



United States Department of Agriculture

# ERS Food Safety and Human Nutrition Research

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Jay Variyam, Director, Food Economics  
Division

Gopi Munisamy, Director, Markets & Trade  
Economics Division



# Outline

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- Priority Setting & Program Development
- Stakeholders & Users
- Coordination Across Agencies



# Priority Setting & Program Development

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# ERS Mission

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*Anticipate economic and policy issues related to agriculture, food, the environment, and rural development, and conduct economic research that broadly and specifically informs public program and policy decisions*



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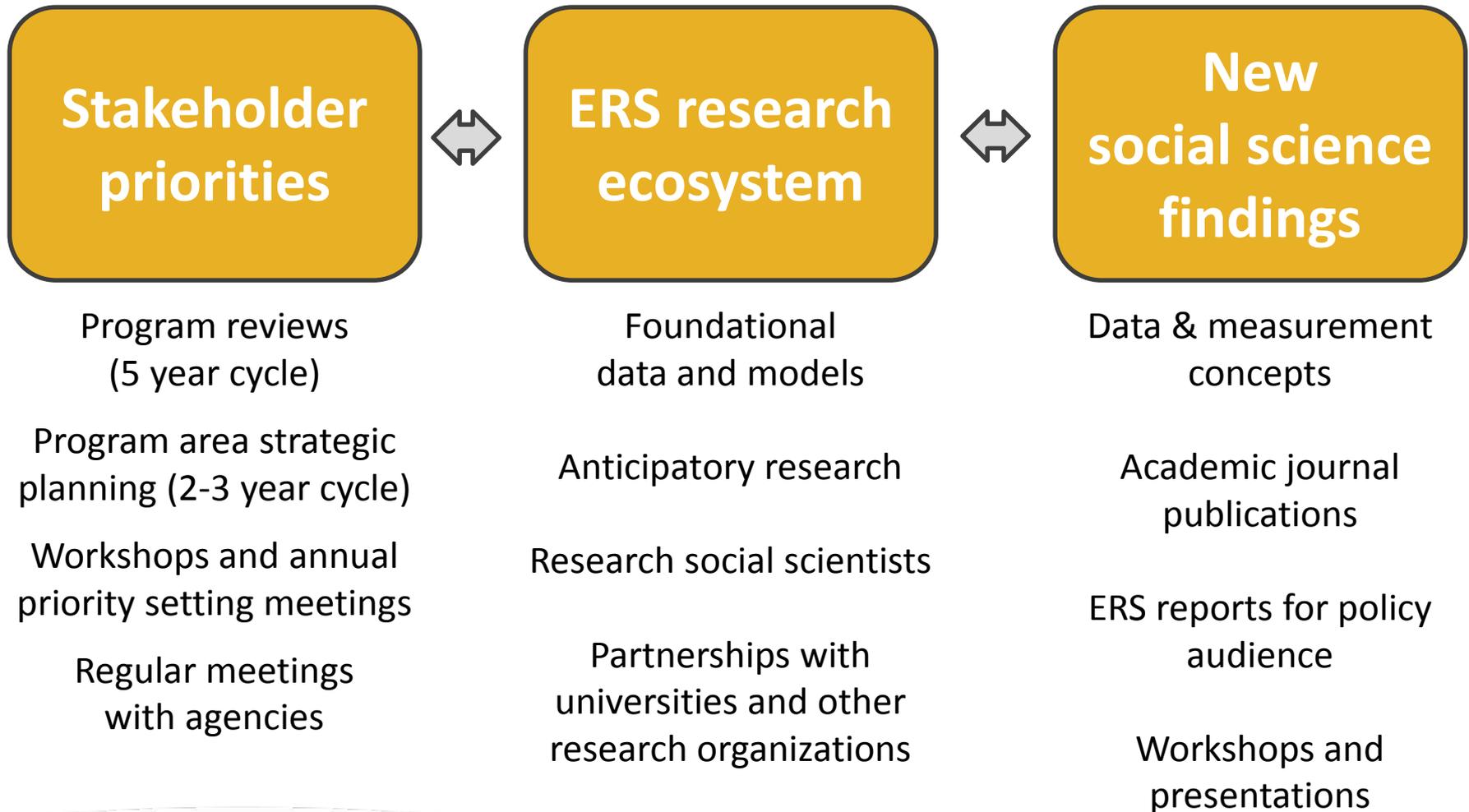
*Anticipate economic and policy issues related to agriculture, food, the environment, and rural development, and conduct economic research that **broadly and specifically informs public program and policy decisions***



# Setting Research Priorities

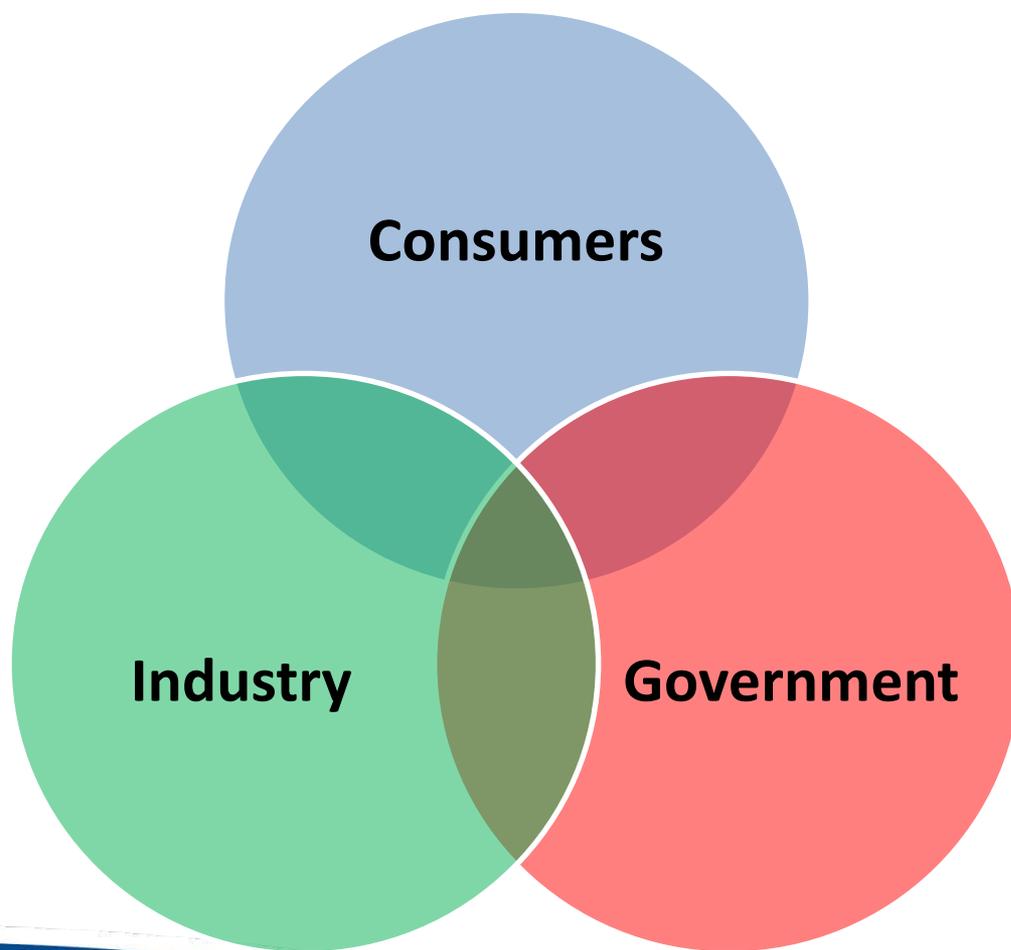


# Generating new knowledge



# Policy-Relevant Research

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# Priority Setting & Program Development: Policy Background

