Nutritional Labeling Clarified
By Pamela M. Nisevich, MS, RD, LD

In the competitive world of food manufacturing, many companies have turned to colorful food packaging and eye-catching nutrition symbols to help consumers choose certain products and hopefully make healthier choices. While our clients once relied on only the nutrition facts panel to determine if a food is a good choice, they now rely on symbols that denote heart health, digestive health, or slimmer waistlines, and so on. Indeed, there are many different types of labels out there from many different sources. Here is an update on the current on-pack labels and the industries that support them.

Whole Grain Council Stamp
What it means: The Whole Grain Stamps feature a stylized sheaf of grain on a golden-yellow background with a bold black border.
There are two different varieties of Stamps, the Basic Stamp and the 100% Stamp. The percentage of whole grains in the product determines whether the item is stamped with a 100% stamp (all grains are whole grains) or a basic stamp (contains at least 8 grams-a half serving-of whole grains).
Put on Pack by: Whole Grains Council
Website: http://www.wholegrainscouncil.org/

Heart Check Symbol
What it means: This symbol is found on packaging that supports the American Heart Association’s science and recommendations. Foods endorsed with this check have been screened and verified to meet the American Heart Association’s certification criteria to below in saturated fat and cholesterol for healthy people over age 2.
Put on Pack with approval from the American Heart Association and displayed by various food manufacturers listed here: http://checkmark.heart.org/ProductsByManufacturer
Website: http://www.heartcheck.org/presenter.html?identifier=2115

Smart Spot Symbol
What it means: Developed by PepsiCo, this symbol of smart choices made easy was designed as a quick way for consumers to be sure that their choices in the grocery store are contributing to a healthier lifestyle.
Every Smart Spot product meets nutrition criteria based on authoritative statements of the US Food and Drug Administration (FDA) and the National Academy of Sciences.
Put on Pack by: PepsiCo
Website: www.smartspot.com

continued on page 6
With the sagging economy everyone is looking to get more for less. One way to get more for your ADA membership is to get involved. By being on the Executive Committee (EC) of DBC you can benefit by getting the opportunity to attend skill building events, like the ADA Leadership Institute, which is an outstanding educational program that will positively influence your personal and professional life. This is one of the many perks you could receive by being an EC member. As a member of the executive committee, DBC helps to offset some expenses of attending the ADA Food & Nutrition Conference & Expo (FNCE). All you need to do is actively participate on a DBC team or committee and now is a perfect time to do so. Karen Payne, our chair elect, will be selecting her EC for the transition in June. We are looking for members interested in education, marketing, communications, sponsorship and many other areas. Contact Karen Payne at karenpayne26@yahoo.com or 800-285-2889 x 4429 and she can tell you about the available positions.

If you would like to connect with other dietitians to learn leadership, marketing and/or business skills or you are seeking a new career path, then LinkedIn is for you. LinkedIn is a professional networking Website and DBC is the beta test site for ADA. Currently we have 100 participants, but our goal is to get all DBC members signed up. For more information on how to link up with LinkedIn, see box below. DBC will be offering a future webinar, more details will be forthcoming.

We are constantly striving to provide DBC members with information and events that are of value. We currently have eleven Regional Networking Coordinators around the country. Be sure to check www.dbconline.org for upcoming events in your area. These events provide a great opportunity to network, scope out new jobs and catch up with friends.

If you have any suggestions for FNCE or what DBC can provide for you, please email me at lisapoggas@centura.org.

I look forward to hearing from you.

---

**Message From The Chair**

By Lisa Poggas, MS, RD

Get LinkedIn!
DBC is now on LinkedIn with over 100 members! It’s easy to join……simply go to http://dbconline.org/ and click on the link on the right side of the home page or type this link to your browser: http://www.linkedin.com/groups?about=&gid=1076937

LinkedIn is easy, informative and useful. If you need information and experience with "how to use" this type of professional networking, DBC will be offering a webinar in 2009.
How Food Regulation Impacts the Foods We Eat

By Carrie Gianotti, RD, LDN

Have you ever picked up a food package at your local grocer and wondered what the manufacturer was really trying to convey? People buy different foods for their health claims, nutritional value, ingredients or even the look of the package. All this information comes from somewhere and it is usually provided by the regulatory department at food companies. You may ask, “What does that have to do with being a dietician?” The information you convey to patients and consumers about the foods they eat and how to read a nutrition label is governed by food regulations.

