"Branded Food Products Database": A Public-Private Partnership In Nutrition to Promote Public Health

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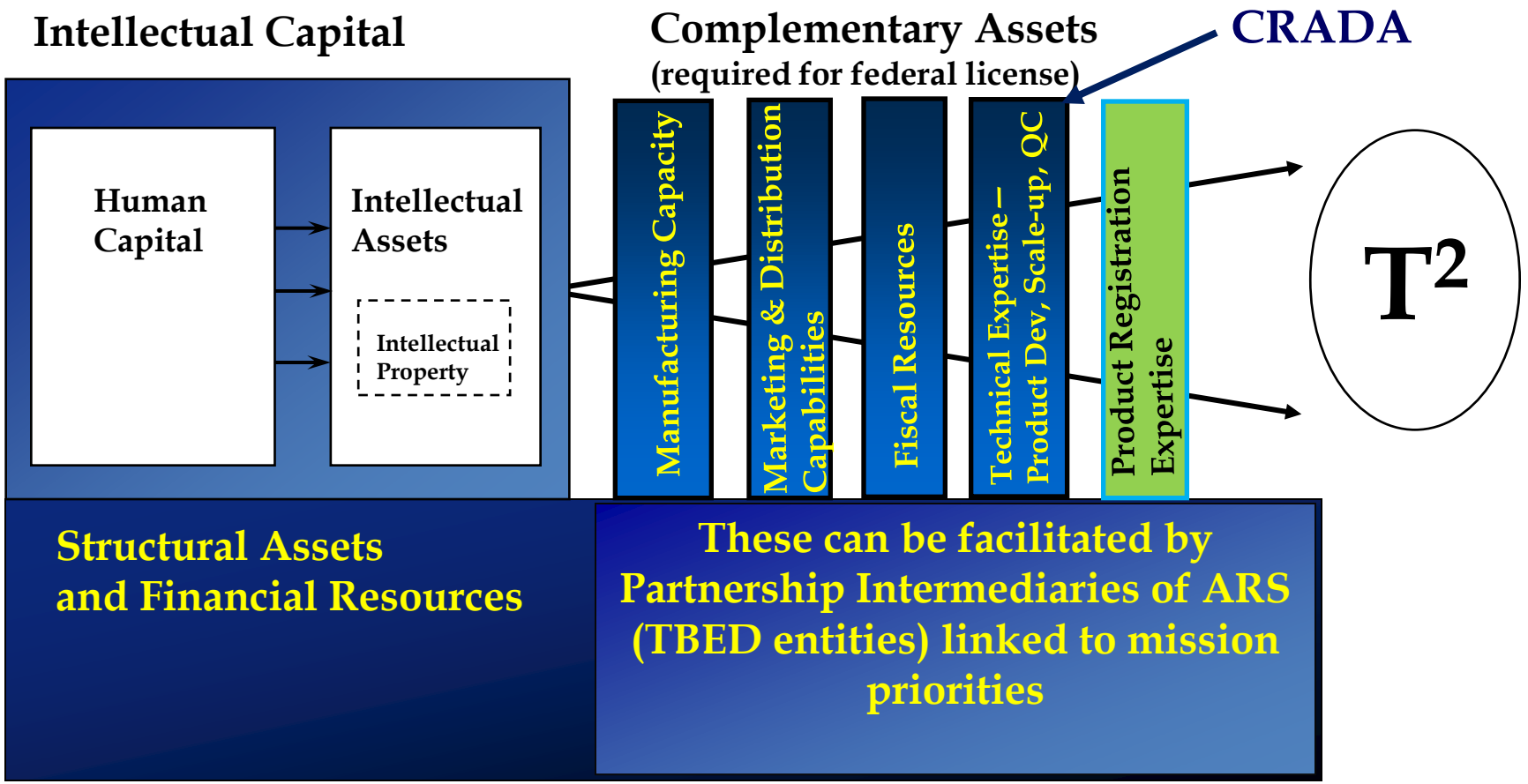
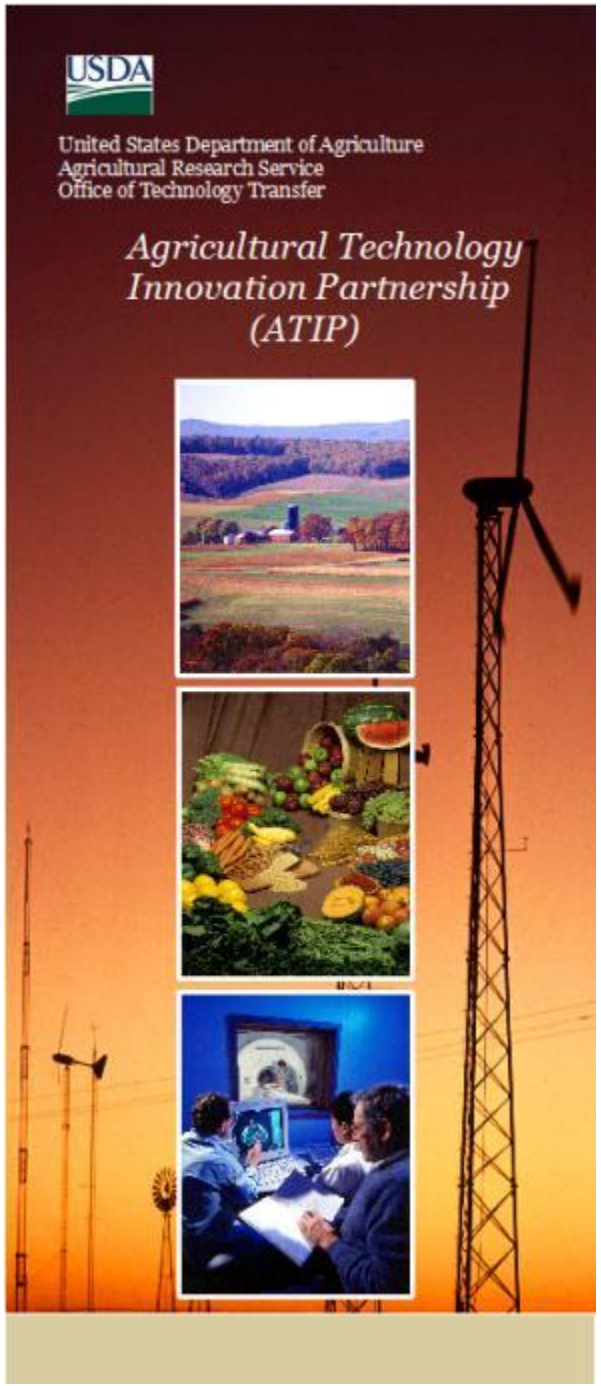
Agricultural Research Service (ARS) Mission

