



American Heart Association®

**Healthy for Good™**

# **FOURTH ANNUAL FOODSCAPE INNOVATION™ SUMMIT**

**Arlington, Virginia  
September 27, 2019**

**Summary Report  
February 2020**



Kroger is a national sponsor of  
the American Heart Association's  
**Healthy for Good™** initiative.



# Executive Summary

The American Heart Association convened more than 50 leaders from 40 organizations across government, private and nonprofit sectors for its Fourth Annual Foodscape Innovation Summit on September 27, 2019. The summit is part of our ongoing efforts to build greater health, equity, and sustainability into the food system through evidence-based approaches. The hallmark of the summit is the collaborative learning environment focused on cross-sector solutions to food system challenges.

## **Discussion themes:**

- “Food as medicine” and innovative nutrition communication programs are elevating the importance of healthy eating in preventing and treating chronic disease.
- Greater equity in the food system is needed to address disparities in health and nutrition security.
- There is a business case for producing and marketing foods that are healthy for people and the planet.
- Leadership is needed at the intersection of nutrition and environmental sustainability.

## **Opportunities identified for action:**

- Enhance collaboration across all sectors to build greater equity, health and sustainability into the food system.
- Elevate the importance of nutrition in environmental sustainability efforts.
- Help consumers navigate the complex foodscape with authentic, accessible and innovative solutions.



American  
Heart  
Association.

# SHAPING THE FUTURE OF THE FOODSCAPE

The American Heart Association (AHA) is on the forefront of the movement to create sustainable nutrition security for all through access to affordable, healthy food produced through systems that are good for both people and the planet.

Learn more at [heart.org/FoodscapeInnovation](http://heart.org/FoodscapeInnovation)

## EVALUATE AND EVOLVE

Evaluating AHA programs and encouraging others to do the same generates critical data to ensure appropriate use of resources for system-wide impact.



## EMPOWER THE CONSUMER

AHA drives consumer demand through campaigns that promote awareness, understanding and action for both eating choices and grassroots advocacy, such as Healthy for Good™. And the Heart-Check mark is a recognized tool that makes it easy for consumers to purchase heart-healthy foods.



## INNOVATING THE FOODSCAPE

Creating sustainable nutrition security for all.

## CONVENE AND ACCELERATE SOLUTIONS

To transform a system, all stakeholders must communicate to find common ground for action. AHA fosters open dialogue and development of collaborative solutions with influential leaders across sectors through the Annual Foodscape Innovation™ Summit and the Industry Nutrition Forum.



## REWARD GOOD WORK

Inspiring and recognizing good work, the Foodscape Innovation Awards incentivizes organizations leading innovation in the food systems.



## LEAD COLLABORATIVELY

AHA works with Industry Nutrition Forum members and other foodscape leaders to align food industry and public health efforts around data-informed action to build greater equity, sustainability and health impact in the food system.

## THE FOODSCAPE

The foodscape is all of the places and spaces where food is grown, manufactured, marketed, acquired, prepared, consumed, talked about or given meaning.



# Fourth Annual Foodscape Innovation Summit

In 2016, the American Heart Association convened our first summit to accelerate nutritional improvement and increase healthy food and beverage offerings. Since then, the Foodscape Innovation Summit continues to bring together industry and public health stakeholders to discuss current challenges and drive systems-level change in the foodscape.

The American Heart Association convened more than 50 leaders from 40 organizations across government, private and nonprofit sectors at its Fourth Annual Foodscape Innovation Summit on September 27, 2019, to create sustainable nutrition security for all through evidence-based approaches.

The hallmark of the summit is the collaborative learning environment. Exploration of cross-sector solutions to food systems challenges emphasized partnership and transparency. The agenda was structured around these needs identified in the AHA Science Advisory on Innovation to Create a Healthy and Sustainable Food System:

- Create partnerships to generate sponsored research on the impact of food system innovations on health outcomes.
- Partner with the food and agricultural industry to promote transparency and availability of data regarding the impact of product reformulation and marketing strategies on food products and consumption patterns.
- Partner with policy makers, the private sector and community public health agencies to facilitate the integration of strategies that affect marketing and product development.



Welcome by Host, Eduardo Sanchez, M.D., M.P.H., F.A.A.F.P.

# Discussion Themes



*"Changing the Way Health Care is Delivered" presentation by Mark Watkins, M.D.*

do I stay healthy? Combining and personalizing health, wellness and nutrition at an emotional level is an opportunity to improve health and combat chronic disease. Bridget Wojciak, senior nutrition coordinator, Kroger, presented an example of doing so with gamification of health through an app for shoppers.



*"Health Equity in the Food System" panel presentation by Norbert Wilson, Ph.D.*

Equitable access to evidence-based, culturally relevant food and nutrition information should be addressed along with access to healthy food.