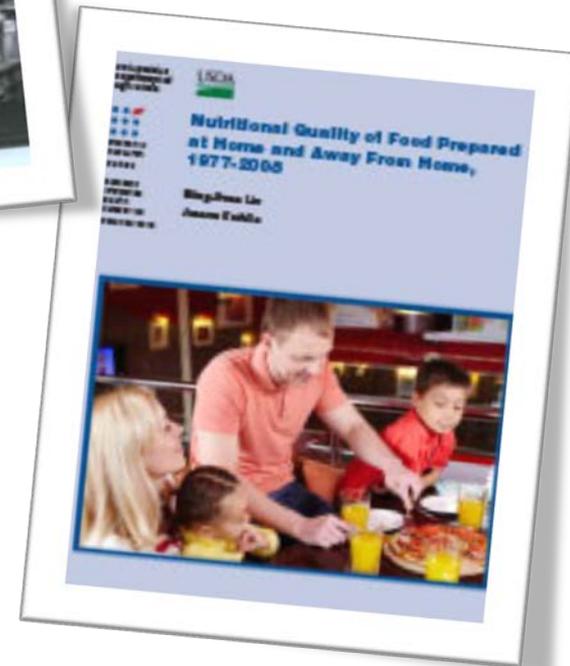
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- Regulations
  - New/anticipated
  - Existing/changing
- Food assistance and nutrition safety net
  - Program outcomes
  - Effectiveness
- Consumer choices, causes, and outcomes
- Market and industry response



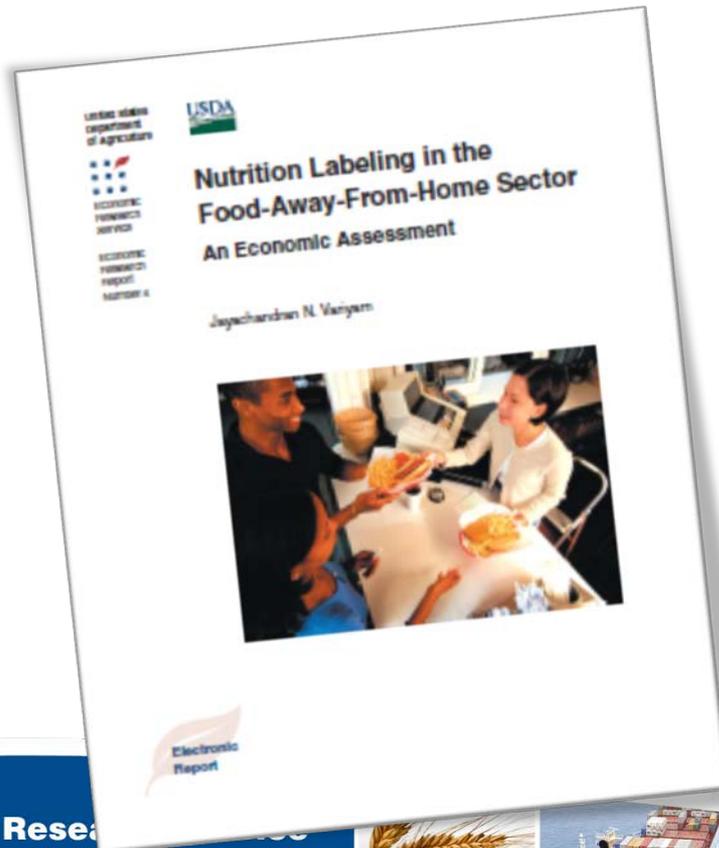
# Regulations: Background Analysis

- *Away-From-Home Foods Increasingly Important to Quality of American Diet*, January 1999
- “Role of Food Prepared Away From Home in the American Diets, 1977-78 versus 1994-96: Changes and Consequences,” *J Nutrition Education and Behavior*, May-June 2002
- Combined 1,114 citations



# Regulations: Anticipated

- 2010-2014: Menu Labeling Authorized by ACA



# Regulations: Existing

- Food Safety Regulations and Outcomes
  - Data from FSIS and AMS
- U.S. Domestic *Salmonella* Regulations and Access to European and Other Poultry Export Markets in *International Food and Agribusiness Management Review* Volume 18 Special Issue A, 2015



# Priority Setting & Program Development: Policy Background

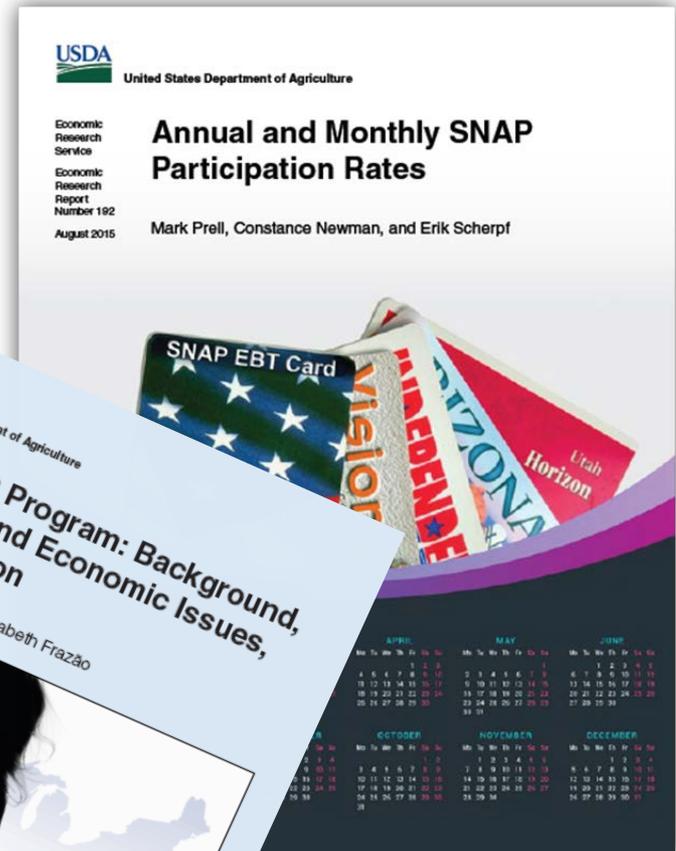
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# Food Assistance

- SNAP Participation Rates
  - Uses linked administrative data
- The WIC Program: Background, Trends, and Economic Issues 2015 Edition

