emphasizes environmentally-sound sourcing practices, I am constantly challenged by our clients and guests to work with our chefs to innovate new menu ideas and create platforms that push the boundaries on health and wellness. While bacon in everything and fries cooked in duck-fat don't appear to be going anywhere, the good news is, consumers care more than ever about what's on their plate, and restaurants are responding. While there are hundreds of lists proposing expected food trends for 2016, they can mostly be summarized into five categories.

Sustainability: The farm-to-table movement is no longer limited to large cities; you can find a restaurant that serves locally sourced ingredients almost anywhere. But, restaurants are taking environmental sustainability further by working to reduce food waste, sourcing sustainable seafood, and using all parts of the animal and vegetables.

Need for transparency: Consumers want to know what they're eating – where it came from, how it was prepared, and what's in it before making any decisions.

Free of everything: Gluten-free, dairy-free, nut-free, soy-free, sugar-free, GMO-free, the list goes on. While we see this more on packaged foods, restaurants are beginning to label foods similarly.



Vegetable-forward meals: From vegetable noodles to buffalo-style cauliflower, vegetables are taking center stage on the plate in ways that you may not even notice the missing meat.

Customizable meals: Consumers want control of their food choices, especially those looking for a healthy meal. Food establishments are offering back-to-the basics options where customers can build their own meals or customize offerings from a list of choices.

As the restaurant industry continues to embrace healthy options, the opportunities for dietitians will only grow. Whether it is consulting on wellness opportunities, providing healthy culinary insight, or directly designing menus, there couldn't be a better time to get involved.

Sarah Gold, MS, RDN, LDN is a Nutrition Project Manager for Bon Appétit Management Company where she develops national wellness programming and nutrition communication for the company's clients. Follow Sarah on Twitter or Instagram: @foodnfitnessrd.

Targeted Content Can Help You Stand Out on Social

By: Katelyn Collins



Over the past five years, the amount of online nutrition content has grown exponentially and it is now more difficult than ever to stand out in a sea of unsupported nutrition tweets and "top 10 superfood" blog posts. Delivering targeted content to niche audiences has now become essential for getting noticed.

As head of nutrition communications for [Nicer Foods](#), a company that makes products specifically designed for those who are on the low FODMAP diet, my efforts are focused on engaging with the online digestive disorder and low FODMAP communities. Although your niche audiences may not be as clear-cut as mine, you can still benefit from targeted communications.

Who should you target? There has been a huge boom in the gluten-free social media community this year and there has also been an increase in conversations about "clean" and non-GMO products. Additionally, digestive health and probiotics are gaining traction and are definitely a trend to look out for in 2016.

If you want to break into one of these emerging categories, you should also consider connecting with bloggers who are already



popular among these groups. You can offer to write them a guest post in exchange for featuring their content on your blog, or offer them free samples in exchange for a product review. Building rapport with the right niche bloggers can go a long way in earning the trust of their followers.

While generic messaging has its place in social media marketing, targeting niche audiences can help increase your user engagement and give you a better shot at getting your content seen.

Katelyn Collins is Head of Global Nutrition Communications for Nicer Foods, a company that makes low FODMAP and intolerance friendly foods. She is also currently completing her dietetic internship at NewYork-Presbyterian Hospital in New York City and is working towards a career as a registered dietitian in the food or supplement industry.

An Ever-Changing Food Landscape Brings Opportunities for RDNs

By: Laura Molveed Ali, MS, RDN, LDN



“The only thing that is constant is change”.
– Greek Philosopher, Heraclitus.

Consumers’ food priorities are ever transforming. Whether driven by rapidly changing technology, a changing workforce, an increased focus on health and well-being or a combination of these, it is an exciting time to be involved in food and nutrition! Five (of many) exciting trends and opportunities for nutrition professionals are:

Cooking at Home

During the recent economic downturn consumers started cooking at home more frequently and that has continued during the recovery.¹ Preparing healthy meals that are tasty, simple and fast remain the priorities. Services like [Blue Apron](#) and [Hello Fresh](#) are helping consumers prepare restaurant-quality meals at home. There are many opportunities for nutrition professionals to jump in such as developing content for food blogs and websites, menu planning and offering coaching services and even meal kits.

Speedy Delivery!