Applying food regulations and creating nutrition panels for food products is some of my daily work as regulatory specialist. Most specialists work with proprietary information related to a company's products, such as how much of each ingredient is in a food. They provide technical guidance to cross-functional teams and ensure that products that are on the shelves at your local grocery store meet the regulations in the country they are sold in. Regulatory Specialists routinely provide expert guidance on the impact of existing or emerging legislation such as changes to the Nutrition Facts Panel or Front of Pack Labeling.

Prior to the product being manufactured, a Regulatory Specialist verifies the accuracy of a label's ingredient declarations, nutrition facts panels and advertising materials. They ensure the accuracy of ingredient and formula information. This requires maintaining a working knowledge of all current food regulations as well as proposed changes in numerous countries. By doing this, they have the opportunity to work closely with other functional groups of the business both internally and externally. They also ensure that products follow each company's nutrition strategies while complying with FDA and USDA regulations.

DBC members should be aware of pending changes to regulatory laws. The rise in obesity has been at the top of mind for many food manufacturers. There are also more calorie and nutrition-conscious consumers than ever before. There have been many proposals to alter nutritional labeling to better communicate to consumers the importance of reading labels and making informed choices. Regulatory affairs activities and decisions that result in food labeling requirements are dynamic and continuous, particularly amidst today's aggressive marketing and countering efforts of ever-vigilant watchdog activist groups.

There are many different types of roles in the regulatory field. Regulatory Specialists can have backgrounds in nutrition, toxicology, food science, biology, or many other science-related fields. There are roles that focus on raw materials such as sugar and flavors. There are dietitians who focus on scientific studies and substantiation of health claims. There are even roles for people to work with influencing the government to change laws and regulations through working with trade organizations. Either way a specialist has to stay updated on food labeling, science, and development in order to service the many groups in the organization.

Being a Regulatory Specialist is a unique role because you have the chance to work with individuals from many different backgrounds. On a typical day I interact with Marketing, Legal, Artwork, Supply Chain, Consumer Affairs and Sales about different topics. If anyone starting out in dietetics is interested in pursuing a career in Regulatory Affairs, I suggest that they should take business courses as well. These courses will give you a more thorough understanding of how the business operates and how to make a difference in the foods we eat.

Carrie Gianotti, RD, LDN is a Regulatory Specialist with the Wm. Wrigley Jr. Company. She is currently completing her Masters Degree in Quality Assurance and Regulatory Science at Northwestern University. She can be reached at Carrie.Gianotti@gmail.com or (708) 289-6837
As many registered dietitians (RD) venture from what was once considered the traditional role of dietetics, we find ourselves dealing with issues we may not be accustomed, such as managing budgets, speaking to the media, justifying the value of a dietitian vs. a nutritionist, arranging spokesperson contracts, etc. Depending on the route we choose, our experiences and needs may be very different than what our education prepared us.

As noted in the 2008 ADA Nutrition Trends Survey, dietitian recognition is on the rise, with nearly 80 percent of survey respondents perceiving RDs as a credible source. In light of this, and many other recent needs, the demand for RDs to take on numerous roles is growing ever so quickly – in particular the career of a spokesperson.

With the questioning of food safety and the increase in misleading product health claims, the need for credible nutrition information from resourceful and up-to-date RDs is essential. As the 2008 ADA Nutrition Trends Survey revealed, the top sources consumers sited for gathering nutrition information were television, magazines and the Internet, in regard to popularity and credibility. With a group larger than 60,000, we as RDs have a voice that can stretch through all these media outlets.

With this role comes a responsibility we may not be familiar with, such as negotiating spokesperson contracts. As a public relations professional, I deal with many spokespeople. Through this process, I have gained insight into spokesperson contract details (fees, usage of name and likeness, term of contract). While there are many ways to work with spokespeople and many different types of contracts, below are my thoughts, based on my experiences.

**Spokesperson Strategy**

It may be helpful to set up a spokesperson strategy before initiating this career path. In its basic form, the strategy would include fees and types of companies one is willing to work with, as well as other points I will cover in more detail.

**Maintaining a Positive Reputation**

The objective of all dietitians is to educate others on a subject related to nutrition and/or health. This aspect is no different for a healthcare professional spokesperson; he/she wants to educate consumers, the media, or other healthcare professionals on a nutrition related topic. The difference lies in the fact that the spokesperson delivers the message and represents a brand or association, etc.