To conduct research to develop & transfer solutions to agricultural problems of high national priority and provide information access and dissemination

Model of a Public/Private Partnership for Commercialization of Research Outcomes



Adapted from Sullivan, P.H., Profiting From Intellectual Capital, John Wiley & Sons, New York, 2000.



Agricultural Technology Innovation Partnership (ATIP)

Partner with economic development entities to provide complementary business assets and business expertise to ARS and its private sector partners

Assist ARS

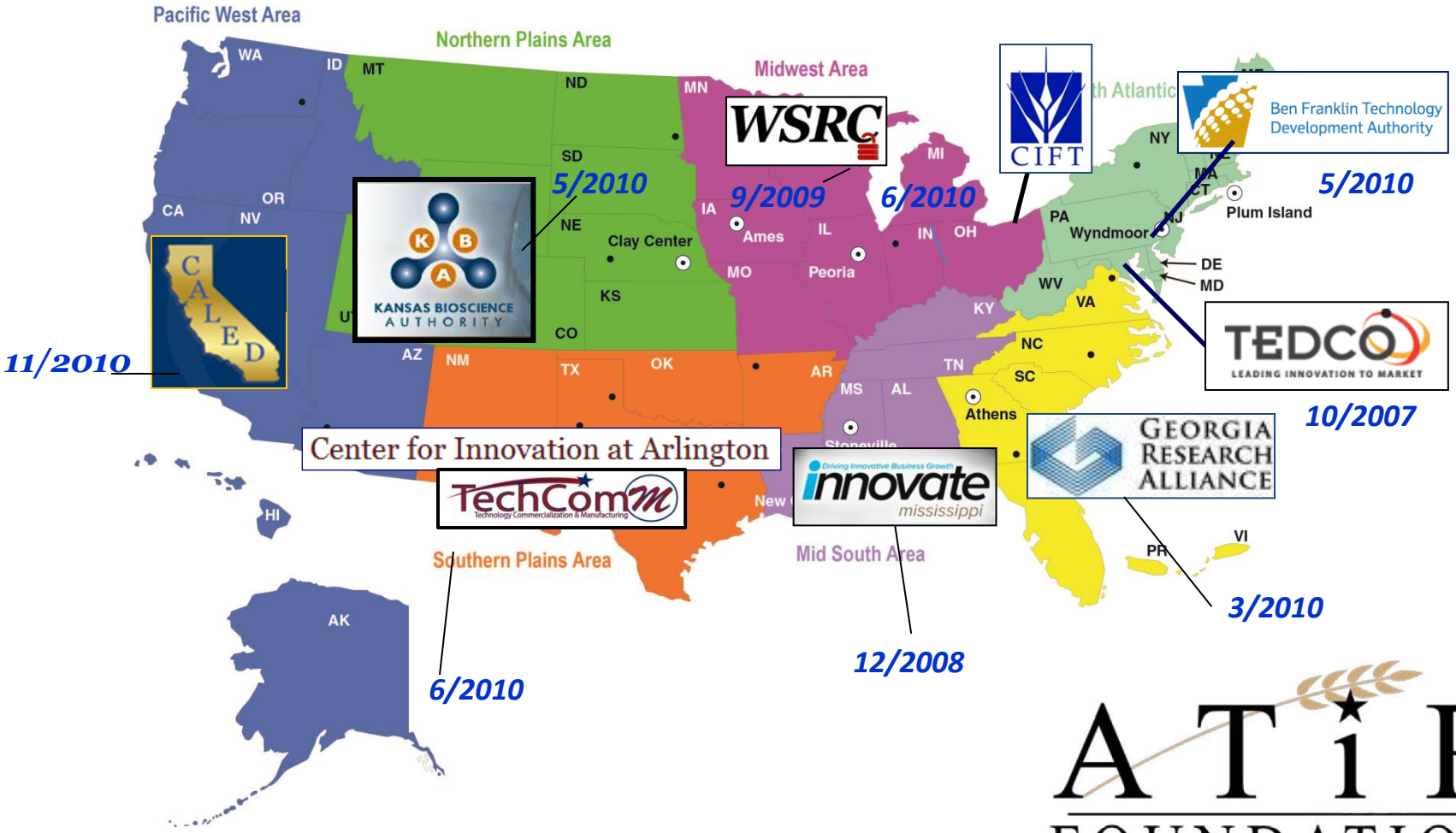
- **Identify well-qualified research partners**
- **Seek well-qualified licensing candidates**
- **Acquire marketing assessments on technologies**
- **Coordinate events to facilitate public – private partnerships**

Assist ARS Partners

- **Accessing funding**
- **Provide and manage support networks**
- **Assist and mentor in problem solving**

Leveraging Assets: Partnership Intermediaries of USDA ARS

The Agricultural Technology Innovation Partnership (ATIP) Network



ATiP FOUNDATION

Established June 2011

July 2013

ATIP Foundation

- ATIP Foundation, LLC (June 24, 2011)
- Represents a new model, supporting collaboration while leveraging scarce resources through development of Public-Private Partnerships (PPP)
- External to USDA (independent)+, serving as intermediary between agriculture sector and USDA
  - Receives “initiative” requests from USDA
  - Provides requests to USDA from NGO / private sector

ATIP FOUNDATION

ATiP
FOUNDATION

-- mission ---

To provide both a unifying entity for the members external to ARS, as well as flexibility to engage other organizations that have a vested interest in seeing USDA research outcomes adopted by the private sector to create goods and services for public benefit.

ATIP Foundation
-- focus ---

1. Expedite transition of USDA technologies into commercial sector.
2. Host regional events showcasing research capacity and outcomes.
3. Develop industry access to USDA research and research facilities.
4. Increase use of agriculture technology to meet market needs.
5. Seek funding for research, training, and product development to support technology needs of agriculture industry.
6. Provide for development of skilled workers needed to sustain industry growth.