Summer CSA’s have expanded to full grocery delivery services like [Amazon Fresh](#) and [Peapod](#). Online grocery ordering delivery is exploding in both urban and rural areas. A few nutrition professionals have jumped on this trend and started their own companies or are working with established companies to provide nutrition information. This area seems ripe for RDNs to get involved. For example, Jenny Westerkamp, RD of [Kitchfix](#) in Chicago, IL works with the organization to develop meal ideas and product nutrition information while also offering healthy eating tips and assistance to customers.

What’s the Story?

Consumers want to know what is in their food and where it came from. They are giving a lot of thought to what is in their food.² The demand for information about the ingredients and how their food is made is growing and the food “story” is being transferred to food packaging, company websites and restaurant menus. Knowing a little about the farmer, the food and the company is comforting. If you have an opportunity to tour a local farm or processor, take advantage of it and share your learnings with consumers and colleagues. We can all learn more about our food story.

“Free From”

The majority of consumers feel the fewer ingredients a food has, the healthier it is and less processed it is.³ “Trans Fat Free”, “Gluten Free”, “Preservative Free” and “GMO Free” claims are driving the movement. “Low/No/Reduced allergen” claims were the fastest growing claim on food launches from 2010 – 2015, growing by over 16%.³ CPG companies and large restaurant chains are responding by cleaning up ingredient statements and highlighting “free from” claims on their



labels and menu boards. Educating consumers about food, ingredients and processing methods can help shift thoughts from “food fear” to “food enjoyment”.

Food Waste

A rising concern for consumers, companies, and the government, the USDA Economic Research Service estimated that almost one-third of the available food went unconsumed in 2010⁴ and almost 20% of grocery shoppers admit to throwing away food due to spoilage.⁵ Services that help consumers plan meals, shop, and use or save leftovers are areas that nutrition professionals continue to work in to cut down on food waste and help protect our environment. A perfect example of this trend is Chef Dan Barbar’s pop-up, [wastED](#) in New York. This community of chefs, farmers, fisherman, distributors, processors, producers, designers and retailers work together to create gourmet meals out of food waste that occurs within the food chain.

Dietetic professionals have a unique knowledge base and ability to make an impact on consumer food choices.

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- 4 Buzby, JC, Wells, HF and Hyman, J. Economic Research Service, “The Estimated Amount, Value and Calories of Postharvest Food Losses at the Retail and Consumer Levels in the United States. Economic Information Bulletin Number 21. February, 2014.
- 5 Mintel, Food Packaging Trends: Spotlight on Food Labeling, August 2015.

Laura is a Registered Dietitian Nutritionist and the Senior Manager of Nutrition and Regulatory Affairs for the StarKist Co., where she serves as the company nutrition advisor, recipe developer and driver of their health and wellness initiatives. She has more than 25 years of nutrition experience ranging from clinical and outpatient nutrition counseling, retail and most recently with the consumer packaged goods industry. She can be found on weekends exploring local food shops, restaurants and wineries or cooking up a new creation at home.

Being a Blogger in A Video-Obsessed World

By: Lindsey Joe, RDN, LDN



Nowadays, “FaceTime” means more than just the cool video-calling feature on your iPhone. More than ever, the social media landscape today is flooded with “Social Videos” that grab our attention instantaneously. And entrepreneurs should not be turning a blind eye to this. Interactive content is the way to stand out above all the rest! Unfortunately, it’s not quite enough to just include an uploaded photo with your posts anymore. We can tell by the growing popularity of video-driven social platforms (like Vine and Snapchat) that video content is here to stay and the way to engage with your brand’s fans and followers. After all, even a short video snippet conveys so much more to your audience than what a staged snapshot can. Below are the most popular social spaces to start creating your one-of-a-kind video content:

- 1. YouTube:** The home and hub for most video-content being generated out there. YouTube is an ideal outlet for lengthier videos like how-to’s or product reviews. Check out these RDNs doing it well: [Food Heaven Show](#) and [Kristen Mee](#)
- 2. Facebook:** The social network that started it all can also promote longer videos to your existing fan base. Quick tip: You get extra Facebook cred when you upload your video content directing onto your Pages. Check out these brands doing it well: [Delish](#) and [BuzzFeedFood](#)
- 3. Instagram:** With Instagram, you can sprinkle in short 3- to 15-second videos on this picture-perfect platform. Check out this grammer doing it well: [VideoMeals](#)
- 4. Vine:** Say something with a 6-second loop video on Vine. On this social network, your fans are in it for the video content only. Check out these fantastic foodie Vines: [Teamcore](#) and [RebeccaSubbiah RDN](#)



