The Benefits of Public-Private Partnerships
What We’ll Cover Today

• Why partner?
• Risks of partnerships
• A few successful public private partnerships
Why Partner?

• Ability to tackle complex and often large problems,
• Sharing of resources and dollars
• Ability to tap wider perspectives and greater expertise,
Partnership Risks

- Optics
- Reordering of priorities
- Loss of legitimacy with key influencers
Forming Partnerships
Partnership Engagement Decision Tree

1. Opportunity
2. Compatibility
3. Benefits vs. risks
4. Objectives and outcome
5. Formal agreement
6. Monitoring, evaluation and accountability
Feeding Infants and Toddlers Study

- Started in 2002 by Nestle Gerber as a public-private partnership
- Updated in 2008 and 2016
- Involves nearly 10,000 young children and their caregivers
- Largest and most comprehensive dietary intake study of U.S. infants, toddlers and preschoolers
- Inform the upcoming zero to 2 Dietary Guidelines
FITS: Feeding Infants and Toddlers Study 2016

Nestle Research and Gerber would like to thank an extraordinary team of contributors who have provided their time and expertise to the FITS 2016 research.

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Mary T. Story, Duke University
Ellen Stults, RTI International
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French Fries
Leading Vegetable Consumed
FITS 2016 Highlights

**Areas for improvement**

- Nearly 1 in 5 (18%) infants 6-12 months **fall short on dietary iron**.

- More than 1/4 of children 6 to 48 months **don’t eat a single serving of vegetables** on a given day.

- 3/4 (75%) of 1-3 year olds **consume too much sodium**.

- Almost all (90%) 2-3 year olds **consume sweet foods or sweetened beverages** on a given day.

- About 20% of 1-3 year olds **don’t drink cow’s milk** on a given day.

**Successes**

- More **mothers breastfeed, and for a longer duration** compared to FITS 2002.

- More than 1/2 (59%) of 2-3 year olds eat **whole grains** on a given day.

- Fewer infants are **drink 100% fruit juice** since FITS 2008, with the same likelihood of **eating fruit**.

- About 25% of little one’s daily calories come from **snacking occasions**.
Weight Loss Through the Ages
Shaping National Nutrition Guidelines
Building Healthy Communities
Shaping National Nutrition Guidelines
A Fresh Look
The GMO debate online is one-sided.

GMO sentiment
Sept, 2016 – Feb, 2017

Source: Random sample from 369,000 GMO-related posts pulled from Brandwatch.com, March 2017
Consumer Misperception

**Perception:** “I noticed strawberries have gotten huge and a normal one is small. The GMO ones don’t taste as great, you can tell something is off with them.”

**Reality:** GMO Strawberries don’t exist.

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**Perception:** “Scientific food, knowing it’s not real makes me feel negatively.”

**Reality:** We have been using science to improve food for centuries.
U.S. Non-GMO Product Sales Growth

Source: Packaged Facts, based on data from the USDA's Economic Research Service (July 2015)
A Fresh Look Strategic Imperatives:

- Focus solely on reaching moveable mom audiences
- Position GM as a sustainable, safe and innovative farming method
- Engage where the debate is – primarily online
- Run an agile campaign and employ rigorous analytics to consistently maximize value
Key Messages

Explain what GMO is—an advanced farming method—and isn’t

Reframe GMOs

Underscore key sustainability benefits

Remind that scientists agree on safety
Put Farmers At The Center Of The Story

“I use GMO Farming techniques because I want to leave behind a healthy planet for my son.”

— Liz B.
Idaho Farmer
Facebook & Instagram combined are the world’s largest social media network with over 1 billion active users, and is the most popular online destinations for moms.
Nativo & Teads

• Short-form articles or video placed on premium media publisher sites.

• A Fresh Look content appears alongside the publisher’s own content.

• Moveable Moms more likely to engage because they see our message on sites they trust.
Campaign Success

20-point increase in comfort in 10 Weeks

% Moveable Moms who are comfortable with GMOs

Did not see campaign 23%

Saw campaign 44%
Partnership Summary

1. Examine opportunities
2. Consider benefits and risks
3. Evaluate objectives and goals
4. Develop a formal agreement
5. Measure success
Thank you!

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