- Always keeping The American Dietetic Association Professional Code of Ethics in consideration, a dietitian needs to balance the basic principles, some of which include (for complete list view resource section at the end of the article):
  - The dietetics practitioner protects confidential information and makes full disclosure when a real or potential conflict of interest arises.
  - The dietetics practitioner promotes or endorses products in a manner that is neither false nor misleading.
  - The dietetics practitioner supports and promotes high standards of professional practice.

Some of these principles may be obvious and have a clear “action” associated with them. For example the statement, “The dietetics practitioner protects confidential information and makes full disclosure about any limitations on his/her ability to guarantee full confidentiality,” means the practitioner cannot tell others the “secrets” of the company they are employed.

Let’s take a closer look at some of the other principles – “Conducts himself/herself with honesty, integrity, and fairness.” According to Dictionary.com, honesty and fairness can be interchangeable, while integrity means “adherence to moral and ethical principles.” The objective of the statement is to know professional and personal boundaries – as a dietitian what do you want to be known for, and is that how the profession wants to be represented?

The answers to these questions relate back to the spokesperson strategy and the guidelines provided within them. For instance, some dietitians prefer to represent only a specific category, such as promoting organic foods, while others choose to promote only commodities (non-brands).

*continued on page 5*
Another aspect to consider is the number of companies represented, not necessarily at one time, but throughout the spokesperson career. As further explained in the “Contracts” section, some terms of agreement may be short, only a few weeks or months, while some may be one-year or longer. To ensure actions align with the strategy, determine the spokesperson role for each situation. For example, maybe there is a three-month term with a pasta company to use the RDs name/likeness on healthcare professional materials, but at the same time, that RD has a one-year agreement with a milk organization to talk to media about the benefits of milk.

There are many ways to slice and dice the strategy, but the objective remains the same—to stay true to yourself and your profession.

**Contracts**

There are many facets to a spokesperson contract. Given that there is a binding contract between two parties, it is always wise to have a third party legal review to make sure it is truly a win-win situation for all involved. Legal resources can be found at the end of the article.

One of the more difficult contract subjects is fee negotiation. Depending on the commitment is for, public relations, in-store promotion, or advertising, the fee structure will vary greatly, but overall, it is important to have a flexible fee structure in mind and ready to provide when requested. There are a couple ways to approach this, including hourly or daily fees for media, non-media work, and travel or on a project-by-project basis, in which each opportunity should be evaluated based on the pros and cons of each.

Depending on the scope of work, the hourly/daily approach may allow for a more rapid turnaround. If the project is short-term and/or not fully determined, an hourly/daily rate allows the company to determine if your skills will fit within its budget. While the contract may be a short-term contract, it generally allows the company to familiarize itself with the dietitian and the respective skill set, but also provides the dietitian with an opportunity to shine and increase the possibility of longer contracts in the future. Hourly/Daily contracts may not include very strict competitive clauses, and not limit a dietitian from exploring other spokesperson opportunities.

Once again, fees will vary greatly, but when it comes to media, it is typical to charge a greater fee than for non-media tasks. For example, a typical media daily rate and non-media daily rate could be $1,000 and $750 respectively. The actual numbers may also vary depending on your years of experience and expertise.

When it comes to travel fees, it is customary to request half the daily rate and it is up to the dietitian to determine if that is the media or non-media daily rate. This allows for flexibility to fit within the budget.

For the project approach (“Project”), this could assure work and income for a longer duration of time and would include a list of set expectations from the RD, such as up to 20 media interviews, attending three events to speak about nutrition and interact with the media. This usually includes travel time and is viewed as a comprehensive package. This approach typically has a strict competitive clause, and may have additional spokesperson restrictions after the term of agreement.

Each approach has pros and cons, and is dependent on client needs as well as the RDs demands.

When considering use of name and likeness and its placement, it is important to differentiate between the different marketing arms, such as public relations, advertising, etc. For example, advertising is a guaranteed placement and the amount of times it will be seen can be estimated with precision. In contrast, the name and likeness in an editorial piece, is generally not a guaranteed placement. Due to this, compensation for name and likeness is normally less for public relations initiatives than advertising campaigns.

**Conclusion**

This information is not comprehensive when it comes to starting or enhancing your career as a healthcare professional spokesperson, but it does provide guidance and advice on how to promote yourself and your profession in an effective manner.