- 5. Snapchat:** “Snaps” can last up to 10-seconds, *but* may disappear after being viewed if the user chooses. This sense of urgency can be addicting to some followers! Check out these RDNs doing it well: [@petiteprofesh](#) and [@leangreenbean1](#)
- 6. Periscope:** Like to shoot live video? Then Periscope is the place for you to give friends and fans a sneak peek into your world. Check out these RDNs doing it well: [RDamber](#) and [ReganJones RD](#)

References:

<http://www.entrepreneur.com/article/251802>

Lindsey is a Registered Dietitian Nutritionist and Weight Management expert. She graduated from the Dietetic Internship program at Vanderbilt University Medical Center, and prior to this, earned her Bachelor’s degree in Human Ecology from The University of Tennessee. She has received her Certificate of Training in Adult Weight Management and also works as a Consultant & expert for companies in the food and beverage industry, including The Coca-Cola Company. Lindsey has appeared on News Channel 5’s Talk of the Town and is regularly featured on HealthDay Living and Greatist. Her passion for creative communications and “do-it-yourself” philosophy at HandmadeHealthy.com aims to you help craft the healthy that makes you happy.



Go Mobile – You’ll be a Finger Tap Away

By: Barbara Gordon, RDN, LDN



At a recent medical conference, I pulled my company website up on my phone. I immediately realized that my site is not very mobile-friendly. According to the [PEW Research Center](#), 64% of American adults own a smart phone and 60% access the Internet using their phone. Thus, a shift to a mobile-friendly platform is definitely past due.

The “[Building Your Mob: The Distilled Practice Guide](#)” offers some good tips on shifting from a desktop to a mobile design. For instance, a big difference is the number of elements viewed at one time. Mobile sites typically only display a couple of site elements in a single view. Thus, you need to select which elements to emphasize on your “mob” site. In addition to the content you want to highlight, Web site usage tools such as Google Analytics can help you learn which pages your users favor.

Remember that users navigate mobile sites with their fingers—not a mouse. Therefore, designs must give enough space for a finger. This principle is also important to embrace when developing mobile content. For example, users do not hover with a mouse over a link. They need buttons or another functional design element to communicate navigational options.



Furthermore, mobile users typically activate navigational menus with the tap of a finger. Thus, navigation options must clearly differentiate the type of content that follows. In other words, before converting to a mobile platform, rethink your drop-down menus. “If you’re not virtual, you’re not real” is the reason I tell people I first developed a corporate website. And, armed with these new insights, I am in the process of revamping that site, because if you’re mobile, you’re at your clients’ fingertips.

Barbara Gordon, RDN, LD is principal consultant of HealthComm Solutions...Helping Public Health Achieve Impact. For the desktop version of her site, check out www.healthcommsolutions.com today. The mobile site is due to go live at the end of 2015.

Sponsorship Update

By: Becki Holmes, MS, RD



A warm thanks to our [DBC Sponsors](#) for contributing to the success of our DBC FNCE® joint networking event with Nutrition Entrepreneurs.

We are actively planning our calendar of continuing-education webinars, and would love to hear your thoughts regarding future [opportunities](#) to engage with DBC for the upcoming 2016 calendar year.

The DBC Sponsorship Committee is also seeking experienced volunteers to help create and implement thoughtful industry engagement programs and strategies. Please contact [Becki Holmes](#) or the [DBC Executive Office](#) if you’re interested in a great opportunity to work with a forward-thinking leadership team.

Becki is Director of Scientific and Regulatory Affairs at Red Bull North America. Prior to joining Red Bull, Becki led the Global Regulatory and Nutrition team at Starbucks Coffee Company. In addition to executing regulatory and scientific programs, Becki has served integral roles in the development and implementation of mandatory and voluntary policies pertaining to the food and restaurant industries including trans fat, sodium, menu labeling, and caffeine initiatives. Becki also serves on the Board of Directors for Nutritionix, a nutrition software company.



House of Delegates Report

Fall 2015 HOD Meeting Updates

By: Mary Lee Chin, MS, RD



The Fall 2015 House of Delegates (HOD) Meeting held in Nashville TN October 2nd and 3rd before FNCE®. Two motions were developed and approved by the HOD following the dialogue on Malnutrition and the dialogue on Sponsorship.

