

# The New Outlook for Food and Agriculture Policy

IFT Food Policy Impact Conference



FOOD DIRECTIONS LLC.

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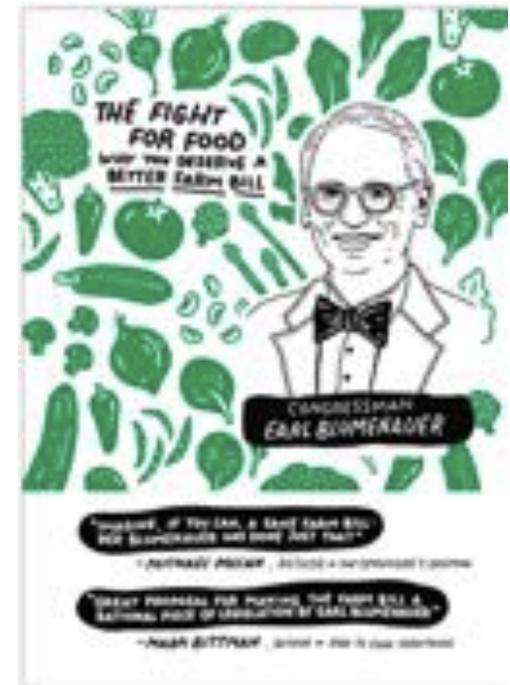
# Objectives

- Provide an overview of the 2018 Farm Bill
- Review federal, state and local food and agriculture policy
- Insights into consumer's perspectives
- Explore the pending and future challenges
- Discuss how policy will affect IFT



## Farm Bill 2018

- A comprehensive agriculture bill is passed approximately every 5 years by the United States Congress since 1933
- Last Farm Bill, Agricultural Act of 2014, was signed into law in February 2014 and authorizes programs through 2018
- Titles include: commodity programs, trade, rural development, farm credit, conservation, agricultural research, food and nutrition programs, marketing, miscellaneous
- SNAP program has been hotly debated this cycle and most agree Farm Bill should include a nutrition title
- Food Waste, Organics, Local and Regional Food Systems, and Sustainability



## Farm Bill Food and Nutrition Related Principles



USDA developed a set of 40 principles to share with Congress for consideration as they write the upcoming Farm Bill:

- More transparent and evidenced-based Dietary Guidelines for Americans process
- Support for science-based nutrition policies and programs
- Insurance of the highest standards of food safety and inspection
- Ensure USDA is positioned to review production technologies if scientifically required to ensure safety, while reducing regulatory burdens

## SNAP Program

- Congressional proposal to block grant SNAP to states
- Increasing interest to tighten work requirements and other rules
- State and Federal Debate Over SNAP Choice: Should states and/or the federal government restrict sugar-sweetened beverages and/or candy
- Waivers historically denied by both parties.
- USDA recently denied Maine and Nevada waivers in January 2018
- Reports looking into potential impacts of restricting SNAP purchases
- Pilots show the benefits of incentive programs

## State and Local Policies

- SNAP Restrictions
- Soda/Candy/Snack Taxes
- Healthy Kid's Meals Ordinances
- Sodium Warnings at Restaurants
- Local Foods
- Prop 65



## SNAP Restrictions

- Florida introduced Senate Bill 1016 on Jan 9, 2018 and requests the Congress to prohibit recipients of benefits under SNAP from using benefits to purchase flavored carbonated beverages sweetened with natural or artificial sweeteners, also known as “soft drinks.”
- Other bills in Mississippi and North Carolina looked to restrict soft drinks, candy cakes, and cookies but both failed in state legislature
- Look for states to continue to draft policies that restrict SNAP purchases before and after the farm bill



# Soda Taxes 2018-Current



Effective Proposed Failed

## Healthy Kid's Meals Ordinances

- Other policies looking to restrict sugar sweetened beverage consumption are healthy kid's menu ordinances
- Seven California cities and one CA county have adopted healthy default drinks (water or milk) on kids menus
- Lafayette County, CO (Boulder) passed similar ordinance in 2017
- Baltimore, MD has pending legislation to limit default options to water, milk, or 100% fruit juice
- Look for larger cities to adopt similar measures



# Sodium Warnings

## NYC Sodium Warning

- Food service establishments are required to post a warning icon (salt shaker) next to menu items that contain more than 2,300mg of sodium

## Philly Sodium Warning

- Restaurant chains will need to display a sodium warning and the following explanation in plain view for menu items or combination meals with 2,300 mg or more of sodium: 'Sodium content higher than daily recommended limit (2,300 mg). High sodium intake can increase blood pressure and the risk of heart disease and stroke.'



*New York City's sodium warning icon.*

Warning:  indicates that the sodium (salt) content of this item is higher than the total daily recommended limit (2,300 mg). High sodium intake can increase blood pressure and risk of heart disease and stroke.