USDA Liaison Committee

7-member committee functions as formal "portal" for communication between USDA and ATIP Foundation

- ARS Deputy Administrators, Office of National Programs
  - managers of the ARS research portfolio for all 4 pillars of research (www.ars.usda.gov/research/programs.htm)
- Assist Administrator of ARS for Technology Transfer

- Representative of the 8 Area Directors
- Under Secretary for REE (or designate)

ATIP FOUNDATION

Liaison Committee Requests to ATIP Foundation for PPP

- "Resilient Economic Agricultural Practices" (REAP) – October, 2012
  - Research to address land management strategies to ensure sustainability for multiple uses (feed, food, fuel, fiber, wildlife / environmental)
- "Branded Foods Nutrient Composition Database" – January, 2013

ATIP FOUNDATION

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Agricultural Technology Innovation Partnership

Public-Private Partnership
"Branded Food Products Database for Public Health"

ILSI North America

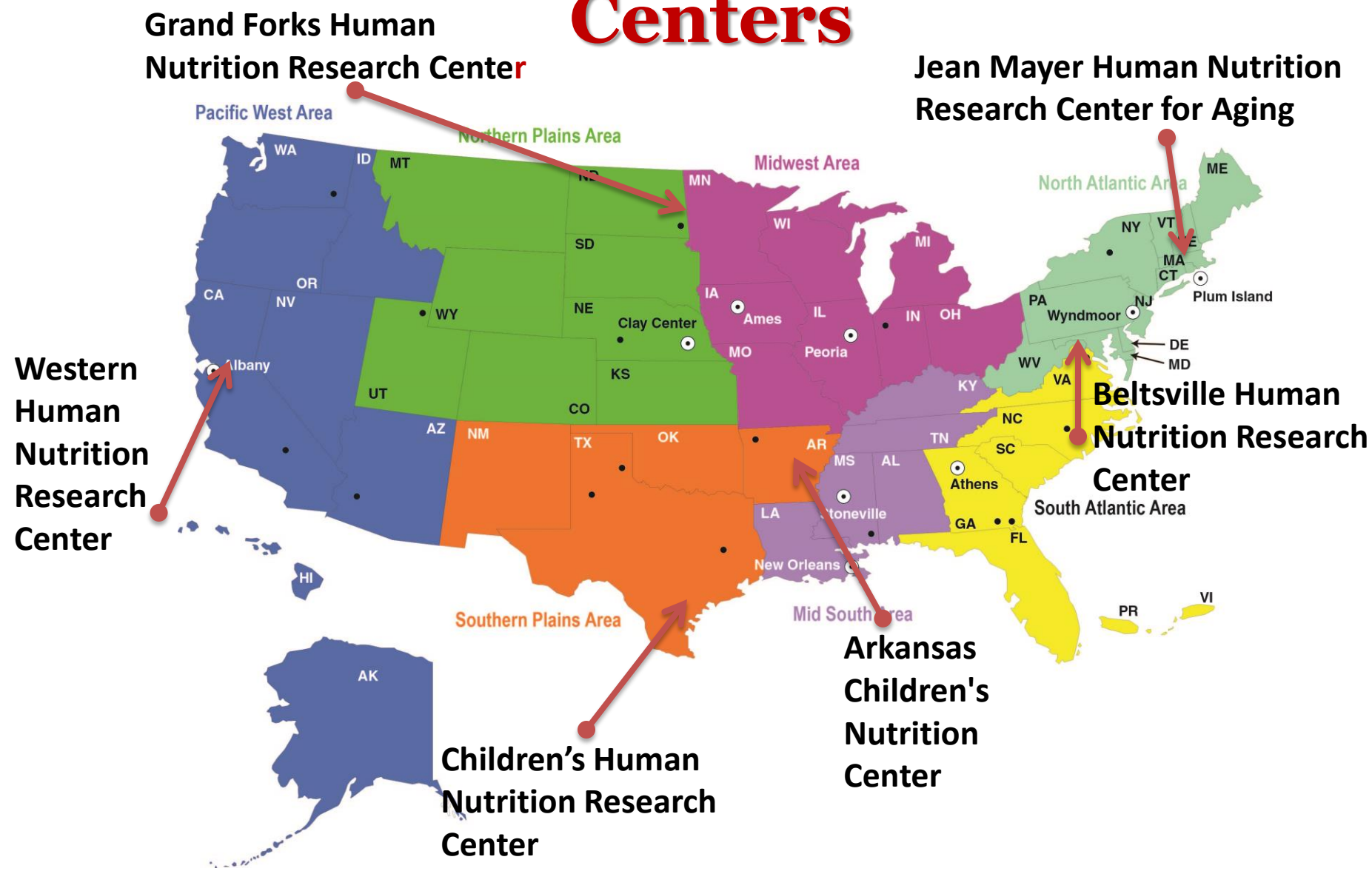
ATiP FOUNDATION

USDA

ARS Agricultural Research Service

John Finley, PhD
National Program Leader,
Human Nutrition,
USDA ARS

USDA Human Nutrition Research Centers



Administration of Barack Obama, 2011

Memorandum on Accelerating Technology Transfer and Commercialization of Federal Research in Support of High-Growth Businesses

October 28, 2011

Memorandum for the Heads of Executive Departments and Agencies

Subject: Accelerating Technology Transfer and Commercialization of Federal Research in Support of High-Growth Businesses

(c) I encourage agencies with Federal laboratories and other research facilities to engage in public-private partnerships in those technical areas of importance to the agency's mission

Enhancing Translation of Nutrition Science from Bench to Food Supply

USDA/NCI Public-Private Partnership

San Diego, California

