



American Heart Association®
Healthy for Good™

7TH ANNUAL
**FOODSCAPE
INNOVATIONTM
SUMMIT**

SUSTAINABLE NUTRITION SECURITY



Kroger is a national sponsor of
the American Heart Association's
Healthy for Good™ initiative



Executive Summary

*The American Heart Association (AHA) is committed to applying a systems approach to help ensure sustainable nutrition security for all. The annual **Foodscape Innovation Summit™** is an essential part of AHA’s food systems work in support of equitable nutrition security. The AHA convenes thought leaders and stakeholders throughout the food system — including the nonprofit, industry, government and academic sectors — to find common ground, explore collaborative solutions, and ultimately drive food system action and innovation for more nutritious, accessible and affordable diets that are good for both people and the planet.*

The seventh annual Foodscape Innovation Summit, which convened on June 7, 2022, focused on prioritizing nutrition in health care, sustainable food access, and research to advance affordable nutrition for the health of people and the planet. Panelists and invited attendees represented the diverse perspectives and expertise needed to champion and successfully create greater health equity and nutrition security.

“We all need to think about food for health, not only for the health of individuals, but food for health in a way that maintains our ability to live on this planet.”

– Eduardo Sanchez,
American Heart Association



The 2022 summit highlighted increasing agreement among such diverse organizations as the World Health Organization, U.S. Department of Agriculture and AHA that nutrition security — rather than either nutrition or food security alone — is a national and global priority. Interwoven with a lack of nutrition security for all is the urgency of climate change, both of which are disproportionately impacting the poorest and most marginalized members of society. With such clear agreement on the importance of nutrition security, the summit dialogue illustrated numerous examples of what is possible.

In the following table are **five cross-cutting nutrition security response themes** that arose during the summit, as well as **critical actions for nutrition security impact** that are relevant across multiple sectors, systems and settings.

CROSS-CUTTING NUTRITION SECURITY THEMES	CRITICAL ACTIONS FOR NUTRITION SECURITY IMPACT
Everyone has a role to play.	Take ownership for your role. Seek to understand and leverage complementary strengths that others contribute.
Disconnects between solutions and the needs, priorities, abilities, resources and values of individuals experiencing nutrition insecurity are major barriers to success.	Listen to better understand needs and priorities of those experiencing nutrition insecurity, as well as the needs and priorities of partners in development or implementation.
Engagement and collaboration from the ground up and sustained over time increase the potential for meeting expectations and facilitating utilization.	Co-create equitable solutions that meet relevant needs and priorities with respect for dignity. Acknowledge and, where possible, address social stigma, structural racism and poverty as underlying causes of nutrition insecurity.
Significant gaps remain in published research, validated tools and systems to ensure reliable pathways for people experiencing nutrition security to access and use resources.	Be data-driven and drive for data. Design pilots to generate the types of data that will appropriately inform health insurance and other payer decisions. Develop, validate and implement tools to identify, monitor and address nutrition insecurity.
Education and behavior change support are needed to ensure the utilization of available resources. However, education without efforts to increase access fails to acknowledge the underlying causes of nutrition insecurity, such as structural racism and poverty.	Build and continually evolve technology to close gaps in availability, access, utilization and stability, such as social needs platforms, consumer apps or artificial intelligence. Shift the use of marketing insights and tools to promote health equity.

Throughout, the main report will provide examples of successful actions that embody these themes and critical actions.



Program Summary

Advancing Equity in Nutrition Security in the United States

The subgroups of the population who are food insecure in the U.S. are also those subgroups with the highest rates of obesity (one in three Americans) and diabetes (one in 10 Americans). Children, Black people, Hispanic people and low-income Americans are more likely to be food insecure and to have poorer diet quality, eat fewer fruits and vegetables, and consume more saturated fat and refined grains compared to other age groups, races, ethnicities and those at a higher income level. Disparities in nutrition security are clear; therefore, solutions must correct those inequities.



SPEAKER:
Anne N. Thorndike,
M.D., MPH, Harvard
Medical School
and Massachusetts
General Hospital

DEFINITION OF NUTRITION SECURITY

Having equitable and stable availability, accessibility, affordability and utilization of foods and beverages that promote well-being and prevent and treat disease.

Nutrition security, as defined by the recent **policy statement** from the AHA on “Strengthening U.S. Food Policies and Programs to Promote Equity in Nutrition Security,” is multifactorial and considers the following aspects of food and food-related places, knowledge, skills and resources:

- **Availability:** All communities have sufficient quantity (calories) and appropriate quality (nutrients) of food.
- **Accessibility:** Nutritious foods are obtainable by individuals of all physical and mental conditions and in all geographic locations. Nutritious foods are acceptable and align with cultural, social and other dietary preferences.
- **Affordability:** Individuals have sufficient resources to acquire nutritious foods; nutritious foods are available at a cost that can be purchased by all.
- **Utilization:** Individuals are able to use food, from access through all steps leading up to eating food and including the body’s use of nutrients from food; accounts for the physiology of the individual, older age, food storage and preparation resource, intrahousehold distribution, and the impact of structural racism and social stigmas.
- **Stability:** Nutritious foods are available and nutrition education, policy, system and environmental approaches maximize utilization across the life course.