Attendees discussed the need to understand not only health needs of populations, but also social, cultural and environmental factors that contribute to barriers to healthy eating. Solutions created with this comprehensive view in mind and co-created with the population to be served are more likely to be successful. Sarah Ludmer, R.D., senior director, Wellbeing and Regulatory, The Kellogg Company, shared a case study about engaging a group of teenagers in the research and development process to successfully co-create a new product line that meets both health and taste expectations of the target market.

## **"Food as medicine" and innovative nutrition communication programs are elevating the importance of healthy eating in preventing and treating chronic disease.**

Partnerships between grocery stores, insurance payers, health care providers and food advocacy organizations are playing a pivotal role in increasing access to healthy food through "food as medicine" programs. Lillie Rosen, deputy director, DC Greens, described the impact of produce prescription programs on fruit and vegetable access as well as improved patient provider relationships and well-visit exam attendance.

Marc Watkins, M.D., chief medical officer and vice president of Kroger, noted that consumers need support in answering three key questions about food: Is this healthy? Is this healthy for me? How

Greater equity in the food system is needed to address disparities in health and nutrition security.

While dietary patterns are improving, disparities persist throughout the world. Globally, one in three people are malnourished. Although income is a common driver of nutrition vulnerability, breakout groups noted that ethnicity, race, geography, age, and physical and cognitive abilities are also important factors.

Norbert Wilson, Ph.D., food policy professor in the Friedman School of Nutrition Science and Policy at Tufts University, noted that people who are resource-poor are often food hyper-optimizers, spending significant time and effort to acquire healthy food. Despite these efforts, success for these individuals is often thwarted by lack of money and misperceptions about the healthfulness of some foods.

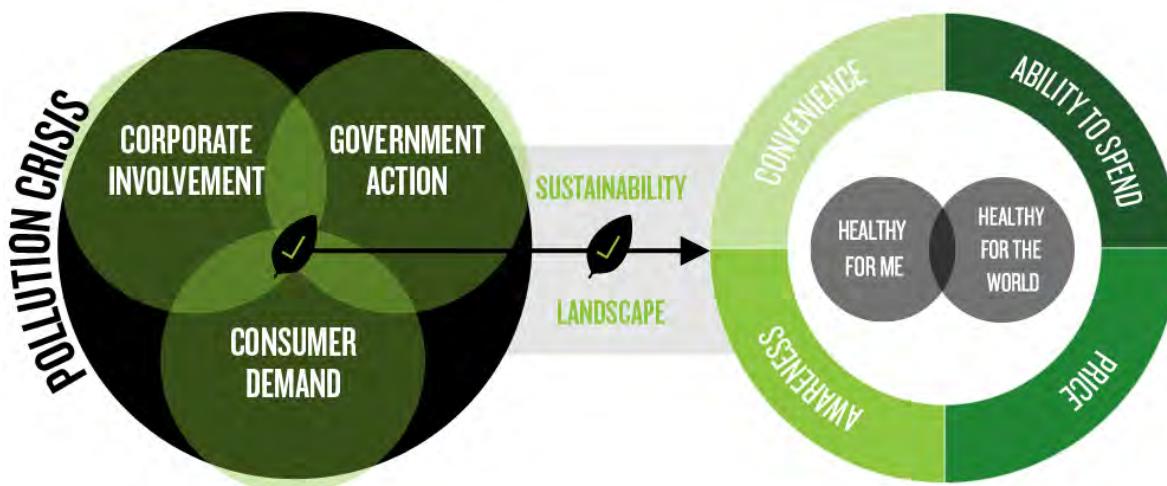
## **There is a business case for producing and marketing foods that are healthy for people and the planet.**

To assess the business case for advancing health and sustainability, Hank Cardello, Food Policy Center director at The Hudson Institute, asserted that consumers, the food industry and reliable metrics are three core pillars that must be considered to maximize business and health outcomes. Consumers are diverse in their attitudes, knowledge, stressors and motivators. Those who want to be healthy — but are limited by resources and knowledge — are a focal point for health promotion. But they've been largely overlooked by industry yet could drive new business. The sustainability landscape (Figure 1) — shared by Jennie Bell, vice president and group client director at Nielsen — is defined by corporate and government actions related to social/environmental movements or crises, coupled with consumer interest to see positive change in the world. Successful product innovation lies in the alignment between sustainability response, health impact, awareness, affordability and convenience. There is common ground to be found between what is "healthy for me" and what is "healthy for the world." However, consumer interests don't always align with science, and regulatory compliance doesn't always allow for consumer-friendly messaging. These challenges must be addressed to align product development and communication efforts with public health and consumer acceptance.