Important to DBC membership!! I will report back to DBC membership once the Sponsorship Advisory Task Force (SATF) Summary Report is available. These documents are of particular interest as the SATF finalizes its recommendations regarding future guidelines for sponsors: Sponsorship Advisory Task Force Update; **Sponsorship Advisory Task Force Summary Report; Sponsor Summit Information**. They can be accessed by going to: www.eatright.org/hod > Fall 2015 HOD Meeting Materials

The House of Delegates (HOD) conducted a dialogue on the SATF October 3, 2015. The purpose of the dialogue session was for meeting participants to:

1. Understand the governance structure for the Academy and the roles of the HOD and Board of Directors (BOD).
2. Understand the financial impact of sponsorship on the Academy, Foundation and Organizational Units.
3. Provide the Sponsorship Advisory Task Force (SATF) with feedback on the summary report and input on issues still under discussion.

A motion was developed and passed that the HOD requests the SATF to utilize the HOD's feedback from the Fall 2015 HOD Workbooks, as well as documents provided to delegates (i.e., impact reports, Sponsor Summit Report), to finalize their report to the BOD, due December 1, 2015. The HOD requests that the BOD considers the HOD's feedback as they prepare to take action on the SATF's final report. The final SATF report will be distributed to the HOD after action is taken by the BOD. Next steps: The aforementioned documents will be provided to the SATF and the BOD.

The House of Delegates (HOD) conducted a dialogue on Engaging Members in the Need to Address Malnutrition across all Dietetic Practice Settings on October 2, 2015. The purpose of the dialogue session was for meeting participants to:

1. Recognize the magnitude, contributing factors and consequences of malnutrition in the United States.
2. Expand awareness of the impact/ outcomes of managing malnutrition (identification, diagnosis, intervention) across all dietetic practice settings.

3. Affirm and promote the role of and the opportunities for RDNs and NDTRs in management of malnutrition.

Motions were developed and passed to help empower RDNs to be experts and leaders in the management of malnutrition (identification, diagnosis, intervention). Next Steps: The consolidated HOD workbooks on malnutrition will be sent to the Academy's Research, International and Scientific Affairs Team, Lifelong Learning and Professional Engagement Team, and Nutrition Services Coverage Team for their review and assessment in moving forward. Dietetic practice groups and affiliates will be encouraged to identify and promote opportunities to assist RDNs and NDTRs in developing skills and knowledge related to malnutrition management. ACEND and NDEP will be encouraged to identify and/or develop malnutrition management educational opportunities for students. Updates on progress will be reported for at least the next 2 years by the organizational units.

The Accreditation Council for Education in Nutrition and Dietetics (ACEND®) provides monthly updates to keep members informed of their work on the future education model standards. A copy of the **November update** is posted on the ACEND Standards webpage. www.eatrightacend.org/ACEND/Standards. The November update includes a handout that was given at the recent FNCE® ACEND Forum as a summary of ACEND's work on the 2017 and the future education model standards.

To access a copy of the HOD Fall 2015 meeting outcomes, please go to: www.eatright.org/hod > Fall 2015 HOD Meeting > Meeting Materials > Meeting Outcomes (top of page). Select **HOD Fact Sheet: Outcomes from the Fall HOD Meeting** after you have logged in your membership number and password.

Mary Lee Chin specializes in significant food issues and nutrition trends, working with commodity food groups and food industry on nutrition education initiatives. She speaks on some of the most provocative food topics of today: genetically modified foods, environmental and sustainability issues and alternative sweeteners, exploring science while respecting individual philosophies. Aware that many divisive and emotional food issues ignite a firestorm of debate, she advocates moving from polarizing rhetoric to open and professional dialogue. Mary Lee reaches businesses, non-profits and health professionals, and has served as an expert witness on food related issues in federal and legislative hearings.



Marketing & Communications Report

Power of Perspective in Social Media

By: Missy Nelson, RD



Often success or failure in business is all about perspective. Short-term failures can be hidden in long-term successes, while quick wins can sometimes lead to future losses. For example, the DBC marketing team has been learning forward through trial and error when it comes to creating content on social media and other channels. These short-term “failures” provide an opportunity to understand what works and what doesn’t quickly, learn from it and try again. We take a step back to see how these changes could impact the group over the long term.

Since perspective is crucial to the success of your business, how do you gain and maintain that outlook to ensure you’re always making the best decisions? When it comes to social media and other channels, it’s imperative to have a focused approach on these key areas:

1. Have a clear understanding of who your target audience is.
2. Pick your channels. Concentrate on the more effective channels than trying to be everywhere all the time.
3. Have a consistent look. From Twitter to E-Newsletters, the look and feels should be consistent and recognizable.
4. Create clear, consistent content that can easily be adapted or repurposed for other media/channels.
5. Ensure your messaging is integrated. Use same keywords and phrases throughout all material.