**References**

**Legal Review:**

Doris Derelian: Department Head, Food Science & Nutrition, Cal Poly (derelian@calpoly.edu)

Dianne K. Polly: Vice-President, Compliance & Community Relations, MIFA (dpolly@mifa.org)


Jennifer Seyler, MS, RD, is an account supervisor at Current Lifestyle Marketing, a public relations agency that specializes in food and beverage clients. She can be reached at jseylernutrition@hotmail.com or 312-929-0507.
Nutritional Labeling Clarified

continued from page 1

Sensible Solutions Symbol
What it means: Developed by Kraft Foods, the Sensible Solutions Symbol flag was developed to assist consumers in choosing healthier choices among food and beverage products. To be labeled as a Sensible Solution, a food must meet criteria derived from the 2005 U.S. Dietary Guidelines, as well as authoritative statements from the U.S. Food & Drug Administration, National Academy of Sciences, and other public health authorities. All Sensible Solution products contain limited amounts of calories, fat (including saturated and trans), sodium and sugar. Various Sensible Solution products meet specifications for “reduced,” “low,” or “free” in calories, fat, sodium or sugar, and some products are fortified with micronutrients or deliver a functional benefit such as heart health.

Put on pack by: Kraft Foods
Website: http://www.kraftfoods.com/kf/HealthyLiving/SensibleSolution/SensibleSolution_Landing.aspx

NuVal System
What it Means: The NuVal System is a food scoring system that helps consumers see – at a glance – the nutritional value of the food they buy. The NuVal System scores food on a scale of 1 to 100. The higher the score, the healthier the choice. This system summarizes the overall nutritional value of food and uses the Institute of Medicine’s Dietary Reference Intakes and the Dietary Guidelines For Americans to quantify the presence of more than 30 nutrients – including vitamins, minerals, fiber, and antioxidants; sugar, salt, trans fat, saturated fat, and cholesterol. The system also incorporates measures for the quality of protein, fat, and carbohydrates, as well as calories and omega-3 fats.

Put on packs by: various food companies, typically by grocers
Website: www.NuVal.com

Eat Smart, Drink Smart
What it Means: This Unilever logo is found on the labeling of certain foods and drinks that meet healthy eating criteria are based on U.S. Dietary Guidelines. The Eat Smart, Drink Smart program was developed as part of the International Choices Foundation; a world-wide initiative with a goal of making the healthier choice the easy choice. This simple front-of-pack logo is placed on food products that have passed an evaluation against a set of qualifying criteria based on international dietary guidelines.

Put on pack by: Unilever
Website: www.unilever.com

Smart Choices
What it Means: The Smart Choices program was launched by a group of scientists, academicians, health and research organizations, food and beverage manufacturers and retailers. This system strives to reduce the amount of independent, varying nutrition symbols currently seen on the packages of food. The program’s goal is for Smart Choices to be the most widely used front-of-pack labeling program in the United States, and ultimately assist people in making positive dietary changes to help enhance public health. Products that qualify for the Smart Choices Program symbol also will display information on the front of the package, clearly stating calories per serving and number of servings per container. The goal is to help people stay within their daily calorie needs and make it easier for calorie comparisons within and across product categories. Look for this symbol on the front of various food items by mid-2009.

Put on packs by: all food companies are encouraged to utilize this one system to reduce the clutter of multiple, smaller front-of-pack labeling systems currently on the market
Website: http://www.smartchoicesprogram.com/

Conclusion
It’s obvious that our clients are currently bombarded by many pictures, stamps, and systems on food packages. While these symbols all have different meanings and sometimes varying nutrition criteria, they all have the same goal of every RD; to guide clients and consumers towards healthier eating.

Pamela M. Nisevich, MS, RD, LD is a consultant dietitian specializing in nutrition communications, sports nutrition, weight management, and wellness. She is co-founder of Swim, Bike, Run, Eat! a firm specializing in providing on-line nutrition counseling to athletes and active individuals who wish to improve both their diet and their performance. She can be found @ www.swimbikeruneat.com
The *EatingWell* mission is to deliver the inspiration and information people need to make healthy eating a way of life. We accomplish this through our bimonthly *EatingWell* Magazine, a content-rich website ([www.eatingwell.com](http://www.eatingwell.com)), consumer cookbooks and health books, content and brand licensing, video and custom publishing. Our tagline, *Where Good Taste Meets Good Health*, is a commitment to consumers that there’s no need to sacrifice taste when preparing everyday healthy meals. From its inception, *EatingWell* has valued Registered Dietitians as the credible source of science-based nutrition and health content. As the *EatingWell* Dietitian and Nutrition Advisor I work closely with the talented culinary and editorial team to ensure that not only are our recipes delicious, but that they meet the nutrition parameters we have set for ourselves. In addition, I work with our corporate partners in developing custom publishing materials and content licensing agreements. Our other RD on staff, Associate Editor Brierley Wright, MS, RD, writes the weekly *EatingWell* Diet and *EatingWell* for Health newsletters, blogs on Shine five times a week and edits the *Fresh* section of the magazine.