Sharing case studies can help drive innovation, competition and best practices, and they are more impactful when meaningful outcomes are measured and shared. For example, Jessica Campbell, Ph.D., senior nutrition manager, General Mills, Inc., shared how the U.S. Retail Health Metric is a more holistic measure of nutrient density, including not only the scientific validation process, but also data on new product introductions over 13 years. Also, Jeff Zachwieja, Ph.D., senior director, PepsiCo, shared the impact of a science-forward oats and health educational campaign on consumer preferences and market behavior.

*"Unite compelling social actions with healthful benefits for the end consumer." (See Figure 1)*  
- Jennie Bell, Nielsen

*Figure 1: The consumer- and planet-centered landscape for product and marketing success*



## **Leadership is needed at the intersection of nutrition and environmental sustainability.**

The interrelationships between nutrition and environmental sustainability are complex and deep. Geography, economics, and racial and ethnic disparities create great variability in food systems across the globe, which impact human and planetary health.

Yet, the growing movement to address climate change often excludes nutrition and the food system. Presenters and attendees discussed this complexity and the potential for unintended consequences of innovation. For example, while certain agricultural practices are contributing to climate change, the farmer's ability to grow food is also being challenged by weather pattern changes. Growing a limited number of crops on a wide scale leads to reduced variety in dietary patterns. It also reduces the nutritional quality of future food crops because of its impact on soil biodiversity. For example, certain environmental efforts to ban bottled water have been pursued without addressing bottled sugary beverages, ignoring the health impact of the latter. And on a more positive note, efforts to reduce food waste in many cases simultaneously increasing access to healthy food.

Data on the impact of current sustainability innovations is minimal. Yet, there's an urgent imperative to improve the environmental impact of the food supply without leaving nutrition behind. So public-private partnership in evaluating the impact of innovation across the food system is critical.

# Opportunities for Action



"Innovating to Inspire Healthy Eating Practices Through a Social/Cultural Lens" breakout group discussion.

## Enhance collaboration across all sectors to increase equity and health into the food system.

Diverse stakeholders have the opportunity to come together to challenge siloed thinking and to generate innovative approaches for advancing human and planetary health through the food system. Collaboration among academia, government, non-government organizations and industry can help leverage expertise and resources to ultimately increase progress.

but there is a lack of trust in research funded by industry. Greater support is needed for existing efforts to ensure that research advances while protecting scientific integrity. New research models may also be needed to address these barriers.

*"It's important to break down silos if we are to really make a difference. It's the collective impact that's really going to move the needle."*

- **Sylvia Rowe, SR Strategy LLC**

*"There's so much opportunity to work together."*

- **Jessica Fanzo, Ph.D., Johns Hopkins University**

*"[My 'a-ha' moment at the summit] wasn't a moment but the a-ha feeling that all these people from different work backgrounds [and] in different professions had similar ideas, which proves to me that solutions can be possible."*

- **Summit 2019 Participant**



"Diets: An entry point for human and planetary health" presentation by Jessica Fanzo, Ph.D.

## Elevate the importance of nutrition and environmental sustainability in tandem.

Just as convening across food system sectors is needed, experts from multiple scientific disciplines must come together to ensure that the food system protects the environment and supports the health of people with nourishing food. Holistic food system policies enacted by governments can address nutrition and climate change simultaneously. Businesses can look at the life cycle of products to comprehensively address nutrition and sustainability equally.

*"Food systems are an instigator of climate change, but they're also a victim."*

- **Jessica Fanzo, Ph.D., Johns Hopkins University**



*"Foodscape Innovation Successes and Lessons Learned" panel.*

## **Help consumers navigate the complex foodscape with authentic, accessible and innovative solutions.**

Meet consumer demand for fun, accessible and scientifically credible initiatives and products. Understand that consumers are diverse. Whether for product development and marketing or an educational campaign, get to know the target market's view on food, and whether health and sustainability will resonate. Respect the consumer's culture, social and economic realities, and their desire for food and eating to be enjoyable.

*"[We need to] create an enabling environment."*

**- Jessica Fanzo, Ph.D., Johns Hopkins University**

*"We need to be consumer-centric to have success in the marketplace."*

**- Jeff Zachwieja, Ph.D., PepsiCo**

*"The real-life practical application through [innovation] case studies was highly motivating and inspiring."*

**- Summit 2019 Participant**

# Appendix

## Attendee List

?Whatif! Innovation	Kaiser Permanente
Ajinomoto Health & Nutrition North America	Kellogg Company
Alliance for a Healthier Generation	Kraft Heinz
American Bakers Association	Kroger
American Frozen Food Institute	Mars, Incorporated
American Heart Association	McCormick Science Institute
Atkins Nutritionals, Inc.	McDonald's
Beef Checkoff	NAMA
Blount Fine Foods	National Restaurant Association
California Walnut Commission	Nestlé
Centers for Disease Control and Prevention	Nielsen
Compass Group, North America	Olam Spices
CVS	Partnership for a Healthier America
Danone North America	PepsiCo
DC Greens	Share Our Strength
Diversify Dietetics	SR Strategy, LLC
General Mills, Inc.	Tufts University
Grain Foods Foundation	Unilever
Hudson Institute	United Soybean Board
International Bottled Water Association	University of Rhode Island
Johns Hopkins University	Wisdom Natural Brands