The USDA-ARS has the history, expertise and the political mandate

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U. S. DEPARTMENT OF AGRICULTURE,
OFFICE OF EXPERIMENT STATIONS.

THE CHEMICAL COMPOSITION

OF

AMERICAN FOOD MATERIALS.

[Corrected April 14, 1906.]

BY

W. O. ATWATER, Ph. D.,
AND
A. P. BRYANT, M. S.

WASHINGTON:
GOVERNMENT PRINTING OFFICE.
1906.

USDA National Nutrient Databases

- The National Nutrient Database for Standard Reference (SR) is the "gold standard" for food composition data

- Provides the foundation for many other databases
  - Nutrient values for What We Eat in America - National Health and Nutrition Examination Survey (NHANES)
  - Therapeutic, clinical, and research databases
  - Food frequency questionnaires
  - Food product development, labeling, and regulation

- Used by food industry, government and academic researchers and policy makers, media, and consumers

But today there is great fluidity in our food supply

- More than 36,500 individual items in the average U.S. supermarket

- Approximately 20,000 new food and beverage products launched each year

- More than 25,000 companies/Numerous reformulations

- ***Less than 8,500 entries in USDA-ARS database and only a fraction of those are branded items***

A growing need for industry data

- 300+ survey requests per year for WWEIA, NHANES –commercially processed foods
- Almost all foods analyzed under USDA's National Food and Nutrient Analysis Program (NFNAP) are commercially processed foods
- Thousands of nutrient profiles built from label information in USDA databases

About 25,000 Bioactive Food Components

While foods help us meet our needs for growth and development , they also increase productivity and modify the risk of some diseases

…….

However, the food supply is extremely complex!

Multiple Interactions

But current analysis of a new food =

$50,000

We Can't Do It Alone!

Why do we need a public-private partnership?

