

St Garden

# 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



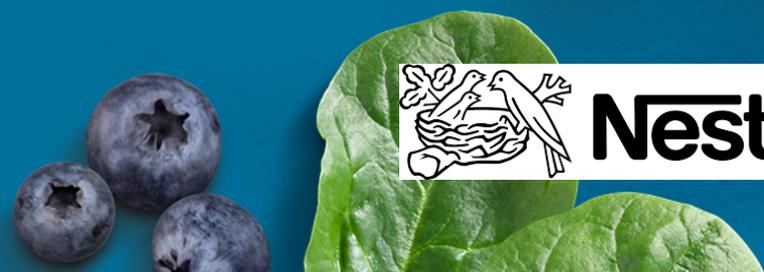
# Partnership Engagement Decision Tree

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





# JN

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## FITS: Feeding Infants and Toddlers Study 2016



Duke University Vertical Wordmark

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A close-up photograph of a baby with light skin and blue eyes, wearing a red long-sleeved shirt. The baby is sitting at a dark wooden table, looking directly at the camera with a neutral expression. In front of the baby is a large white plate piled high with golden-brown french fries. The baby is holding one fry in their right hand and another in their left hand. The background is slightly blurred, showing a black chair with a white seat. The text "French Fries Leading Vegetable Consumed" is overlaid on the left side of the image in a bold, black, sans-serif font.

**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.



About 25% of little one's daily calories come from **snacking occasions.**

### Successes



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



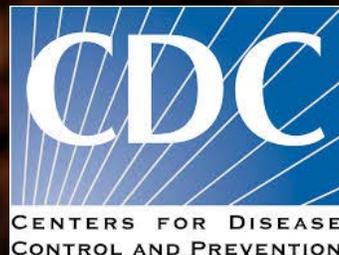
More than 1/2 (59%) of 2-3 year olds eat **whole grains** on a given day.



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

# Weight Loss Through the Ages

WEIGHT  
LOSS  
THROUGH  
AGES



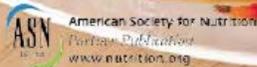
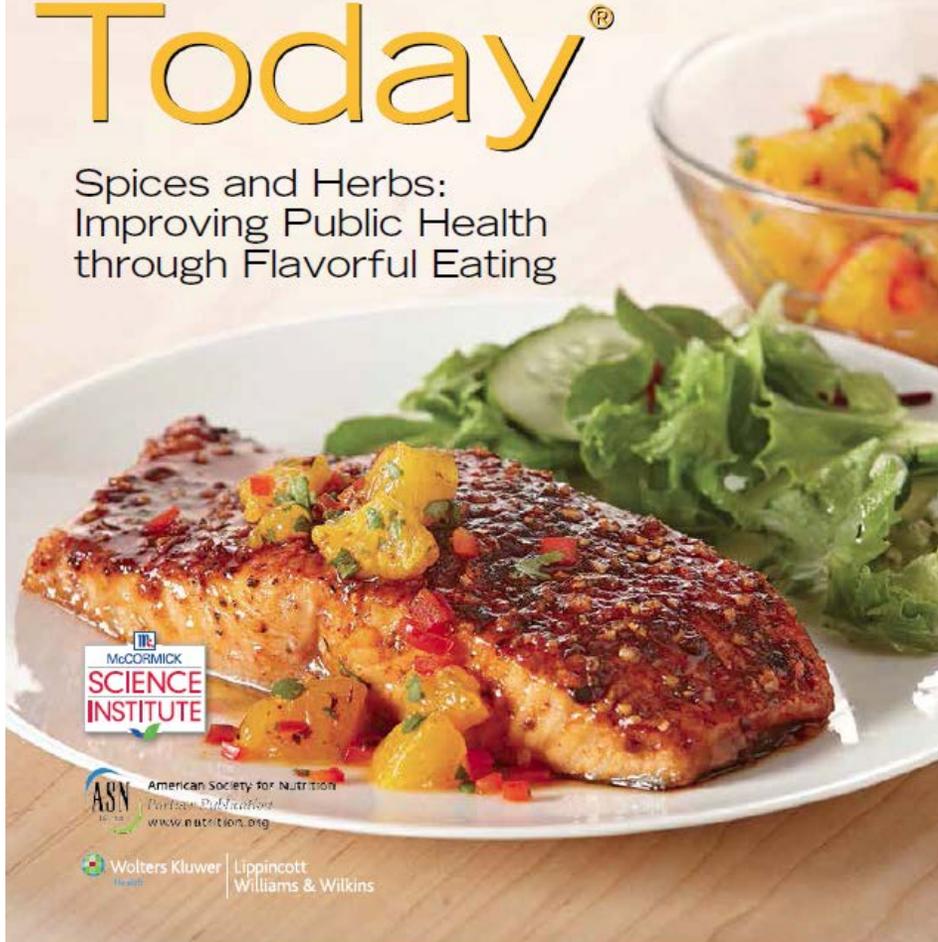
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# Shaping National Nutrition Guidelines