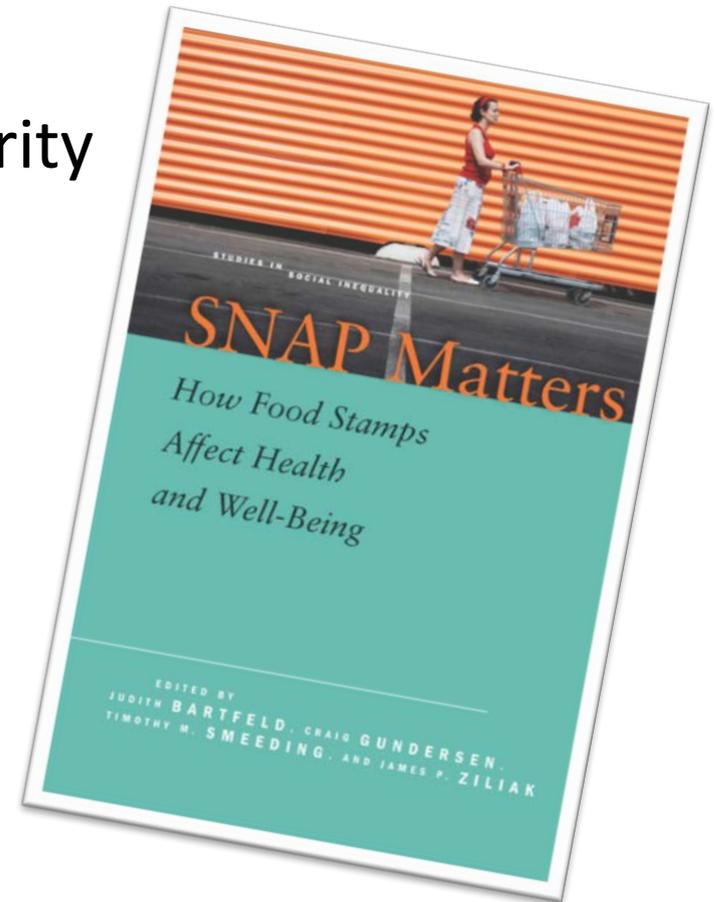


# Food Assistance

- 2014 Farm Bill
- SNAP, Poverty and Food Insecurity



The screenshot shows the USDA Amber Waves website. The main article is titled "2014 Farm Act Maintains SNAP Eligibility Guidelines and Funds New Initiatives" by Laura Tiehen, dated July 07, 2014. The article text states: "The Nutrition title of the Agricultural Act of 2014 reauthorizes USDA's Supplemental Nutrition Assistance Program (SNAP), the Nation's largest food and nutrition assistance program. In fiscal 2013 (October 2012-September 2013), an average of 47.6 million people received SNAP benefits each month, and Federal spending for the program totaled \$79.8 billion, accounting for over half of USDA outlays in that year. In contrast with many other programs serving low-income households, SNAP eligibility does not depend on family..." The page includes a search bar, navigation links, and social media sharing options.



# Priority Setting & Program Development: Policy Background

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# Consumer Response: Food Safety

- Consumer Response to Disease Outbreaks and Food Recalls



The screenshot shows the Amber Waves article page on the USDA website. The article is titled "Consumers' Response to the 2006 Foodborne Illness Outbreak Linked to Spinach" and is dated March 01, 2010. The authors are Carlos Amade, Linda Calvin, and Fred Kuchler. The article features a photograph of a woman in a grocery store aisle looking at a basket of baby spinach. The text of the article begins with: "It has been over 3 years since an outbreak of *Escherichia coli* O157:H7 prompted the U.S. Food and Drug Administration (FDA) to issue warnings about the safety of fresh bagged spinach and to advise consumers not to eat it. FDA's announcement had the potential to prevent additional illness, and the short-run consequences were clear. Less certain, however, were how long consumers would avoid spinach, the impact on consumption of other leafy greens, and the cost to the produce industry. While other foodborne illness

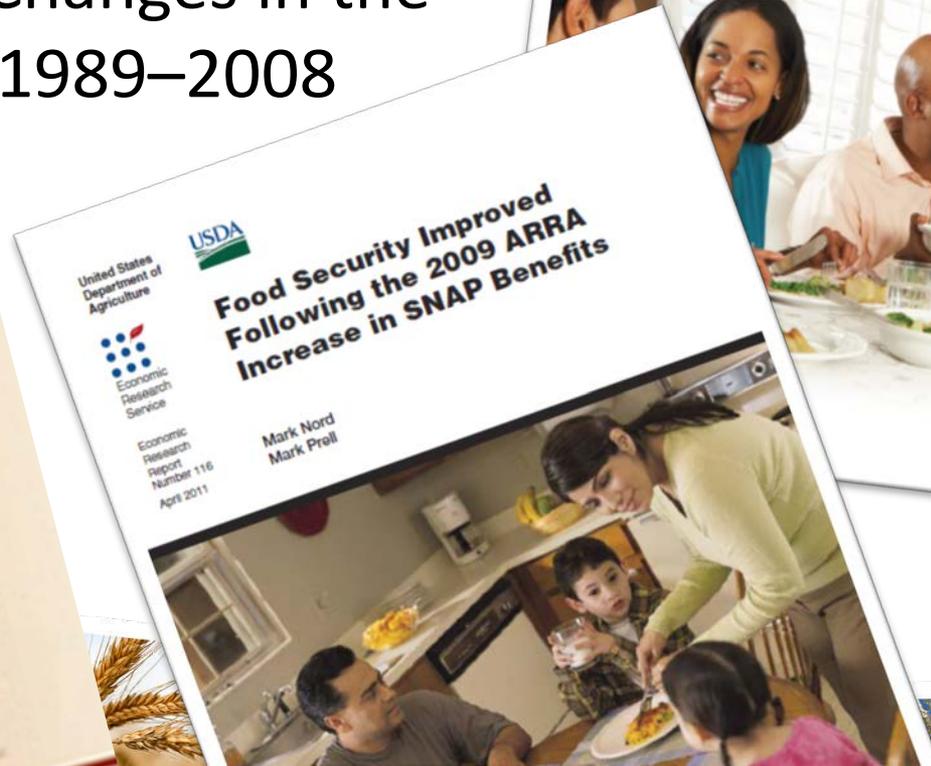
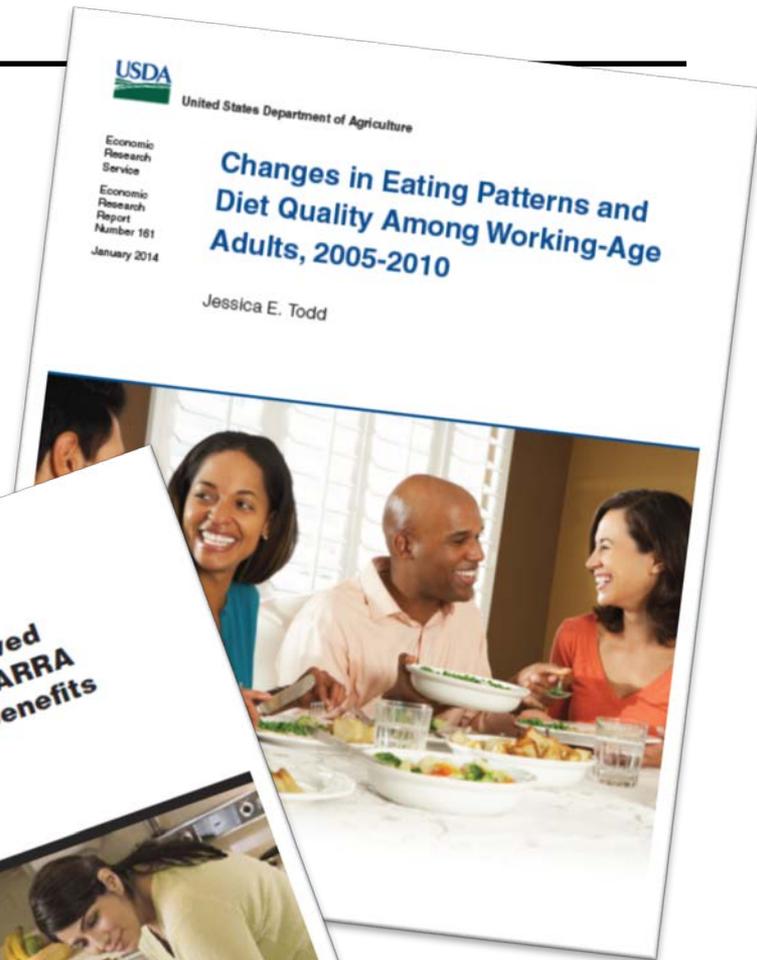


The image shows the cover of an Economic Research Service report. The title is "How Much Does It Matter How Sick You Get? Consumers' Responses to Foodborne Disease Outbreaks of Different Severities" by Fred Kuchler. The cover features a photograph of a younger woman in a pink shirt and an older woman in a floral shirt looking at a basket of produce, including a melon. The USDA logo and "United States Department of Agriculture" are at the top. The Economic Research Service logo is on the left. The report number is "Economic Research Report Number 193" and the date is "August 2015".



