

Please join us for the 35th Annual Current Issues in Nutrition

New Dietary Guidelines: Impact on Consumers, Industry and Nutrition Programs

A Satellite Videoconference

April 20, 2006

The Current Issues in Nutrition conference is organized by Iowa State University Extension and the Department of Food Science and Human Nutrition. As a leading research institution, Iowa State University understands the need professionals have for educational update opportunities focused on timely issues. Since 1988, the conference has been available to North America and the Pacific Islands via satellite, expanding the audience to more than 100 downlink sites annually.

FACTS

The 2005 Dietary Guidelines for Americans make specific recommendations to aid consumers in their quest for a healthier lifestyle. Whether these new guidelines have been adopted or ignored by consumers remains to be seen; however, public policy makers and the food industry have taken note and action. Each sector of the food industry has responded to the guidelines with changes in formulations, new products, and marketing. Federal nutrition programs such as WIC, EFNEP/FNP and School Nutrition Programs will be modifying their requirements to reflect the guidelines. The conference will explore issues related to the guidelines and how the food industry is using them to provide new products and marketing to consumers.

AUDIENCE

- Nutritionists
- Extension educators
- Dietary managers
- Registered dietitians
- Family and consumer science educators
- Public health professionals
- Dietetic technicians
- Health educators
- Medical professionals

CONFERENCE GOALS

- Review trends in consumer food consumption since the introduction of the new Dietary Guidelines in 2005
- Explore the roles of food industry, government, and consumers in implementing the Dietary Guidelines
- Identify opportunities to support positive change in consumer behavior

FOR MORE INFORMATION

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New Dietary Guidelines:
Impact on Consumers, Industry and Nutrition Programs

CURRENT ISSUES IN NUTRITION

IOWA STATE UNIVERSITY

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Schedule and Presentation Content

9:30 a.m.

Opening Remarks

Ruth MacDonald, PhD, RD
Chair, Department of Food Science and Human Nutrition
Iowa State University

9:35 a.m.

Tracking Changes in Retail Food Purchases

Lisa Mancino, PhD

Economic Research Service, USDA
Diet, Safety, and Health Economics
Washington, D.C.

- Changes in household food purchases since the Dietary Guidelines
- Factors driving food purchases

Suggested LNC 7120 & 7210

10:25 a.m.

Supporting Americans' Efforts to Follow the Dietary Guidelines

Margo Wootan, DSc

Director, Nutrition Policy
Center for Science in Public Interest
Washington, D.C.

- What industry can do
- What health and nutrition professionals can do

Suggested LNC 4030 & 7050

11:15 a.m.

Questions and Answers

11:30 a.m.

Lunch Break



12:25 pm

Food Industry's Role in Health Promotion

Susan Crockett, PhD, RD, FADA

Vice President
Senior Technology Officer, Health and Nutrition
General Mills
Minneapolis, Minnesota

- Food industry perspective on the Dietary Guidelines
- One Corporation's Response: Whole Grain Reformulation Project

Suggested LNC 4030

1:15 p.m.

The Role of Quick Serve Restaurants in Health Promotion

Cathy Kapica, PhD, RD

Global Director of Nutrition
McDonald's Corporation
Oakbrook, Illinois

- How quick serve restaurants support the Dietary Guidelines
- How menus reflect consumer demands

Suggested LNC 4030 & 8090

2:05 p.m.

Impact of Dietary Guidelines on Federal Nutrition Programs

Stella Nash, RD, MA

Regional Nutrition Director
USDA/Food and Nutrition Center
Denver, Colorado

- Proposed changes for WIC, Thrifty Food Plan, and School Nutrition Programs
- Role of Federal Nutrition programs for a healthier America

Suggested LNC 4080

2:55 p.m.

Questions and Answers

3:25 p.m.

Closing Remarks

JaneAnn Stout, MA

Associate Dean, College of Human Sciences
Director of Families of Extension
Iowa State University

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New Dietary Guidelines: Impact on Consumers, Industry and Nutrition Programs - A SATELLITE VIDEOCONFERENCE/WEBCAST

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- If attending at local county site, send completed form with payment to that County Extension Service address listed in this brochure - *make check payable to the County Extension Service where you will attend.*

NOTE: Write names of all individuals on the check if one check will pay the registration fee for several individuals.

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- o General \$60
- o ISU faculty and staff \$25
- o ISU student No charge

TOTAL enclosed \$ _____

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