# Building Healthy Communities



A  
FRESH  
LOOK



# A Fresh Look

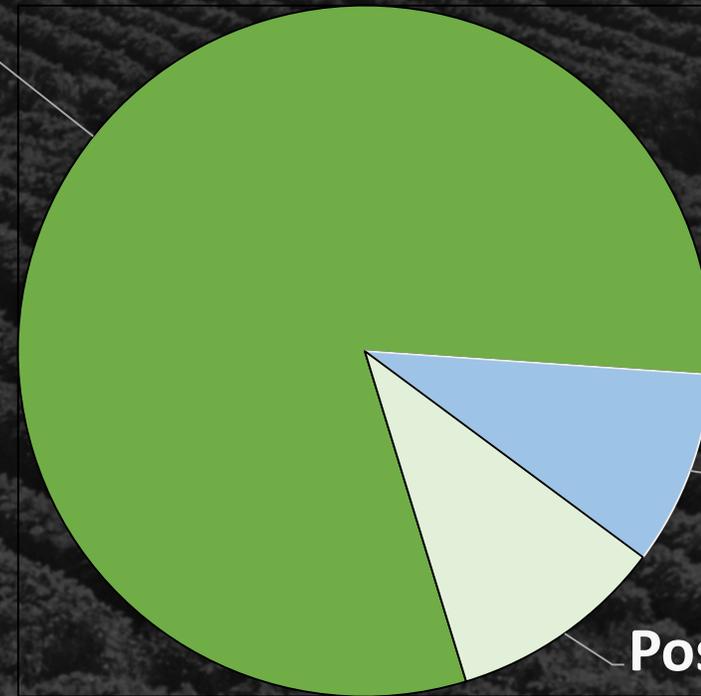


# The GMO Landscape

**The GMO  
debate online is  
one-sided.**

Negative

81%



Neutral

9%

Positive

10%

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.

