The Role & Importance of Food Risk Communication
Friday April 1, 2016
Arsenic in Rice
F.D.A. Proposes a Limit on Arsenic in Rice Cereal for Babies

THE WALL STREET JOURNAL.
FDA Proposes Limit on Arsenic in Infant Rice Cereal
Exposure to the toxin can cause lower performance on some child developmental tests

The Washington Post
Infant rice cereal has inorganic arsenic. The FDA wants to limit it.
What was the response?
AAP Welcomes FDA Announcement on Limiting Arsenic in Infant Rice Cereal

4/1/2016

The FDA and American Academy of Pediatrics recommend

The American College of Obstetricians and Gynecologists cheered the move Friday and recommended that doctors should counsel women who

"In response to the FDA's new information, ob-gyns should be prepared to counsel women who are planning a pregnancy, who are pregnant, or who have infants regarding levels of inorganic arsenic found in various rice products and the need for a balanced diet."
“While Consumer Reports is pleased to see that the FDA has finally proposed a limit on arsenic in infant rice cereal, and it is close to the level we recommended more than three years ago, we remain concerned that so many other rice-based products consumed by children and adults remain without any standards at all.

Urvashi Rangan
Gerber Infant Rice Cereal Already Meets FDA Proposed Guidelines

Gerber Supports FDA Advice on the Importance of Iron Fortified Cereals

A LETTER FROM THE CEO

The Food and Drug Administration released their scientific assessment for arsenic in rice today. While reviewing the details, we are encouraged to see that the FDA’s thorough analysis indicates that rice is safe as part of a balanced diet for the general population.

We are now pleased to see FDA bring forth a science-based approach to the challenge.

OTA supports the regulatory assessment process, and has provided assistance and collaboration through our Organic Rice Working Group. The organic industry has conducted research to mitigate the levels of arsenic in rice.

⚠️ ALERT 🚙 FDA proposes limit for inorganic arsenic in infant rice cereal.
How does this compare with arsenic in AJ in 2011?
There's Arsenic in Your Kids' Apple Juice

—By Tom Philpott | Wed Nov. 30, 2011 3:08 PM EST
Lessons Learned
RC at the table from DAY 1

Risk Assessors (RA)

Risk Managers (RM)

Risk Communications (RC)
• ENGAGE stakeholders *early and often*
• Don’t Go it Alone. Bring Others Along.
• Hone and Test Your Message

**What**
- What to announce and when?

**Who**
- Who will deliver the message?

**How**
- How you say it matters
Develop Good Communications Materials

For Consumers: Seven Things Pregnant Women and Parents Need to Know About Arsenic in Rice and Rice Cereal

You may be surprised to learn that there is arsenic in rice.

In fact, rice is not the only food or beverage that contains arsenic. It’s also found in vegetables, fruits, and many other foods. The FDA has been monitoring the presence of arsenic in food as part of its ongoing oversight of the safety of the food supply. And now we’re looking at arsenic in infant rice cereal.

Let’s start at the beginning.

1. How does arsenic get in your food?
Arsenic is an element in the Earth’s crust and is present in very small amounts in water, soil, and air. Crops absorb arsenic as they grow. That’s how it gets into food and beverages – it’s not an additive or ingredient – and it cannot be completely eliminated.

There are two forms of arsenic, organic and inorganic, with inorganic being the more toxic. The term “organic” in this case has nothing to do with types of farming. It’s about chemical elements. If arsenic becomes bonded with carbon, the compound is organic. If there’s no carbon present, it’s inorganic.

2. What about arsenic in rice?
Rice is a staple of the global diet, and is also a leading dietary source of inorganic arsenic, both because of how commonly it’s consumed and because as rice plants grow, the plant absorbs and accumulates arsenic more readily than other food crops. That’s in part, what led us to look more closely at arsenic in rice. In 2013, FDA released test data on the levels of inorganic arsenic in most types of rice grown and rice-based foods and beverages consumed in the United States. The agency tested about 1,500 samples of rice and rice products in all.

That testing was expanded on infant rice cereal because rice is a baby’s first food.

Press release
Web QA
Consumer Article
FDA Statement
• Keep an Eye on Everything

Day of Announcement

• Monitor
• Be Flexible
• Stay in close touch with all stakeholders
• Be available for interviews
For the future, do it again, only better!