

Communication to Bridge the Gap Between Food Production and Nutrition and Health: A Workshop

DATE: MAY 30, 2024

1 PM-5PM ET

Purpose: To explore issues related to communication among food producers, researchers, and consumers on agriculture and farming and their impact on nutrition and health

1:00-1:10 Welcome and Opening Remarks

Rodolphe Barrangou, North Carolina State University

1:10-2:10 SESSION 1 Challenges and Successes in Communicating about Food Sources and Food Production

(3-5 minutes opening remarks per speaker followed by moderated panel discussion)

Session Topics/Objectives: Identifying ways to communicate to the public about the influence of agriculture supply chains, and agriculture and farming practices on nutrition and health, including:

- *Approaches to communication about emerging agricultural technologies and discoveries;*
- *Translation of agricultural research into farming practices; and*
- *Application of food safety standards to enhance benefits to health and well-being.*

Moderator: Payam Vahmani, University of California Davis

Speakers

- *Researchers:*
 - Alison Van Eenennaam, University of California, Davis
 - Hale Ann Tufan, Cornell University
- *Journal Editors:*
 - Paul Kononoff, Journal of Dairy Science
 - Mary Camire, Comprehensive Reviews in Food Science and Safety
- *Communicators:*
 - Joe Proudman, UC Davis CLEAR Center
 - Milton Stokes, International Food Information Council (IFIC)

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| 2:15-3:15 | <p>SESSION 2 Challenges and Successes in Communicating about Food Composition</p> <p><i>(3-5 minutes opening remarks per speaker followed by moderated panel discussion)</i></p> <p><i>Session Topics/Objectives: Exploring ways to connect agricultural and farming systems with nutrition and health systems, including identifying gaps between nutrient composition of foods at the production level and diet quality. Strategies to enhance food quality.</i></p> <p><i>Moderator:</i> Rodolphe Barrangou, North Carolina State University</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Researchers</i> <ul style="list-style-type: none"> ○ Michael Grusak, USDA, Research, Education, and Economics ○ Daniela Barile, University of California Davis • <i>Journal Editor:</i> Alfredo Morabia, American Journal of Public Health • <i>Communicator:</i> Laura Fernández Celemín, European Food Information Council (EUFIC) |
| 3:15-3:30 | Break |
| 3:30-4:30 | <p>SESSION 3 Challenges and Successes in Communicating Health and Nutrition Needs of Consumers across the Food System</p> <p><i>(3-5 minutes opening remarks per speaker followed by moderated panel discussion)</i></p> <p><i>Session Topics/Objectives: Exploring ways to communicate information from researchers and consumers about their diet, and nutrition and health needs back to actors in the food system.</i></p> <p><i>Moderator:</i> Susan Scrimshaw, Former President Russell Sage College</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Researchers</i> <ul style="list-style-type: none"> ○ Elizabeth L. Fox, Cornell University ○ Jaron Porciello, University of Notre Dame ○ Jess Fanzo, Columbia University • <i>Communicator</i> <ul style="list-style-type: none"> ○ Alice Callahan, New York Times |
| 4:30-4:45 | <p>Closing Remarks/Wrap-Up</p> <p>Rodolphe Barrangou, North Carolina State University</p> |
| 5:00 | MEETING ADJOURNS |