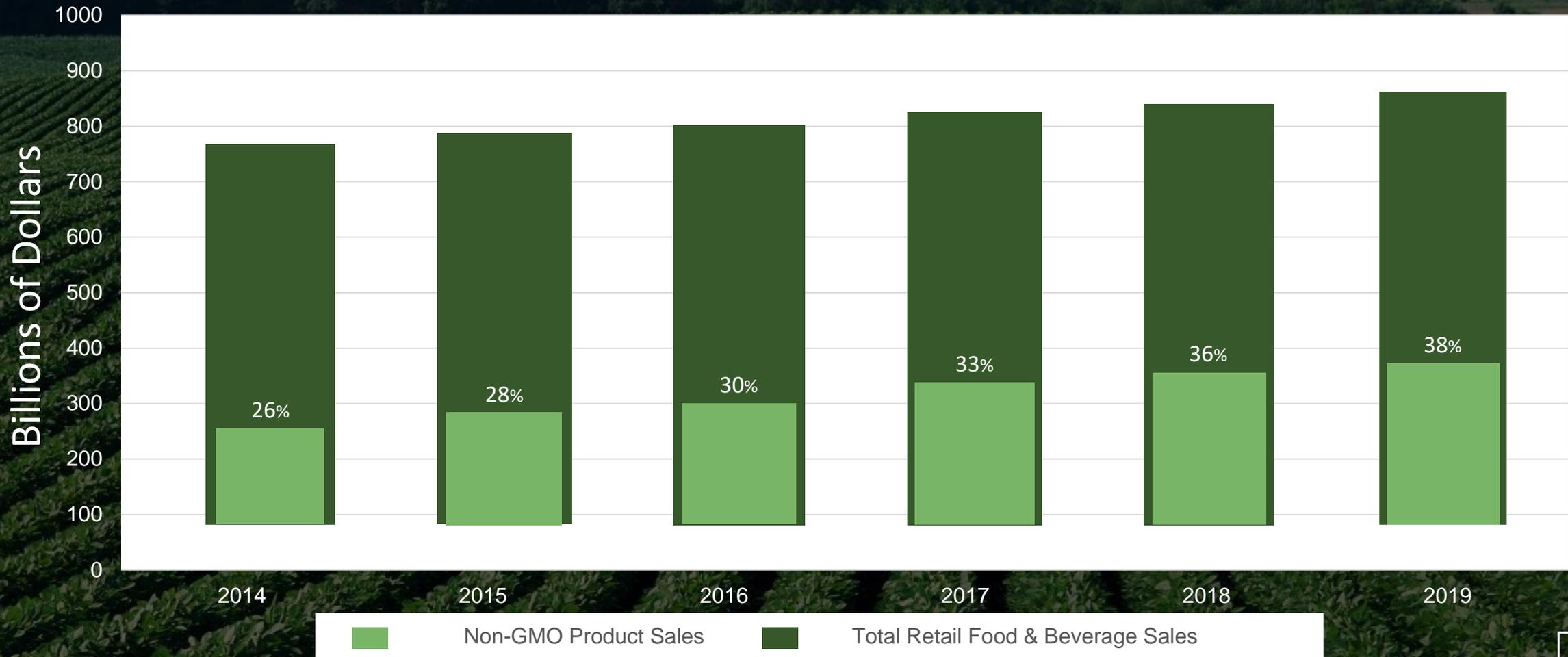
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**Perception:** “Scientific food, knowing it’s not real makes me feel negatively.”