**My Role at *EatingWell***

As a “foodie,” I’m a perfect fit for *EatingWell*: we celebrate the joys of food—from shopping to preparation to eating—and we also value the connections food builds within our communities. Our recipes are inherently healthy because they incorporate plenty of vegetables and fruits, whole grains, lean proteins and reduced-fat dairy foods and we strive hard to provide our readers with accurate nutrition information. All recipes are analyzed for nutrient content using ESHA, and we also calculate the carbohydrate servings and food exchanges for each recipe.

I work with each and every recipe we publish and enjoy my sneak preview (and tasting) of recipes in the pipeline. Right now I’m working with the May/June 2009 issue and the Strawberry Sherbet and Arugula & Prosciutto Pizza and Chicken Sauté with Apricot Sauce recipes are looking very tasty! We also have some exciting articles coming up: in the May/June issue, Cynthia Sass, MPH, RD, answers the question “Does grilling cause cancer?” and in the July/Aug issue, she is writing a story about hormones and appetite that I can’t wait to read.

It’s fun to be part of a team that is always striving to provide practical answers and solutions to “hot topics” in food and nutrition—I get stretched out of my comfort zone and constantly have to learn about topics that were never part of my RD training. I love learning about how agriculture, health and community are intertwined in ways I had never thought of before, for example in the March/April 2009 special report, we reported on how the bee colony collapse disorder could take some of our healthiest foods with them, and in the story Buffalo Are Back we reported on how this American original is returning to our lands and our tables. It’s fascinating!

**The *EatingWell* and Registered Dietitian Partnership**

Our website is a wealth of information for both the consumer and the RD. We have over 3,500 recipes available on the site as well as hundreds of nutrition and health articles—all readily available to you and your clients for free. You can direct your clients to our newsletters, recipes and online nutrition tools with complete confidence that the content is science-based, thoroughly vetted and easy to understand. In addition, we offer a free RSS feed with daily recipes and menus for anyone to use on their website.

**EatingWell for Dietitians in Business and Communications**

We have also partnered with many RDs working in corporate settings. We have licensing agreements for co-branded use of selected recipes, nutrition content and other health and nutrition tools in a variety of venues. We’ve partnered with health-care companies, such as Kaiser Permanente, supermarkets, such as Price Chopper and Giant Eagle, commodity food boards, such as Western Pistachio Board and the American Lamb Board, as well as with other consumer brands, such as WebMD, MSN Delish and Yahoo. We are always looking for ways to co-brand our trusted name with others, so if you are interested give me call or write me at sylvia@eatingwell.com or 802-425-5700 ext 47.

---

As part of full disclosure, please note that Sylvia Geiger MS, RD is the *EatingWell* Dietitian and Nutrition Advisor. She also consults for Price Chopper, is an adjunct faculty member in the Department of Nutrition and Food Science at the University of Vermont and is President-elect of the Vermont Dietetic Association.
A mentor is a person who can help, guide and take you under their wing and nurture your professional quest such as a Sean Maguire to a Will Hunting, Doc Brown to a Marty McFly or Glenda the Good Witch to a Dorothy. A mentor can be a priceless tool for success in the transition.

If you find yourself wondering about which area of dietetics is right for you the question to answer is “Gotta mentor?”

Having a mentor has been the most beneficial aspect of my short dietetics journey. My first mentor was Julie Burns, MS, RD, CNN, a Chicago-based dietitian and owner of Sportfuel and Eat Like the Pros. When I “googled” ‘Chicago dietitian’ and she popped up, I sent her an e-mail and told her how interested I was in her career. She offered me an internship! Our mentorship relationship has been more valuable to me than any traditional student dietetics job or course in school. Julie provided honest and constructive feedback, helped me develop self-awareness, challenged me to grow beyond my perceived limitations, connected me with the movers and shakers in nutrition and motivated me to join professional organizations. I could ask her any question about the ‘real world’ because she was in it. Forming a sensible career path seemed overwhelming to me, but having Julie as a mentor helped me make connections between classroom text books and real-world applications in the workplace. In addition, she shared her success stories which inspired me to start down my career path.