6. Ensure your marketing team is working in sync.
7. Track and measure to understand how you’re achieving your goals.

Check out how we’re learning forward by connecting with us on [Facebook](#), [Twitter](#), [LinkedIn](#), member-driven electronic mailing list [EML](#), and subscribe to our monthly E-Update and E-Newsletter through [DBC Online](#).

Looking forward to engaging with you socially during our next Twitter Chat on Thursday, November 19 at 5pmPT/8pmET!

Missy S. Nelson, RD @RDMissy

2015-2016 Marketing & Communications Chair

Missy leads nutrition strategy and is part of the Food & Beverage Innovation Team at Taco Bell Corporation. She is responsible for nutrition, regulatory and scientific affairs, and nutrition communications and marketing, working closely with executive, legal, brand marketing, and public relations teams on internal and external outreach. Prior to joining Taco Bell, she taught women and children essential culinary nutrition skills, and published a cookbook called WIC Tested, Dietitian Approved for the WIC Program.

Education Update

By: Kristen Stoehr, MBA, RD



It’s an exciting time for DBC Education! Our TED Talks Club kicked off in October with a TED Talk featuring Tim Brown, the CEO of the “innovation and design” firm IDEO, who discussed the importance of creativity in the workplace. After recapping the talk, we had a fruitful discussion and networking hour!

One of the trends I often see in my line of work is the move to digital. Moving some of our education efforts to digital offerings allows our practice group to stay on the cutting edge and try new programs. The opportunity to learn through online content and then recap in a group setting also allows us to expand our knowledge in a new and flexible way.

With that, I invite you to us for our 3rd TED Talks Club on Thursday, December 17th in three easy steps!

1. Sign up to Join the Discussion [here](#).
2. Watch the previous 2 TED Talk Videos & think about our discussion questions. Links to the TED Talks and the discussion questions are posted [here](#).
3. Join in the discussion on December 17th to recap the main points of the talk and engage in dialogue! A continuing education credit hour has been requested.

Kristen Stoehr, MBA, RD, is a Registered Dietitian and Associate Brand Manager for Nestle USA and currently serves as the DBC Education Chair. Kristen graduated from The Pennsylvania State University Smeal College of Business with her Master of Business Administration degree and from Miami University (Ohio) with her Bachelor of Science degree in Nutrition and Dietetics.



2015-2016 DBC Executive Committee

For our fall issue, we asked our Executive Committee to identify current and upcoming trends in their particular field of work.

Find more information about our team on the [Leadership Page](#) of our website. (* = Voting Member)



*Chair

Ilene Smith, MS, RD, LDN
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Clean labels: The push to have “cleaner labels” is driving companies to find better ways to explain what’s in their food. One outcome is the Grocery Manufacturers Association’s [Smart Label](#).



*Chair Elect

Terri Raymond MA, RD, CD
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Data: The proliferation of new technology in health-care is exploding. There is more data available in every area of care. We now have more information to better address the healthcare challenges that face our patients and residents.

Higher Acuity and Associated Costs: Today patients are more acutely ill. Their issues are serious and demanding. And there is the necessity within each organization and facility to create a better system that achieves a higher quality at lower costs.



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Plant-based Proteins: Plant-based proteins including walnuts and soy will continue to grow as globalization changes food preferences.



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Marketing & Communications Chair

Missy Nelson, RD
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Transparency: People are more curious now than ever. They want to know more about what’s in their food, where it comes from and how it’s made. As the in-house dietitian and menu developer for Taco Bell, being transparent and listening to the consumer is essential to staying relevant.

Real Food: Diet food is not sexy, but food you can feel good about eating is. Consumers want food that can fit their lifestyle like vegetarian, high-protein, low cal/low fat, or made without gluten.



Education Team Chair

Kristen Stoehr, MBA, RD
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“Healthy” Redefined: Consumers are shifting their mindset from diet to “healthy” eating. However the challenge is that consumers are willing to go organic and non-GMO even if they are eating foods high in fat, sugar, salt.

Growth of Protein: There has been a significant growth of protein-enriched products and a rising interest in plant-based sources of protein for vegans/vegetarians that are sustainable and earth-friendly.

2015-2016 DBC Executive Committee

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Sponsorship Chair

Becki Holmes, RD
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Workplace Meditation: Finding balance between work, a long commute, business travel, and being a mom of two toddlers is tough. Recently, I discovered an app called Headspace. It's a meditation app with 10-minute mini meditation sessions. It's a great way to relax mid-day, or clear through the mental noise in the evening before you go to sleep.