# Appendix

# FOURTH ANNUAL FOODSCAPE INNOVATION™ SUMMIT

**September 27, 2019**

**Hyatt Regency Crystal City, 2799 Jefferson Davis Highway, Arlington, VA**

## Agenda

**8:00 a.m. – 8:30 a.m.** **Light Breakfast**

**8:30 a.m. – 8:45 a.m.** **Welcome and Opening Remarks**

Eduardo Sanchez, M.D., M.P.H., F.A.A.F.P.

Chief Medical Officer for Prevention & Chief, Center for Health Metrics and Evaluation, American Heart Association

**8:45 a.m. – 9:00 a.m.** **Food as Medicine**

Marc Watkins, M.D., Chief Medical Officer & Vice President, Kroger

**9:00 a.m. – 10:15 a.m.** **Opportunities for Facilitating Health, Equity and Sustainability in the Food System**

*This panel will convey the complexities of the U.S. food system, with insights into challenges and opportunities for greater equity, sustainability, and health impact.*

Facilitated by Sylvia Rowe, Owner, SR Strategy, LLC

Norbert Lance Weston Wilson, Ph.D.

Professor of Food Policy, Friedman School of Nutrition Science and Policy, Tufts University

Jessica Fanzo, Ph.D.

Core Faculty, Bloomberg Distinguished Associate Professor of Global Food and Agricultural Policy and Ethics & Director, Global Food Policy and Ethics Program, Johns Hopkins University

Hank Cardello

Director, Food Policy Center, The Hudson Institute & Author, *Stuffed: An Insider's Look at Who's (Really) Making America Fat*



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# Appendix

## Agenda *continued*

**10:15 a.m. – 10:30 a.m.** **Break**

**10:30 a.m. – 11:45 a.m.** **Foodscape Innovation Successes and Lessons Learned**

*These panels will share innovation vignettes, highlighting successes and lessons learned in foodscape innovation.*

### **Panel**

Lillie Rosen, Deputy Director, DC Greens

Sarah Ludmer, R.D., Senior Director, Wellbeing and Regulatory, The Kellogg Company

Bridget Wojciak, R.D.N., L.D., Senior Nutrition Coordinator, Kroger

Jeff Zachwieja, Ph.D., Senior Director, Global Nutrition Sciences, PepsiCo

Jessica Campbell, Ph.D., Senior Nutrition Manager, General Mills, Inc.

**11:45 a.m. – 11:55 a.m.** **AHA News: The Path Forward for Industry Nutrition Forum**

Tia Rains, Ph.D., Senior Director Public Relations, Ajinomoto Health & Nutrition North America, Inc and AHA Industry Nutrition Forum Chair, 2019-21

**12:00 p.m. – 12:55 p.m.** **Lunch & Keynote: The Sustainable Shopper**

*This session will explore cutting-edge insights from Nielsen's expansive consumer and market research program, within the context of the business case for food system innovation to promote public health and environmental sustainability in an equitable manner.*

Jennie Bell

Vice President and Group Client Director, Nielsen

**1:00 p.m. - 3:15 p.m.**

**Bridging from Dialogue to Collaboration: Break-Out Groups Discussion**

Facilitated by Sylvia Rowe

**3:15 p.m. - 3:30 p.m.**

**Closing Remarks**

Eduardo Sanchez, M.D., M.P.H., F.A.A.F.P.

**3:30 p.m.**

**Adjourn**



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# Appendix

## Foodscape Innovation Breakout Groups

**Innovating to Inspire Healthy Eating Practices through a Social/Cultural Lens:** Social and cultural factors are powerful influences on eating practices. Uncovering ways in which various social/cultural eating practices converge or conflict with healthy eating may help inform and improve efforts to promote healthy eating, whether through nutrition or food skills education or training, food marketing, or other means.

**Innovating for the Nutritionally Vulnerable:** The nutritionally vulnerable subsets of the population have diverse nutritional needs and factors in their environments that contribute to and are barriers to addressing needs. Exploring these complexities and possible approaches to prioritizing targets and methods for action can lay the groundwork for building greater equity into the food system.

**Innovating for Health and Sustainability:** The urgency to address environmental sustainability — including that of the food system — is increasing. In many efforts to reduce environmental impact, nutrition science is ignored, minimized or misrepresented. It's critical to bring the many relevant scientific disciplines together to ensure that the food system protects the environment critical for food production into the future and supports the health of people with food that's nourishing in quantity and nutritional quality.