Since the mentorship is a partnership, here are three essential ways to be a great mentee:

1. **Bring something to the table.** Your mentor may have a lot of experience and valuable advice, but give your skills and time to them too. Offer to take on small projects or teach them your tech-savvy ways. Pass along an interesting article or recommend a book. The mentorship is mutually beneficial when the mentor believes he or she can learn from you and wants to invest more in your relationship.

2. **Be respectful.** The key to any great mentorship is respect. Make sure to show up for scheduled meetings, listen carefully and take notes and make sure you always express your appreciation. Above all, be willing to take the mentor’s advice. Mentors will be encouraging, but they will also challenge your ideas because they know this will benefit you, so be open to feedback.

3. **Ask a lot of questions, but have answers too.** Your mentor will be a wealth of information, but don’t expect him or her to tell you exactly what to do to be successful in your career. Remember, this mentorship is a two-way street. Know what your goals for the mentorship are communicate your needs, desires and objectives with your mentor.

As a DBC member, I suggest taking advantage of the Mentor Program. For more information, visit the DBC website at www.dbconline.org/members/mentor.asp. The rest is up to you…now go getta mentor!

Jenny is currently completing her dietetic internship at Massachusetts General Hospital. She is also the co-founder of All Access Internships LLC (allaccessinternships.com), a website dedicated to fulfilling the needs of the student dietetic community. Jenny hopes to pursue a career in business, public relations, nutrigenomics, consulting, or all of the above! E-mail Jenny at jennifer.westerkamp@gmail.com.
Sysco is the global leader in selling, marketing and distributing food products to restaurants, healthcare and educational facilities, lodging establishments and other customers who prepare meals away from home. Its family of products also includes equipment and supplies for the foodservice and hospitality industries. For the fiscal year ended June 30, 2008, the company generated more than $37 billion in sales, achieving a ranking of 70 in Fortune Magazine’s 500 Largest U.S. Corporations. Healthcare Sales were $3.6 billion.

Sysco’s network of 177 locations extends from coast to coast throughout the United States and Canada. Its companies include broadline distributors, specialty produce and custom-cut meat distributors, an Asian foods distributor, a hotel supply operation, and a chain restaurant distribution specialist.

With its wide array of products, Sysco is a one-stop shop for all of its customers’ needs, such as food products and menu ingredients, china, flatware, cookware, cleaning chemicals and kitchen equipment.

Sysco’s mission is “Helping our Customers Succeed,” and one important tool the company uses to help customers realize success is a business review program. Through this initiative, customers are able to explore a full array of profit-bolstering initiatives – from reengineering their menus to improving purchasing practices and refining employee training strategies. This gives customers a new perspective on their businesses and can help them transform challenges into unexplored opportunities to increase growth.

Food safety is one of the company’s highest priorities. Sysco has the largest quality assurance program in the industry, with standards that exceed those of the FDA. More than 180 Sysco quality assurance professionals are in manufacturing and processing plants and out in the fields the world over, qualifying sources and assuring that the products produced under the Sysco brand measure up to the standards the company expects for safety, quality and consistency.

Restaurants and foodservice operators continue to change and respond to the varied tastes and demands of the consumer. Today, eating away from home offers a world of possibilities – from low cost options to fine dining, from the domestic to the exotic – and Sysco is privileged to serve this industry.

Offering more than 300,000 fresh, frozen, dry and non-food products in more than 60 distribution centers with a team of associates exceeding 26,000, U.S. Foodservice is America’s second-largest broadline distributor of food and related products, as well as the leader in serving the healthcare industry. We are designed to help you succeed, whether you’re an individual facility or a national group.

Our system has been fine-tuned to meet the unique operational needs of healthcare organizations of all types, sizes and locations. We are a values-driven organization whose goal is to be the industry leader in customer service, food expertise, innovation, quality, food safety and corporate integrity.

To U.S. Foodservice, the benefits of a DBC sponsorship include the opportunity to network with dietetic professionals from businesses and other organizations in the food, nutrition, communications and healthcare industries. Dietitians have many roles at U.S. Foodservice that include sales, marketing, consulting and education. Our company recruits dietitians through executive search firms, websites and newspapers. U.S. Foodservice believes that we can build stronger relationships with dietitians through participation in healthcare associations and other networking activities.