# Consumer Outcomes: Nutrition

- Great Recession 2007-2009, Diet Quality, Food Security
- Is Diet Quality Improving? Distributional Changes in the United States, 1989–2008



# Priority Setting & Program Development: Policy Background

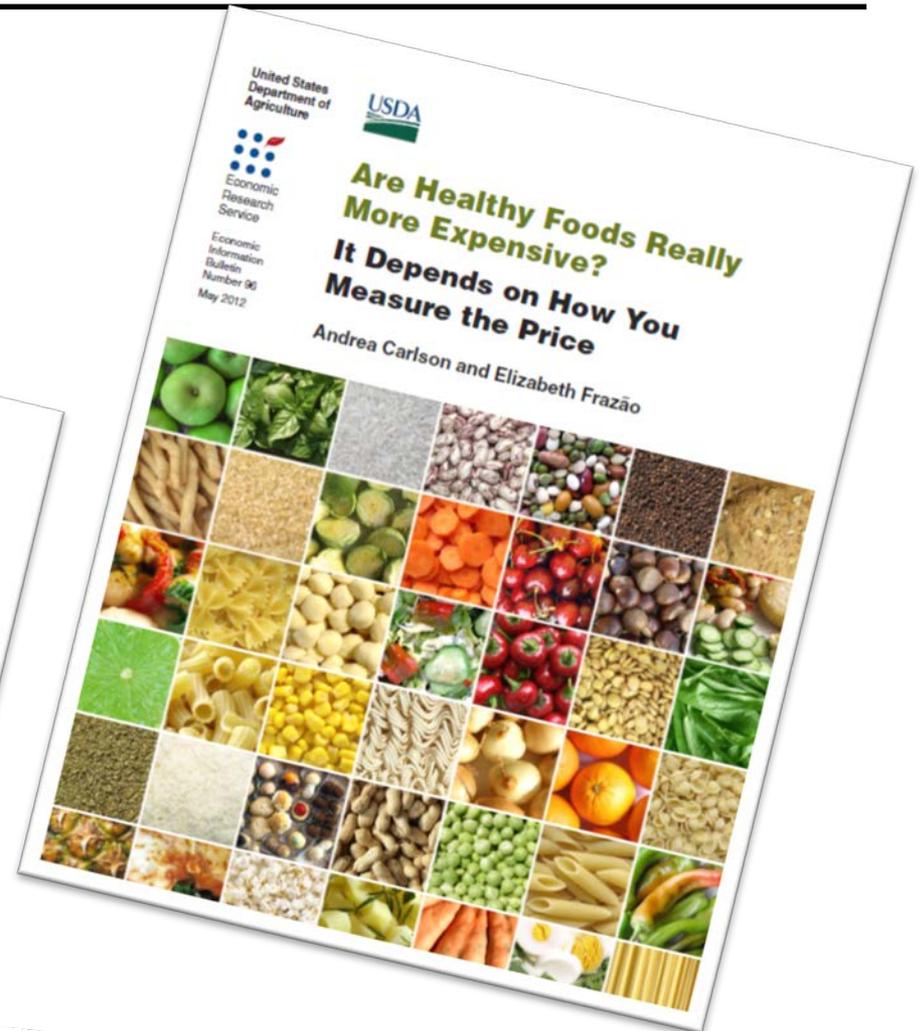
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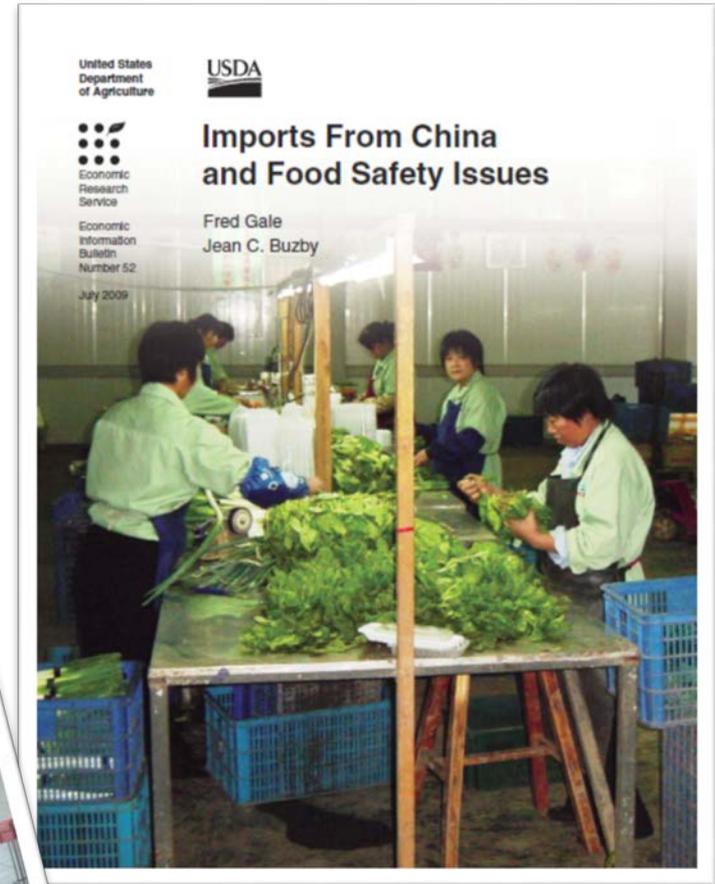
# Markets and Industry

- Food Price Monitoring and Forecasting



# Markets and Industry

- *Strengthening Food Safety Systems in China*
  - Forthcoming Ed. Volume
- Market Incentives for Food Safety



# Priority Setting & Program Sevelopment: Summary

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- *ERS human nutrition and food safety-related research priorities are responsive and forward-looking to meet program and policy needs*