*New York City's sodium warning statement.*

# Local Foods

- Look for marker bills that aim to increase local and regional food economies
- The Farm Bill may include similar concepts
- Local Food and Regional Market Supply Act (Local FARMS act)
  - Increases access to fresh, healthy local food among low-income groups
  - Provides regulatory relief to school food procurement, making it easier for schools to procure local/regional food
- Beginning Farmer and Rancher Opportunity Act (BFROA) of 2017
  - Expands farmer access to affordable land



## Prop 65

- Since 1986, Proposition 65 has required the State of California to publish a list of known chemicals that are known to cause cancer or reproductive toxicity
- Over 800 chemicals require on-pack labeling or a consumer warning. Examples include:
- Acrylamide, a chemical compound that typically forms in starchy food products such as potato crisps, French fries, bread, biscuits, pork rinds during high-temperature cooking
- Perfluorooctanoic Acid (PFOA) and Perfluorooctane Sulfonate (PFOS), which are found in paper coatings used in food packaging, were both added to the list in November 2017
- The biggest challenge with Prop 65 is litigation –  
Bounty hunters



## Consumer Perspective

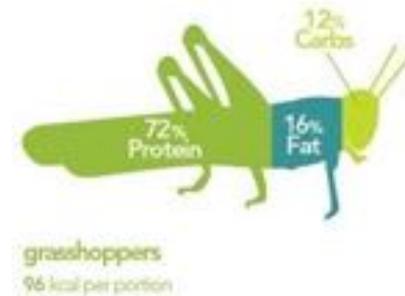
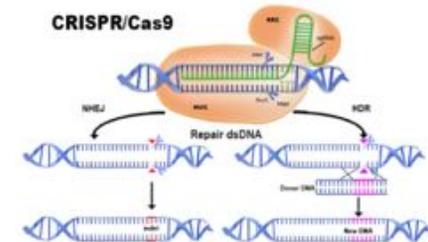
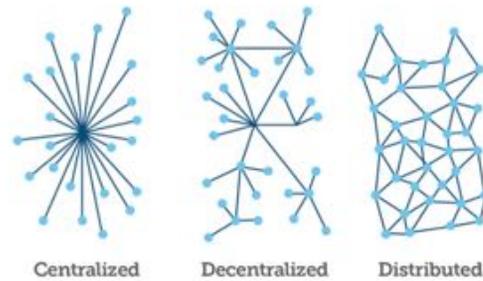
- While current or proposed policy looks to restrict sugar and sodium, consumers are becoming more aware of food ingredients and demand more transparency in food labels
- FMI's 2017 Grocery Shopper Trends report found that 65% of shoppers trying to avoid "negative" ingredients like sodium and sugar
- 59% of consumers are looking for food with minimal processing claims like preservative-free and GMO-free
- Over 50% of consumers world-wide are on an avoidance diet



# Pending/Future Policy Challenges



- Cellular Agriculture
- Gene-Editing
- Block Chain Technology
- Hemp/Cannabis
- And.....Insects



# Challenges and Relevant Issues

- Support science-based food policies
- Meet consumers demands for transparency and product appeal
- Encourage policies that prevent consumer confusion
- Ensure small businesses can meet compliance burdens



## Who is Involved in Food Policy?

- Public Health Groups
- Anti-Hunger Groups
- Consumer Activists
- Environmental Groups
- Industry Trade Associations
- Chefs
- Food Scientists



## How will policy affect IFT?

- IFT professionals and members will have to look at evolving food and agriculture policy and consumers demands
- What will this look like?
- Reformulating products by new technology and product developments and ingredient innovations
- Increasing need for food scientists to provide expertise in:
  - Policy development
  - Industry innovation
  - Consumer education



## Summary



- Food Policy debates will not slow down in 2018
- The Farm Bill will provide plenty of discussion and debate opportunity on the hill, in the media and behind closed doors
- Knowledge, Expertise and Experience is not a necessity to get involved in food policy
  - .....but passion IS on their side
- This all means there is a tremendous opportunity for food scientists

Questions?

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# CONTACT US!



## FD TEAM EXPERIENCE INCLUDES:

- U.S. Department of Agriculture (USDA)
- Department of Health and Human Services (HHS)
- Congress
- Trade associations (senior executive)
- Academia
- Research
- Public relations + communications
- Child Nutrition feeding + education programs



## FD TEAM MEMBERSHIPS INCLUDE:

- Academy of Nutrition + Dietetics (AND)
- American Society for Nutrition (ASN)
- Institute of Food Technologists (IFT)



## CORE SERVICES INCLUDE:

- Strategic planning
- Implementation expertise
- Policy compliance auditing
- Scientific interpretation
- Trends analyses
- Labeling claims + approvals (US + abroad)
- Social responsibility policy assessment
- Regulatory + legislative interpretation
- Comment + testimony development + preparation
- Relationship + partnership building
- Monitoring: federal, state, local, + international
- Weekly updates + instant alerts
- Presentations
- Conference + webinar planning

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