For more information on U.S. Foodservice, contact Deborah Bowen, MS, RD, Marketing Department deborah.bowen@usfood.com U.S. Foodservice 9399 West Higgins Road Rosemont, Illinois 60018 www.usfoodservice.com
Brian Wansink has returned to his day job as a marketing professor at Cornell University and is back at it providing new insights similar to his work in Mindless Eating. Published in February in the Annals of Internal Medicine, his most recent study shows that portion distortion is prevalent even in today's cookbooks. The study found that over the past 70 years, calories per serving in a typical cookbook recipe have increased by 40% or about 77 calories. In addition to portion size increases, total calories per recipe increased. It's insidious and pervasive in the culture of food – plates and drinking glasses are bigger and “single servings” of purchased foods are larger. It requires nutrition professionals to go well beyond the food itself to turn the tide on this issue – approaching china and dishwasher companies to understand the contribution that their products’ sizes make to portion control, establishing standards for recipes on portion sizes, or even starting a “downsizing” word of mouth campaign. What can nutrition professionals do to drive the “flights” trend in restaurants to recipes and packaged foods? It’s a big job, but RDs are definitely positioned to expand the scope of the portion size discussion beyond the food itself.

Every year, many experts give their take on nutrition trends for the upcoming year. If you've been watching these reports as well as the media, it's impossible not to have noticed all the movement towards nutrition ranking systems in the grocery stores. ACNielsen data shows that consumer trust in their grocery store is on the rise, and these ranking systems play to this trend. Since our last issue of this DBC newsletter, much action has taken place in the realm on retail ranking systems, including the Guiding Stars program announcement that they have hired executive level talent in licensing to move their program into a broader array of grocery stores, NuVal's launch in Hy-Vee and Price Chopper stores, and SuperValu's launch of nutritionIQ. As this movement takes hold, dietitians are sharing their split opinions on retail ranking systems. On one side are those who believe that these systems oversimplify the message and lean towards a “good food, bad food” message. Others opine that retail scoring systems help consumers make more informed decisions in the limited time they have available for grocery shopping. Time will tell what the ultimate judge – the consumer – thinks of these ranking systems. *

Much of my career has been spent in the food industry, and to this end, it’s impossible not to be somewhat versed in supply chain issues. I’m much intrigued by books such as The World is Flat, as they expound on the globalization of our economy, including the food system. But transpose this with a year of serious food safety issues – the melamine issue in baby formula in China, for which people were actually executed, and more recently the peanut-salmonella recalls. Then layer on the trend for consumers to buy local, the growth of CSAs and movement to add “country of origin” labeling to more foods (prior to recent government action on this topic). Consumers are definitely more savvy regarding the origins of their food, and most food companies would acknowledge that this question is frequently asked by their consumers. So is the world truly flat when it comes to food? Will US citizens, used to the protective standards of the Food and Drug Administration, allow many more slip-ups similar to what we’ve seen in the past year? What will be the impact of the economy on where and how consumers choose to spend their food dollar? It all begs the question of whether the world of food will remain flat.

The Dietary Guidelines 2010 committee is in full swing. Those “in the know” suggest that the key topics of discussion are focused on sodium and calories coming from beverages. The last meeting included quite a bit of testimony related to vegetarianism. With obesity looming as the biggest public health issue for both adults and children, it will be interesting to see if this next version of the guidelines are changed in any way which may have impact on this major public health concern.

*As a part of full disclosure, please note that Annette Maggi is the Sr. Director of Nutrition for NuVal LLC.

Topline is a column by DBC member Annette Maggi, MS, RD, LD, FADA. If you have an idea for Topline send an email to Annette.Maggi@nuval.com
Members on the Move

Jackie Newgent, RD • Brooklyn, NY

Jackie is thrilled to announce the release of her new book, Big Green Cookbook: Hundreds of Planet-Pleasing Recipes and Tips for a Luscious, Low-Carbon Lifestyle (Wiley, April 2009). Jackie is also author of The All-Natural Diabetes Cookbook—winner of the 2007 Gourmand World Award for Best Health and Nutrition Cookbook, columnist for Glamour, recurring guest expert on Emeril Green, and culinary instructor at the Institute of Culinary Education. For more, visit www.jackienewgent.com; www.biggreencookbook.com

Annette Maggi, MS, RD, LD, FADA • Iver Grove Heights, MN

Annette has accepted a position as Senior Director of Nutrition with NuVal, LLC. The NuVal nutrition scoring system uses a proprietary algorithm to score the nutrition value of foods on a scale of one to 100, using 30 different nutrition factors. A higher score indicates a higher nutrition value. NuVal, LLC is the independent company formed to bring this system to market and is a joint venture of Topco Associates, LLC and Griffin Hospital.