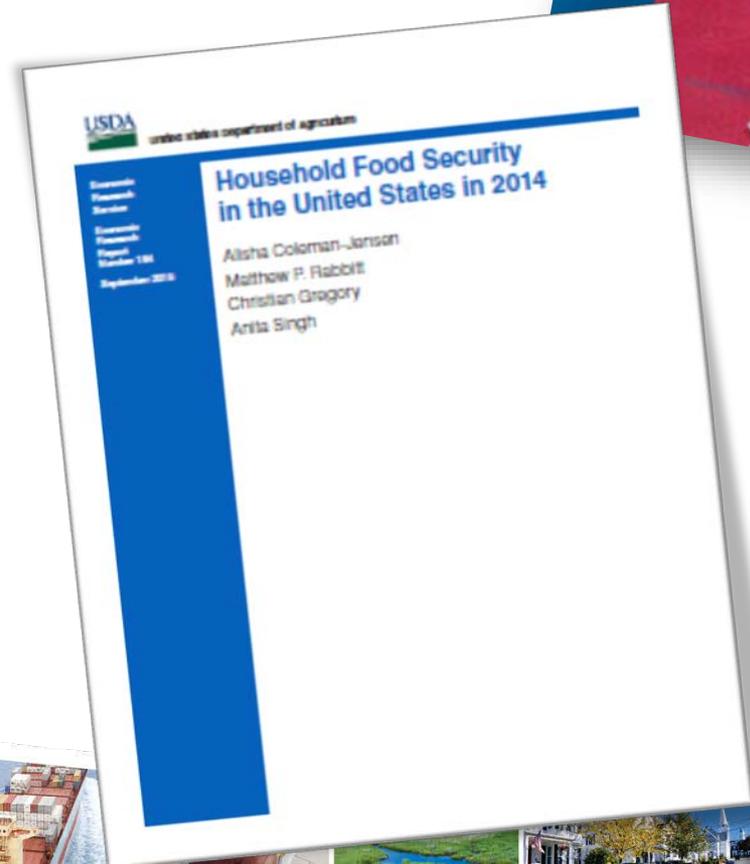
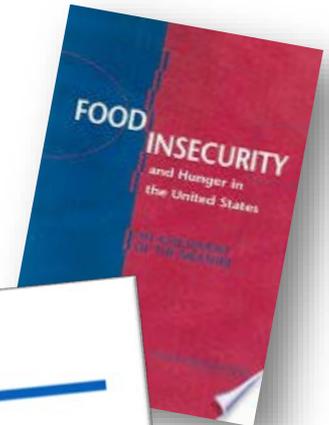
# Stakeholders & Users

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# Stakeholder Interaction

- 1994 National Conference on Food Security Measurement and Research
  - Food security report, 1995-
- 2006 Committee on National Statistics of the National Academies (CNSTAT) report *Food Insecurity and Hunger in the United States: An Assessment of the Measure*

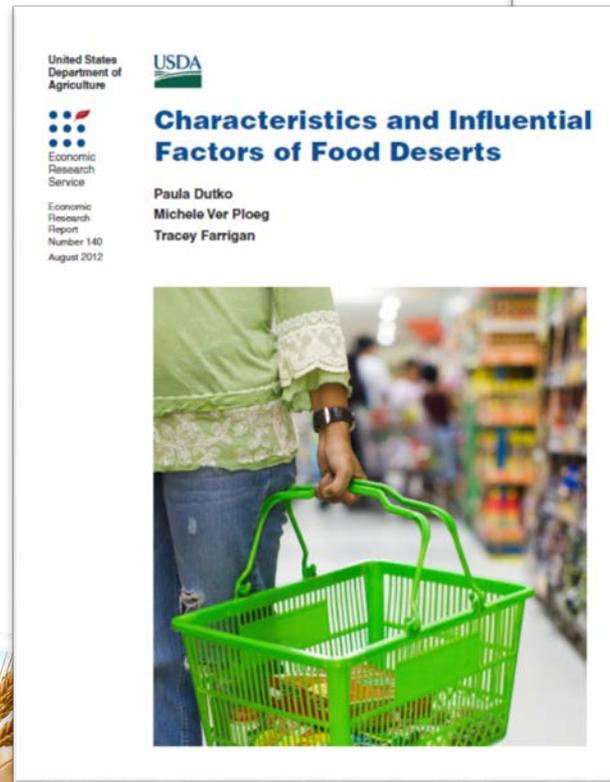
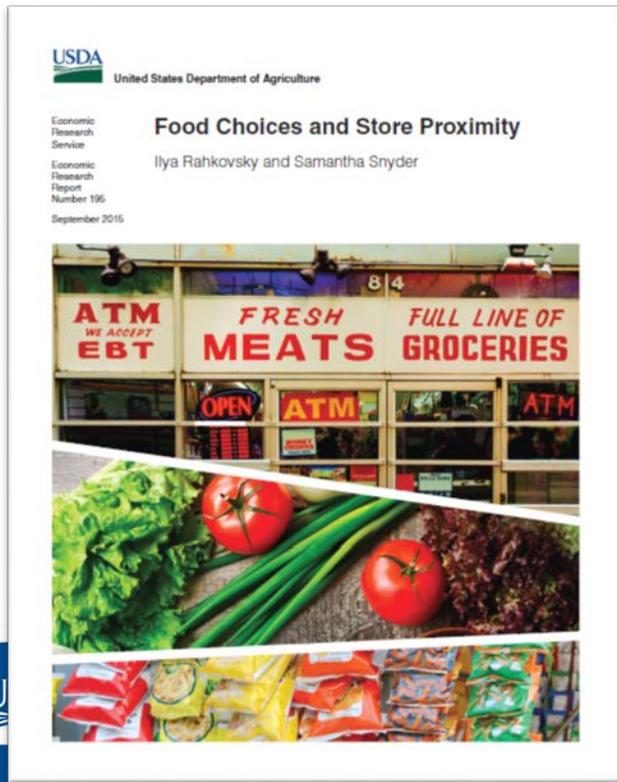
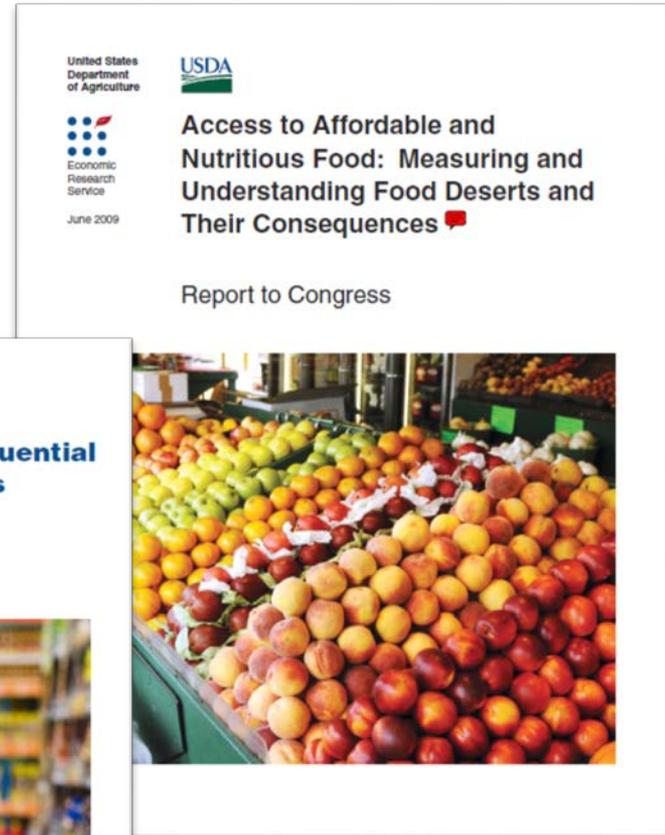