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Canola Oil Helps Reduce Risk of Heart Disease and Other Chronic Conditions

Body of Research Documents Oil's Health Benefits



By Shaunda Durance-Tod, M.Sc., R.D., CanolaInfo Program Manager

Clinical studies have been going on for decades involving thousands of human volunteers to examine canola oil, its components and their effects on the body. In 2006, the U.S. Food and Drug Administration authorized a qualified health claim about canola oil's ability to reduce the risk of heart disease when used in place of saturated fat.¹ Since then, an expanding and compelling body of research demonstrates numerous health benefits of canola oil, including modulation of risk factors for cardiovascular disease (CVD), type 2 diabetes and metabolic syndrome.

“Canola oil can now be regarded as one of the healthiest edible oils in terms of its biological functions,”

says Peter Jones, Ph.D., nutrition researcher and director of the Richardson Centre for Functional Foods and Nutraceuticals at the University of Manitoba.

Multiple Advantages

The benefits of consuming canola oil were documented in a systematic literature review published in *Nutrition Reviews* in June 2013.² The review of 40 studies conducted over 25 years showed that consuming canola oil instead of other sources of fat enhances health and can help consumers comply with expert dietary fat recommendations.

Specifically, the studies looked at the effects of canola oil consumption on blood lipids, inflammation, oxidation of LDL cholesterol, insulin sensitivity, energy metabolism and cancer. Conclusions from the scientific review were:

- **Canola oil-based diets can substantially reduce total and LDL blood cholesterol levels when used in place of typical Western diets and those high in saturated fat.**
- **Canola oil may promote immune and cardiovascular health through its antithrombotic and antioxidative effects.**
- **Canola oil-based diets help improve glucose tolerance and insulin sensitivity compared to diets high in saturated fat.**

Blood Glucose Control

Research from a multicenter, randomized controlled trial published in *Diabetes Care* in 2014 showed that canola oil can help control blood glucose in people with type 2 diabetes when included in a low-glycemic index diet.³ The study of 141 adults with type 2 diabetes also showed that adding canola oil to the diet reduced the risk of CVD.

Importantly, participants at increased risk for adverse effects from type 2 diabetes, such as those with high blood pressure, derived the greatest benefits, according to lead researcher David J.A. Jenkins, M.D., Ph.D., D.Sc., professor and Canada Research Chair in Nutrition and Metabolism, Department of Nutritional Sciences, University of Toronto.

Moreover, even though study participants were being treated with drugs to control blood glucose and had low LDL cholesterol levels, canola oil consumption was associated with a significant, additional reduction in LDL cholesterol. This may translate into an extra 7 percent reduction in CVD events, Jenkins noted.

Belly Fat Reduction

Abdominal adiposity is a risk factor for CVD and diabetes and prevalent in U.S. adults. Rates of high blood pressure, adverse blood lipid profiles and diabetes are highest in those with elevated abdominal obesity.

Canola and high-oleic canola oils can lower abdominal fat when used in place of selected vegetable oil blends in a heart-healthy diet for weight maintenance, according to research from the Canola Oil Multicentre Intervention Trial (COMIT) presented at the American Heart Association's EPI/NPAM Scientific Sessions in March 2013.⁴ The randomized, controlled trial with 121 adults at risk for metabolic syndrome showed that consuming canola and high-oleic canola oils may be a simple way of reducing their risk of this medical condition.

Specifically, those who consumed these oils on a daily basis for four weeks lowered their belly fat by 1.6 percent. Abdominal fat was unchanged by the other three oils – two of which (flax/safflower and corn/safflower oil blends) were low in monounsaturated fat.

“This clinical trial indicates that simple dietary changes, such as using a high-monounsaturated vegetable oil, may reduce the risk of metabolic syndrome and therefore, heart disease, stroke and type 2 diabetes,” said Penny Kris-Etherton, Ph.D., R.D., professor of nutrition at the Pennsylvania State University and one of the lead researchers.

Indeed, the weight of evidence for canola oil demonstrates the advantages of consuming it in place of other sources of dietary fat and why health professionals continue to recommend it to their patients.



References:

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2. Lin L et al. *Nutr Rev*. 2013;71:370-85.
3. Jenkins, DJA et al. *Diabetes Care*. 2014;37:1806-14.
4. Liu, X et al. Presented at AHA EPI/NPAM Spring 2013 Scientific Sessions.