Janet Helm, MS, RD • Chicago, IL

Janet has created a new blog, Nutrition Unplugged, that examines the latest nutrition news, diet myths and food trends. Check it out at http://www.nutritionunplugged.com. Janet is also beginning her 14th year working on the National Milk Mustache “got milk?” Campaign. She helped spearhead a new initiative on vitamin D that featured the first registered dietitian to wear the famous milk mustache – Ellie Krieger.

Linda S. Eck Mills, MBA, RD, LDN, FADA • Bernville, PA

Linda is a contributor to The 2009 Pfeiffer Annual: Training published by John Wiley & Sons with her experiential learning activity submission “From Mundane to Ah Ha! Using Training Objects”. Linda is one of 36 contributors to this publication which focuses on skill building and knowledge enhancement and also includes articles that enhance the skills and professional development of trainers. Linda can be reached at lsmillsrdd@aol.com.
Members on the Move (continued)

DBC members Julie Upton, MS, RD and Jenna Bell-Wilson, PhD, RD, CSSD, are co-authors of the recently published *Energy to Burn: The Ultimate Food and Nutrition Guide To Fuel Your Active Life*, John Wiley & Sons Inc. (3/2009). This book has the answer to today’s other energy crisis - the one faced by Olympians to weekend warriors to anyone just looking for a boost to help them achieve their goals at work and play. This guide provides nutrition conditioning strategies for meeting the demands you face in a workout, or even a typical day.

**Julie Upton, MS, RD • Tiburon, CA**

Julie is a nationally recognized journalist and dietitian who has served as the national spokesperson for the American Dietetic Association. She has been featured on the *Today* show and on CNN, ABC, and Fox news programs. She has written for the *New York Times, Shape,* and other publications.

**Jenna Bell-Wilson, PhD, RD, CSSD • Arlington, MA**

Jenna is the co-founder of *Swim, Bike, Run, Eat!* Sports Nutrition consulting (www.swimbikeruneat.com), and is a nutrition writer for national consumer and professional publications.

---

**Executive Committee:**

**Chair***
Lisa Poggas
lisapoggas@centura.org

**Chair Elect***
Karen Payne, MS, RD
karenpayne26@yahoo.com

**Past Chair***
Maureen Leugers, MBA, RD
Maureen.leugers@gfs.com

**Secretary***
Annette Maggi, MS, RD, LD, FADA
amaggi@nuval.com

**Treasurer***
Jane Rieger, MS, RD
jane.rieger@kellogg.com

**Nominating***
Sally Cummins Healy, MS, RD, CDE *(Chair)*
sally.cummins@edelman.com

Kendrick Repko, MS, RD, LDN
kendrickmathias@hotmail.com

**Geographic Representative Chair***
Cheryl Toner
toner@cdtconsult.com

**Team Leaders:**
MEMBERSHIP TEAM CHAIR
Terri J. Raymond, MA, RD, CD
tjraymond@aol.com

**Marketing Team Chair**
Rayona Baker (Co-Chair)
rayona.baker@gfs.com

**Education Team Chair**
Char Norton
charrgbx@cs.com

**Sponsorship Team Chair**
Karen Chowdhury
kchowdhury@advancefoodcompany.com

**FNCE Co-Chairs**
Amy Lauer
Amylauer1@gmail.com

Erin DeSimone, MS, RD, LDN
edesimone@emdnutrition.com

**Legislative Chair**
Kim Stitzel
kim.stitzel@heart.org

**Listserv Chair:** DBC Office

**Past Chair Council**
Annette Hinton (Past Chair)
gahinton@bellsouth.net

Hope Hale, MS, RD, CD
E-mail - home: hshalerd@aol.com

**Other Members:**
Marsha Diamond (Mentoring)
mbdime@optonline.net

Jaime Schwartz (Mentoring)
jaime.schwartz@ketchum.com

**Other:**
Susan DuPraw, MPH, RD
American Dietetic Association
sdupraw@eatright.org

**DBC Administrative Office**
Barb Pyper & Mary Pyper
dbc@quidnunc.net.

* designates a voting EC member

**Dietitians in Business & Communication DPG**

**2008 – 2009 Executive Committee**

---

[Image: www.dbconline.org]