# Food Security Conference, Oct 2015



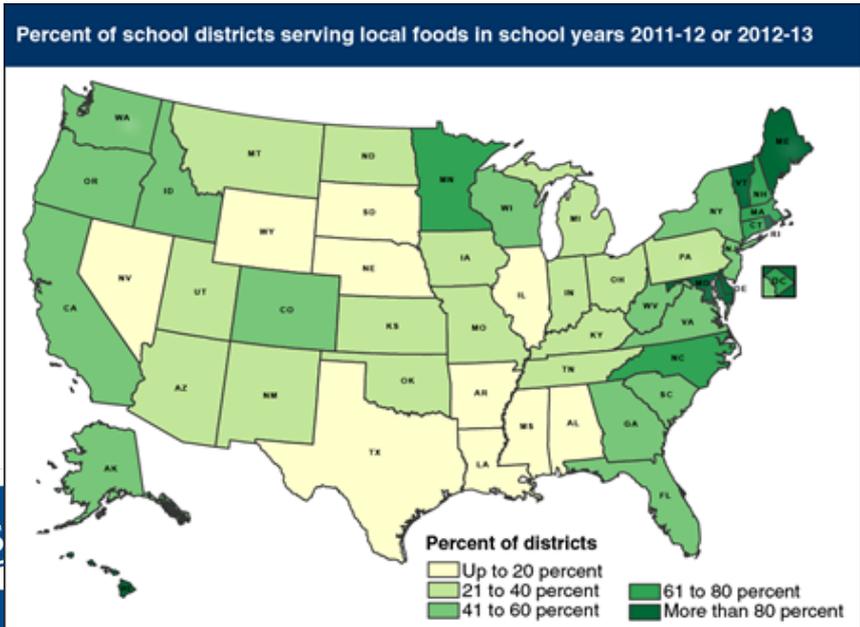
# Reports to Congress: Food Access

- Food Access Research Atlas
- Research Reports



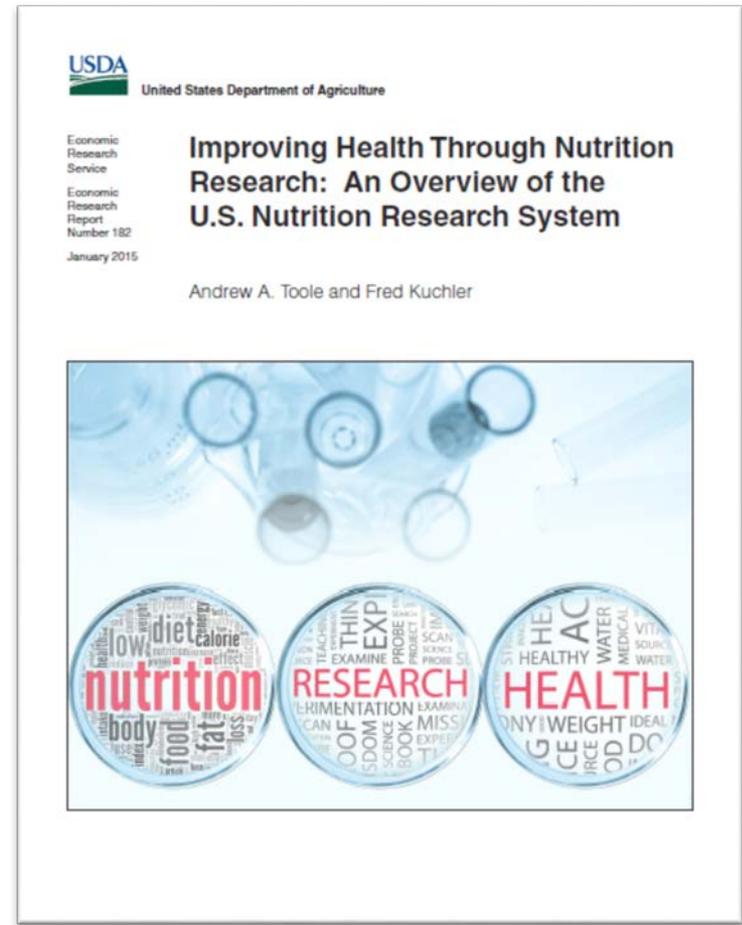
# Reports to Congress: Local Foods

- Trends in U.S. Local and Regional Food Systems: A Report to Congress, January 2015
- Farm-to-School Survey

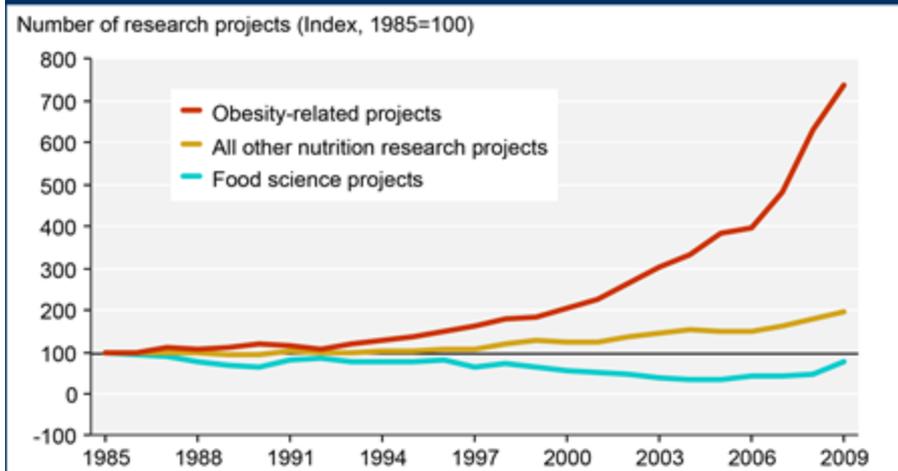


# REE Request: Federal Nutrition Research

- Improving Health Through Nutrition Research: An Overview of the U.S. Nutrition Research System, Jan. 2015



Trends in Federal human nutrition research for selected project topic areas, 1985-2009

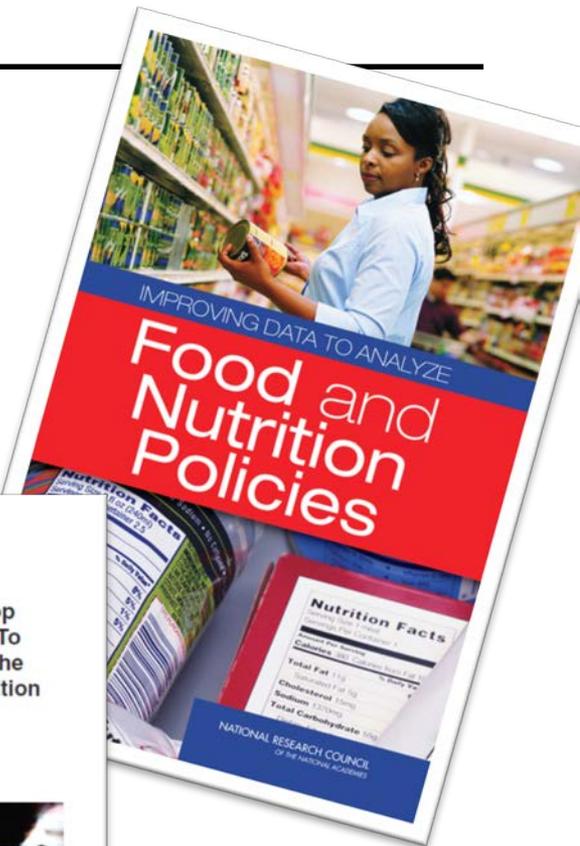


Notes: Projects may be assigned more than one topic area. "Obesity-related projects" includes obesity, anorexia, and appetite control. "Food science projects" includes food composition R&D, bioavailability of nutrients, effects of technology on foods and diets, and other research in food sciences. "All other nutrition research projects" is the remainder of topics once obesity-related and food science projects are removed.  
 Source: USDA, Economic Research Service calculations based on Human Nutrition Research Information Management data.