**Reality:** We have been using science to improve food for centuries.



# U.S. Non-GMO Product Sales Growth



# 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



cafe**mom**

**GLAMOUR**

**FOOD&WINE**

**E L L E**

ForEvery  
**MOM**

**Health**

 **USA TODAY™**

**COSMOPOLITAN**

bon appétit

CountryLiving

Reader's  
digest

**Us**  
WEEKLY

**CookingLight**

 **babycenter**

**allure**

**GOOD  
HOUSEKEEPING**

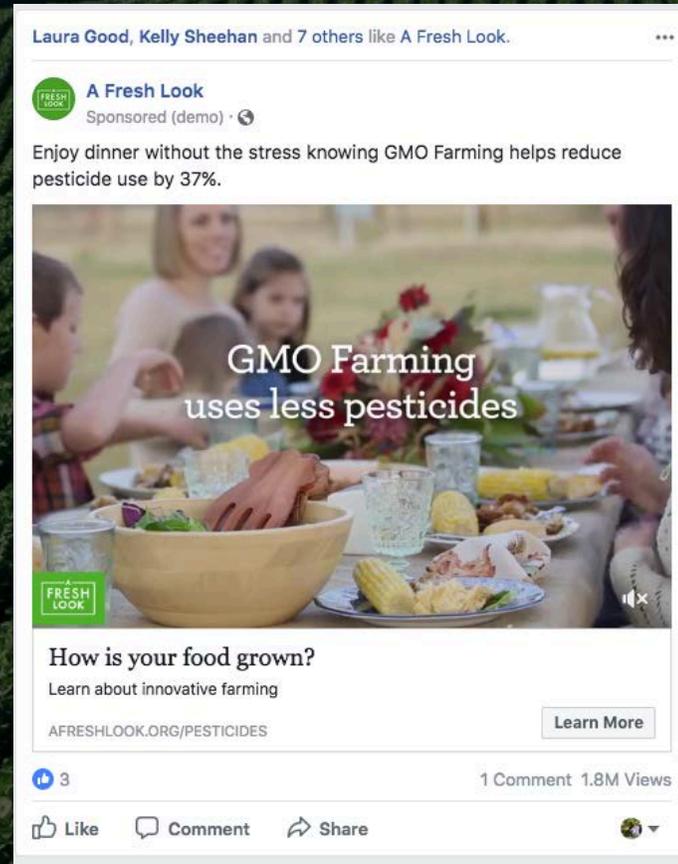
**Parent Society™**

**Prevention**

**WORKING  
MOTHER**

**Women'sHealth**

# Facebook & Instagram



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.

The image shows a screenshot of the Prevention website. The top navigation bar includes 'Prevention', 'Food', 'Health', 'Fitness', 'Outsmart Pain', 'Shop', and 'SUBSCRIBE'. The main content area features a 'SPONSORED CONTENT' section with the article 'How GMO Farming Is Helping Create a More Sustainable Future' by A FRESH LOOK, dated September 21, 2017. The article text discusses energy efficiency and sustainability in farming. Below the article is a quote from Sara Rogers, a Nebraska farmer, and a section titled 'Leading the Charge on Fuel Efficiency'. To the right of the article is a 'Let's Stay In Touch' newsletter sign-up box. The left sidebar shows other content like 'How Maria Menounos Lost 4 Pounds' and 'Are Calcium Supplements'.

Prevention Food Health Fitness Outsmart Pain Shop SUBSCRIBE

RECIPES

PACKAGED FOODS

Prevention Food Health Fitness Outsmart Pain Shop SUBSCRIBE

SPONSORED CONTENT

## How GMO Farming Is Helping Create a More Sustainable Future

SEPTEMBER 21, 2017 By A FRESH LOOK

Think of our most groundbreaking advances in energy-efficiency and sustainability. What comes to mind?

If you're like most Americans you're probably picturing wind power and rooftop solar, smart homes and electric cars — not modern farms. But for decades, GMO Farming methods have helped our nation's farmers grow the crops we need with less energy, less water and less environmental impact.

From cutting back on how much farmers have to run their tractors, to allowing for less energy-intensive irrigation, there are a lot of ways GMO Farming is transforming how we grow our food using smarter, more sustainable methods. Here are some of the biggest:

**"I use GMO Farming because it's a smarter way to farm. I can grow safe, healthy food using less water, land, energy and pesticides."**  
— Sara Rogers, Nebraska Farmer

Source: 1

### Leading the Charge on Fuel Efficiency

While the rest of us were still getting used to hybrid cars, farmers had already cut the fuel needed to grow crops like corn in half, thanks to breakthroughs in GMO Farming.<sup>1</sup>

Traditional farming eats up a lot of energy — driving tractors across the fields to till and turn over the soil, driving them back to spray pesticides needed to keep weeds and harmful insects away, even watering takes energy. But with GMO Farming methods, we can grow crops that are naturally resistant to pests, reducing the

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How Maria Menounos Lost 4 Pounds

Are Calcium Supplements  
By ANDREW WEIL

How GMO Farming Is Helping Create a More Sustainable Future  
By A FRESH LOOK

VITAMINS & SUPPLEMENTS

SPONSORED CONTENT

# 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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