The Food Industry has Food Composition Data

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ILSI North America

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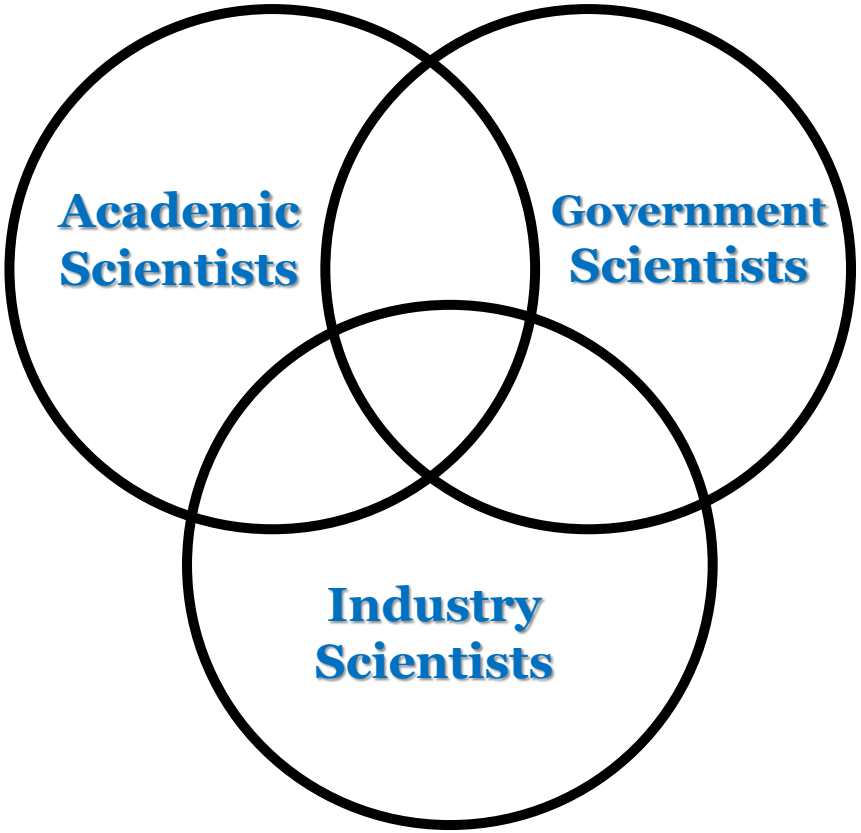


Public-Private Partnership Principles

1. Have a clearly defined and doable goal to improve the health of the public

2. Ensure that objectives will meet stakeholder partners' needs, with a clearly defined baseline to monitor progress and measure success

3. Select objective scientific measurements capable of providing common ground for both public- and private-sector research goals

4. Articulate a clear statement of work, rules, and partner roles, responsibilities, and accountability, to build in trust, transparency, and mutual respect as core operating principles

Public-Private Partnership Principles

5. Considering the importance of balance, ensure that all members possess appropriate levels of bargaining power

6. Minimize conflict of interest by recruiting a sufficient number of partners to mitigate influence by any single member and to broaden private-sector perspectives and expertise

7. Adopt research questions and methodologies established by partners with no vested financial interest in them, ideally in the precompetitive space