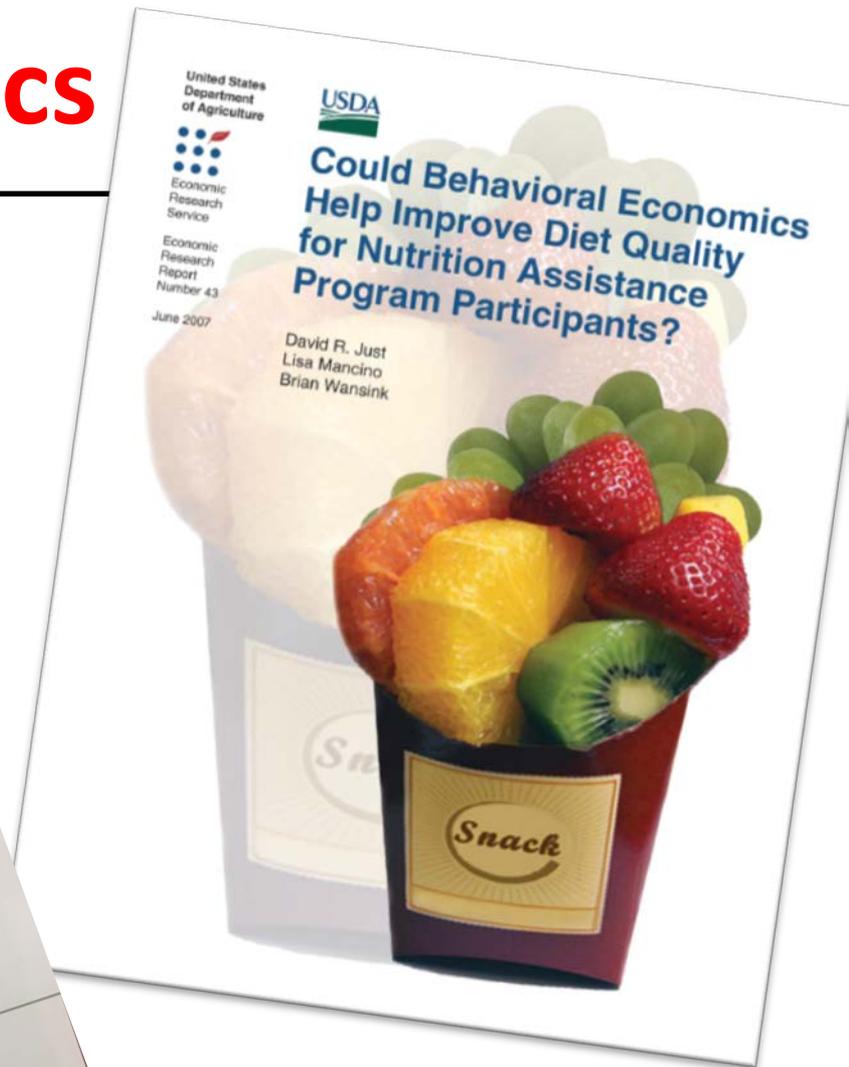
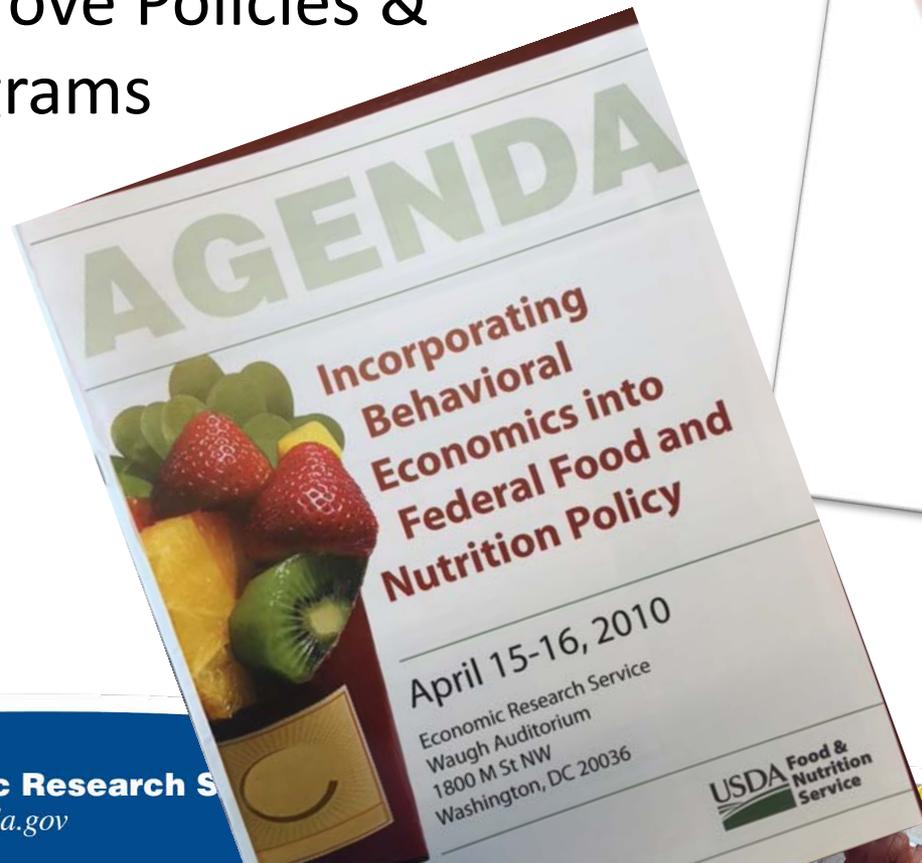
# Stakeholder Interaction: Data

- 2004 CNSTAT workshop: Enhancing the Data Infrastructure
- 2005 report *Improving Data to Analyze Food and Nutrition Policies*
- Scanner Data Investments
- 2012 FoodAPS survey



# Behavioral Economics

- Using Behavioral Economics Insights to Improve Policies & Programs



# Cornell Center For Behavioral Economics in Child Nutrition Programs (BEN Center)

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- Created in 2010 via Partnership between ERS and FNS
  - Research and field testing
  - Capacity development through small grants
  - Dissemination of findings to key stakeholder groups



# Applying Research-Tested Approaches Nationwide

## HealthierUS School Challenge: Smarter Lunchrooms

### Smarter Lunchrooms Movement **Smarter Lunchrooms Self-Assessment** 2014 Scorecard

©The B.E.N. Center 2014

Since its founding in 2009 the Smarter Lunchrooms Movement has championed the use of evidence-based, simple low and no-cost changes to lunchrooms which can simultaneously improve participation and profits while decreasing waste. This tool can help you to evaluate your lunchroom, congratulate yourself for things you are doing well and identify areas of opportunity for improvement

#### Instructions

Read each of the statements below. Visualize your cafeteria, your service areas and your school building. Indicate whether the statement is true for your school by checking the box to the left. If you believe that your school does not reflect the statement 100% do not check the box on the left. After you have completed the checklist, tally all boxes with check marks and write this number in the designated area on the back of the form. This number represents your school's baseline score. The boxes which are not checked are areas of opportunity for you to consider implementing in the future. We recommend completing this checklist annually to measure your improvements!



#### Important Words

**Service areas:** Any location where students can purchase or are provided with food

**Dining areas:** Any location where students can consume the food purchased or provided

**Grab and Go Meals:** Any meal with components pre-packaged together for ease and convenience - such as a brown bag lunch or "Fun Lunch" etc.

**Designated Line:** Any foodservice line which has been specified for particular food items or concepts - such as a pizza line, deli line, salad line etc.

**Alternative entrée options:** Any meal component which could also be considered an entrée for students - such as the salad bar, yogurt parfait, vegetarian/vegan or meatless options etc.

