

The National Academies of
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**Panel on Improving USDA's Consumer Data for Food and Nutrition Policy Research
Second Meeting – June 14, 2018**

The National Academy of Sciences Building, Room 120
2101 Constitution Ave NW, Washington, DC

AGENDA

Day 1, June 14: Open Public Sessions

8:30 *Light breakfast available.*

9:00 Welcome, introductions, overview of agenda, goals for the meeting and the study

- **Marianne Bitler**, *Chair*
- **ERS (Mary Bohman, Administrator; Jay Variyam, Division Director; Mark Denbaly, Deputy Division Director for Food Economics Data)**

9:15 **Proprietary data used by (or of interest to) ERS**

This session will build on the April 16 presentation by Megan Sweitzer and David Levin (ERS). Commercial data sources can supplement (and in some cases, replace) survey data, and CFDS program planners would like to explore the potential for increasing the use of commercial, web-based, and other non-survey data. Goals of a multi-source approach include reducing cost/burden, increasing granularity or timeliness of information, and filling data gaps. ERS uses, or has used, data from IRI, NPD and Nielsen. Questions for presenters from commercial data firms include: How are data collected? What is the data coverage and characteristics? How are they currently being used for research and policy? What are access limitations and privacy issues? What is the level of transparency of methods? Presenters should identify data products they produce or plan to produce that are (or may be) of interest to statistical agencies.

- **Overview of commercial data currently used by ERS/CFDS program; ideas for expanding its use.** ERS is doing some creative work to estimate food prices to construct food plans. How are the quality and properties of data they are bringing into their program being evaluated (analogous to OMB quality standards for surveys)? What are the strengths and weaknesses of the data currently being used?
 - **Abigail Okrent**, ERS (15 minutes)
- **IRI.** IRI is a big data analytics firm that collects information applicable to food policy research. Of particular interest to ERS are proprietary household and retail scanner price data (e.g., InfoScan) and also data on nutrition information and health and wellness claims for a large number of products.
 - **Brian Burke**, IRI (15 minutes)
- **NPD Group.** NPD collects consumer spending and consumption data across 3 main datasets, comprising direct point-of-sales feeds from retailers, consumer survey data and a receipt-

based service, across 24+ sectors. With its Food databases, NPD provides research on food consumption, restaurants, commercial foodservice and eating patterns.

– **Ann Hanson, Louis Lesce**, NPD (20 minutes)

- **Nielsen.** ERS is using Nielsen Homescan and TDLinx data. TDLinx is a store/outlet-level database of retailers selling consumer packaged goods, including food.
 - **Paul Miller**, Nielsen (someone will be attending on Paul's behalf, 15 minutes)
- Panel questions and comments, open discussion (15 minutes)

10:30 *Coffee break*

10:45 **Combining data sources to advance food and nutrition policy and research**

- The USDA Branded Food Products Data Base. This data source augments the USDA National Nutrient Database with nutrient composition and ingredient information on branded and store-brand food products provided by the food industry.
 - **Alison Kretser**, ILSI North America (30 minutes)
- Linking The Food Availability Data System (FADS) and nutrition intake data from the Agricultural Research Service and National Center for Health Statistics to monitor and research the health and dietary outcomes of the U.S. population.
 - **Biing-Hwan Lin**, ERS (20 minutes)
- Panel questions and comments, open discussion

11:45 **Use of specialized modules added to federal surveys**

- The Eating and Health Module (EHM) supplement to the BLS American Time use Survey, the Flexible Consumer Behavior Survey (FCBS), and other plans/opportunities for using the modules.
 - **Brandon Restrepo** and **Eliana Zeballos**, ERS (15 minutes)
- The Food Security Survey Module—how many versions are used (number of items and reference period) and what Federal surveys has it been added to?
 - **Alisha Coleman-Jensen**, ERS (15 minutes)
- Panel questions and comments (Jay Breidt, Bruce Meyer, Eric Rimm); open discussion

12:30 *Working lunch to continue morning discussions*

1:30 **FoodAPS status; Data users' and stakeholders' input.** After a progress report on FoodAPS-2, participants will discuss the strengths and weaknesses of using FoodAPS, and ideas for making it more powerful. Other ERS data sources may also be discussed.

- An update from Westat on FoodAPS-2 progress
 - **Laurie May** (collection and survey protocols/methods) and **Tom Krenzke** (mathematical/statistics side) (20 minutes)
- User feedback from researchers using FoodAPS 1 (30 minutes)
 - **Parke Wilde** and **Mehreen Ismail**, Tufts University (data needs for measuring SNAP/non-SNAP differences in food spending or other outcomes, as a representative use case for thinking about data requirements for FoodAPS and other federal data sources).

- **Robert Moffitt**, Johns Hopkins (applied research on program outcomes—food expenditure, reporting errors, SNAP impacts).
 - Use of USDA consumer food data system data for health research. Using the Healthy Eating Index to assess the diet quality of the food supply chain (FoodAPS provides data for measuring consumer purchases)
 - **Susan Krebs-Smith**, National Cancer Institute (20 minutes)
 - Food and Nutrition Service (FNS)—How does FNS use the information put out by CFDS, and for what purpose?
 - **Melissa Abelev**, FNS (15 minutes)
 - Panel questions and comments (Bruce Meyer, Eric Rimm, Tim Beatty, Jim Ziliak, Craig Gundersen); open discussion
- 3:00 Group discussion of Meeting #3 content options (see Tab K)
- 3:30 *Adjourn Open Session*