8. Engage partners who agree upon specific and fundable research question(s) to be addressed by the partnership

Public-Private Partnership Principles

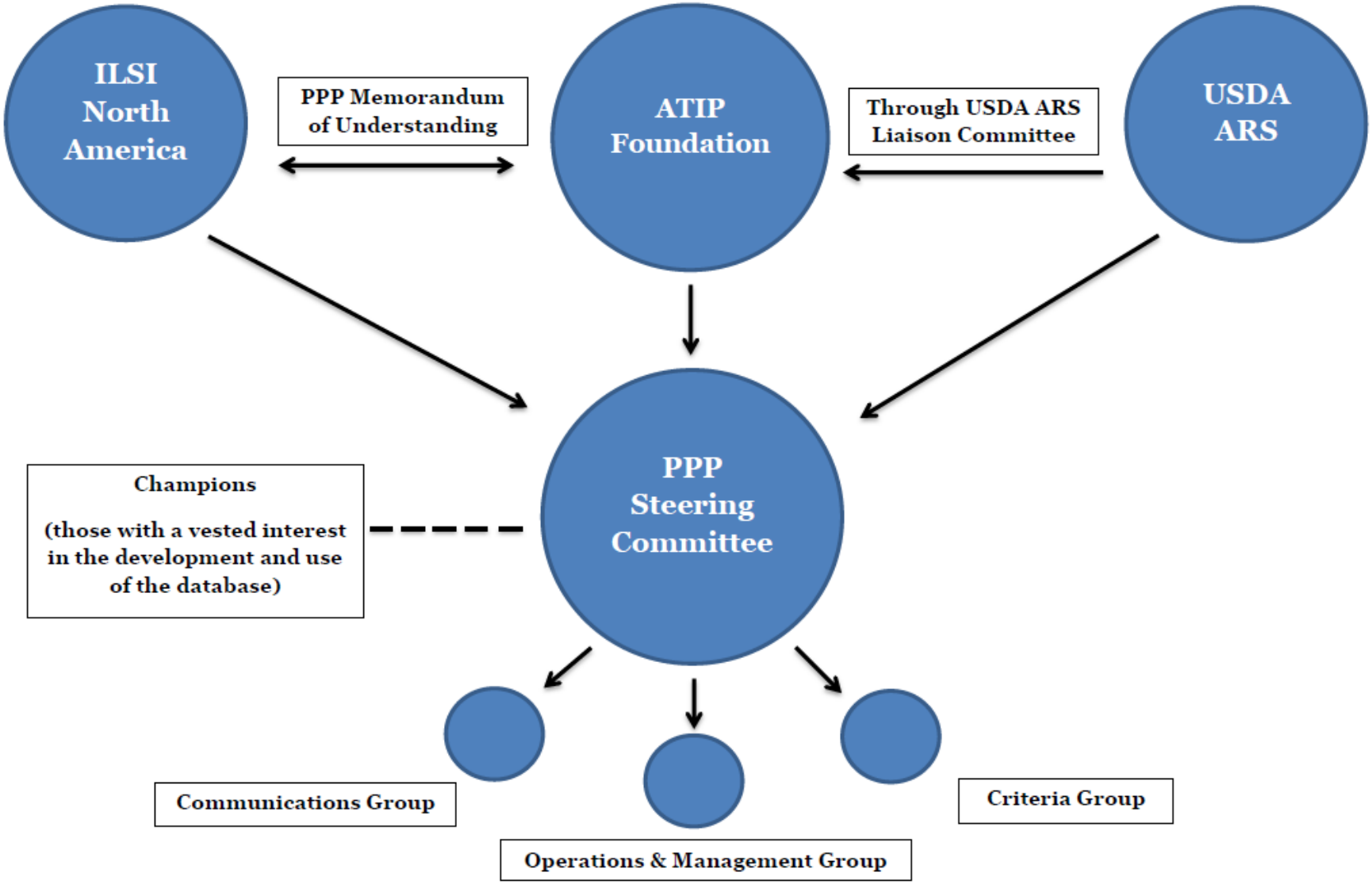
9. Enlist partners who are committed to the long term as well as the sharing of funding and research data

10. Along with government and the private sector, include academics and other members of civil society as partners

11. Be flexible and ensure ongoing transparent communications

12. Consider a third-party convener to ensure equality at the table, clarify rules, establish operational guidelines, and specify funding arrangements

Branded Food Products Database for Public Health
Public-Private Partnership Organizational Chart



Branded Food Products Database for Public Health Public Private Partnership

Goal: The public-private partnership goal is to enhance the public's health, which is significantly dependent on diet, through increased nutrient knowledge of the nation's food supply.

Work Statement: The public-private partnership will ensure that comprehensive, food composition, food industry data will be made available to government, industry, and the scientific community to augment the USDA National Nutrient Database.

Criteria Group

- Charged with Developing Project Parameters
  - Scope of nutrient collection, short term and long term
  - Data quality control processes
  - Potential prioritization of collection categories
  - Help identify listening sessions and actively communicate support for the project

Criteria Group

The six main criteria that should be sought in the short term:

1. Company or store brand information

2. Nutrition Facts Panel (NFP) and extended Facts Panel data (most current label information)

3. Ingredient Information

4. Weights and measures, i.e., per serving to gram measurements

5. Date stamp; assures the most current data and allows one to monitor over time changes in the nutrient profile of the branded product.

6. Food group data which is important for food pattern/dietary guidance analysis.

Listening Sessions

Objective: *engage various sectors with interest in nutrition to gain input on what is needed in the augmented USDA Nutrient Database, and how to enlist participation of food manufacturers*

- Researchers in diet, dietary link to chronic diseases, functional foods, nutritionists, dietitians, major food manufacturers, retail food distributors, health insurance providers
- Provide perspectives of Criteria Group of PPP

Listening Sessions

- Hosted by ATIP Foundation members (beginning late summer / early fall)
- Half-day pilot session developed by ATIP member ***Center for Innovative Food Technology***, Toledo, OH, with input from Criteria Group of PPP
  - Ohio location TBD
  - Invitation only
    - End users of database
    - Suppliers of nutrient data (food manufacturers)
  - Approx. 50 participants in session
- Subsequent sessions to be hosted by geographically distributed ATIP Foundation members

Questions?

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