**Reimbursable "Combo Meal" pairings:** Any reimbursable components available independently on your foodservice lines which you have identified as a part of a promotional complete meal - For example you decided your beef taco, seasoned beans, frozen strawberries and 1% milk are

- Fruit is available at all points of sale (deli-line, snack windows, a la carte lines etc.)
- Daily fruit options are available in at least two different locations on each service line
- At least one daily fruit option is available near all registers (If there are concerns regarding edible peel, fruit can be bagged or wrapped)
- Whole fruit options are displayed in attractive bowls or baskets (instead of chaffing/hotel pans)
- A mixed variety of whole fruits are displayed together
- Daily fruit options are easily seen by students of average height for your school
- Daily fruit options are bundled into all grab and go meals available to students
- Daily fruit options are written legibly on menu boards in all service and dining areas
- Available vegetable options have been given creative or descriptive names
- All vegetable names are printed/written on name-cards or product IDs and displayed next to each vegetable option daily
- All vegetable names are written and legible on menu boards
- All vegetable names are included on the published monthly school lunch menu

#### Moving More White Milk

All beverage coolers have white milk available

- White milk is placed in front of other beverages in all coolers
- White milk crates are placed so that they are the first beverage option seen in all designated milk coolers
- White milk is available at all points of sale (deli-line, snack windows, a la carte lines etc.)

White milk represents at least 1/3 of all visible milk in the lunchroom

- White milk is easily seen by students of average height for your school

#### Promoting Vegetables & Salad

- At least two types of vegetable are available daily



# Duke-UNC USDA Center for Behavioral Economics and Healthy Food Choice Research (BECR Center)

- Funded jointly by ERS and FNS in 2014
  - Substantial portion of research efforts will focus on the effectiveness and efficiency of two major USDA food assistance programs—**SNAP** and **WIC**
  - Research will include a mix of field-based studies and secondary data analysis
- Three pronged mandate:
  - Internal research
  - Capacity development via a research subaward program and other activities
  - Research dissemination activities



# Stakeholders & Users

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- *ERS human nutrition and food safety-related research priorities are developed through input from a wide range of stakeholders and data users*



# Research Coordination Across Agencies

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# Coordination Across Agencies

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- Across USDA
  - REE agencies
  - FNS and FSIS
- Across Federal Agencies
  - FDA, Census, NCHS, BLS, NCCOR
- Coordinated through regular interagency meetings



# Across USDA

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## REE Action Plan

*Goal 4: Nutrition and Childhood Obesity*

*Goal 5: Food Safety*

ERS staff serve as subcommittee members and have:

- Contributed to plan development and revision
- Contributed to quarterly updates
- Contributed to annual reports



# Across USDA

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## USDA Human Nutrition Coordinating Committee

- Participate regularly in communication and coordination activities of the committee.
- Present ERS research to USDA agency representatives at this meeting.
- For example, ERS Senior Economist Fred Kuchler recently presented “Improving Health Through Nutrition Research: An Overview of the U.S. Nutrition Research System”



# Across USDA

## Joint Research & Data Projects

- ERS-FSIS-University of Florida project on cost of foodborne illness
- ERS-ARS-CNPP project to link UPC-coded retail foods to USDA nutrition databases
  - Create National Food Price Database for CNPP



United States Department of Agriculture

Economic  
Research  
Service  
  
Economic  
Information  
Bulletin  
Number 140  
  
May 2015

### Economic Burden of Major Foodborne Illnesses Acquired in the United States

Sandra Hoffmann, Bryan Macculloch, and Michael Batz



# Across Federal Agencies

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## Interagency Committee Human Nutrition Research (ICHNR)

- ERS Staff Participate as Members of Key Subcommittees:
  - Dietary Guidance - Provide support for the Dietary Guidelines process
  - National Nutrition Research Roadmap - ERS staff served on writing committee
  - Dietary Reference Intake (DRI) Subcommittee - ERS staff participate in subcommittee meetings



# Across Federal Agencies

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National Collaborative on Childhood Obesity Research (NCCOR)

- Workshop on “Using Behavioral Economics to Promote Healthful Food Choices by Low Income Consumers”
- Connect & Explore Webinars on the FoodAPS (National Household Food Acquisition and Purchase Survey)



# Across Federal Agencies

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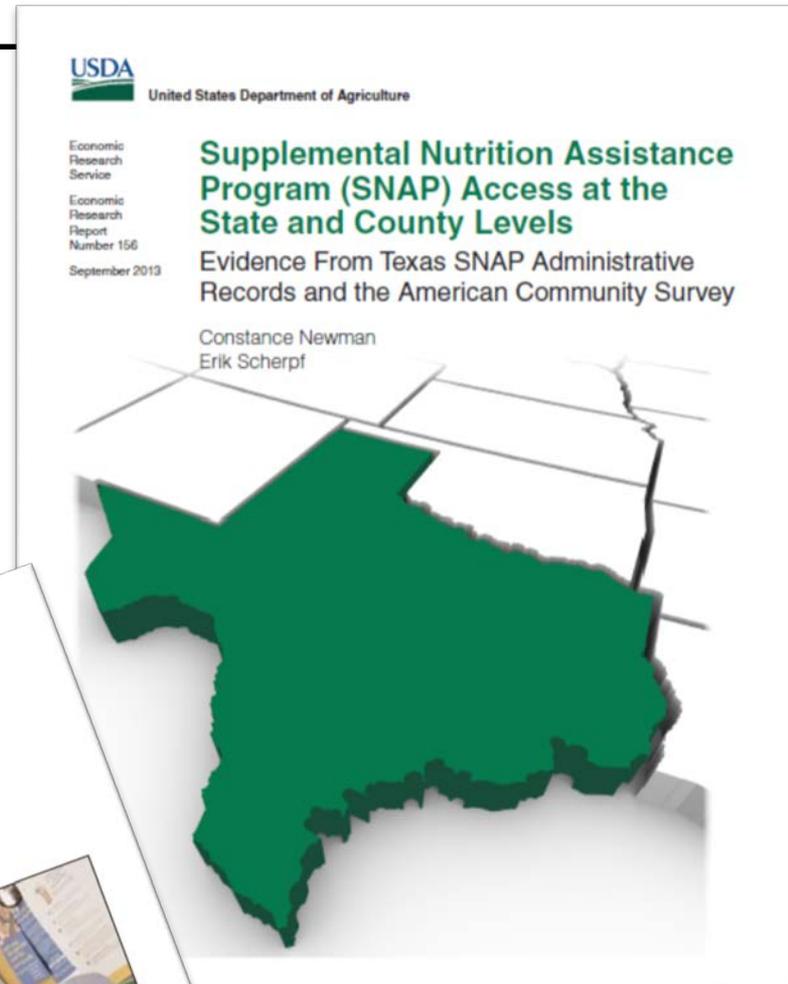
Food Safety Modernization Act (FSMA)-related projects

- Produce Food Safety Survey (NASS and ERS)
- Structure of Farm Activities (ERS, AMS, and FDA)
  - Used in Final Preventive Control Rule
- Market effects of FSMA on produce safety (ERS and University of Georgia)



# Across Federal Agencies

- ERS-FNS-Census Administrative Data Project
  - Link SNAP administrative data with ACS, SIPP and other survey data
  - Planned: Veterans data



# Summary

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## ERS human nutrition and food safety-related research priorities and program

- *are developed through input from a wide range of stakeholders and data users*
- *are systematically coordinated with USDA agencies and other federal agencies for relevance and adequacy*
- *and as a result is responsive and forward-looking to meet program and policy needs*

