

natural
cage-free organic
clean processed GMO-free
antibiotic-free local fresh artisan
sustainable

Today's Food Conversation

Amy Myrdal Miller, MS, RDN, FAND

Founder and President

Farmer's Daughter Consulting

Carmichael, California

@Amy Myrdal Miller | @FarmFlavorFun





Amy Myrdal Miller, MS, RDN, FAND

Founder & President

Farmer's Daughter Consulting, Inc.

Carmichael, California

Education

- B.S. in Dietetics, University of California, Davis
- Dietetic Internship, University of Minnesota Hospital & Clinics
- M.S. in Nutrition Communication, Tufts University School of Nutrition Science & Policy

Employment History

- Fleishman Hillard
- Dole Food Company
- California Walnut Commission
- The Culinary Institute of America

Learning Objectives

After listening to this webinar, participants will be able to:

1. Distinguish which food claims are marketing hype versus federally regulated terms.
2. Identify federal agencies that oversee various marketing terms.
3. Provide science-based guidance to patients and clients regarding the nutrition and health as well as lifestyle benefits of a variety of foods and beverages.



A word cloud of food-related terms in various shades of green and brown. The words are arranged in a cluster, with 'sustainable' being the largest and most prominent word at the bottom. Other words include 'natural', 'organic', 'GMO-free', 'fresh', 'clean', 'cage-free', 'antibiotic-free', 'local', 'artisan', and 'processed'.

natural
cage-free organic
GMO-free
clean^{processed} local fresh^{artisan}
antibiotic-free sustainable

The Evolution of “Healthy”

Nutrition Claims

Functional Claims

Feel Good Claims

Low Calorie
Low Fat
Low Sodium
Trans-Fat Free
High in Fiber
Low Carb*

Brain Health
Gut Health
Energy
Vitality
Protein Power
Super Food

Fresh
Clean
Local
Natural
Organic
Sustainable



Consumer Insights

Does natural imply a food is healthy?

- Yes (14%)
- No (38%)
- **It depends on the food (48%)**




Sustainable Production = Intensive Agriculture

Producing & Conserving More While Using Less

U.S. Soybean Production, 1980-2011

- Total planted acres rose 24%.
- Total production nearly doubled (up 96%).
- Yields (bushels harvested per planted acre) increased 55%.
- Soil erosion, in tons per bushel, fell 66%.
- Irrigation water (volume per bushel) dropped 42%.
- Energy use declined 48%.
- Greenhouse gas emissions, measured as pounds of carbon dioxide equivalents per bushel, fell 49%.



“Egg production seems to be especially susceptible to actions where the public is highly confident that they're in the right -- even while many who've look closely at the alternatives are far less sure about how it feels to be a chicken in these operations.”

Paul B. Thompson

*Professor and W K Kellogg Chair in Agricultural, Food and Community Ethics
Michigan State University*