Numerous opportunities exist to increase nutrition security through federal food assistance programs, the charitable food system, health care and the food industry. In addition to the recommendations detailed in the AHA policy statement, Thorndike also called on the food industry to:

- Formulate packaged and prepared foods to be both nutritious and affordable.
- Ensure supermarket access in all neighborhoods.
- Market healthy foods at retail, both in grocery stores and online.
- Use front-of-pack and menu labeling to clearly convey nutritional value.
- Avoid targeting unhealthy food marketing to low-income and marginalized racial and ethnic groups.
- Partner with charitable groups to provide and promote healthy foods.

- Partner with health care entities to provide medically tailored groceries or food prescriptions.

A comprehensive approach to improve nutrition security across sectors will help move from a place of health disparities to health equity.

“We all have a role to play here ... wherever we work, whether it be in health care, in the food industry, in government, and I think there is a lot of possibility.”

– Anne N. Thorndike, M.D., MPH

PANEL: Innovation to Prioritize Nutrition in Health Care



SPEAKERS:

- Brian Ebersole, Health Innovations, Geisinger
- Lisa Roberson, RDN, LD, Morrison Healthcare, Compass Group North America
- Sibel Ozcelik, ML, MS, Division of Delivery System Demonstrations, Center for Medicare and Medicaid Innovation, Centers for Medicare and Medicaid Services (CMS)

The health care innovation panel featured speakers who shared their experiences in prioritizing nutrition as essential to health care, both within the health care system and in the community. While the topics covered were diverse, each panelist emphasized the importance of end-to-end engagement with relevant stakeholders; the collection of appropriate data to inform policy and programs, including sustainable funding; and prioritizing health equity.

The whole-person perspective is at the core of Geisinger’s approach to patient care, as described by Ebersole. Geisinger assesses social needs, addresses them in collaboration with a robust technology-enabled social care network cultivated through community engagement, and tracks outcomes. These comprehensive efforts are integrated into a whole-person health record. The Geisinger Fresh Food Farmacy also embraces the whole person by ensuring that food provided to food-insecure patients is of high nutritional quality, that the food is sufficient to feed not only the patient but their entire household, and that clinically relevant data is tracked to assess health impacts.

Roberson described Morrison Healthcare’s work with healthy hospital innovators in the execution of three Es — engagement, education and excitement — to change behaviors among their staff, patients and communities. To ensure a return on investment, it is vital to engage hospital leadership in the formation and execution of nutrition programs. Roberson asserted that health care facilities looking to improve nutrition security and address population health absolutely must begin with changing their own food culture.

Ozcelik highlighted the Medicare Advantage (MA) Value-Based Insurance Design (VBID) Model of CMS, which is testing a broad array of complementary MA health plan innovations and their impact on health outcomes and costs for MA enrollees. Intervention examples include medically tailored meals for enrollees with low incomes (both with and without chronic disease), and incentives for the utilization of high-value services with nutrition professionals for enrollees with low incomes and pre-diabetes.

“This is a clinical endeavor — a clinical intervention — that really believes in how do we teach people, how do we adjust the systems that they’re working in and living in, to give them the opportunity to be successful.” – Brian Ebersole

PANEL: Innovation for Sustainable Healthy Food Access

The healthy food access innovation panel featured representatives from three small and growing businesses who are innovating “on the ground” to support a health-promoting, equitable, sustainable food system. Evidence-based approaches, consumer-centered solutions, food as medicine, managing environmental impacts and equity were common themes throughout this panel.

Leonard stated that 4P Foods is reimagining the food system, leveraging infrastructure and technology to create a scalable, regenerative food web. This equitable and humane food system connects regional farms directly to people so that farmers retain a higher profit; historically marginalized communities gain increased access to healthy, fresh food; and the system utilizes renewable energy and resources.

Tangelo delivers food from small- and medium-sized farms to people through health systems, government-funded programs and employers. Customers can use not only Supplemental Nutrition Assistance Program (SNAP) electronic benefits transfer (EBT), but also Tangelo’s financial incentives to purchase nutritious foods. Cooley emphasized that Tangelo provides an inclusive and culturally relevant service with an app available in English and Spanish and 24/7 year-round multilingual customer support.



MODERATOR:

Ashlye Stewart,
Social Impact Funds,
AHA

SPEAKERS:

- Beth Leonard, MBA,
4P Foods
- Jeremy Cooley,
Tangelo
- Dan Wexler, MPH,
MBA, Eat Well
Meal Kits

Eat Well Meal Kits begins the customer journey by understanding challenges such as cost, distance to retailers, time and skills, and responds with food offerings and food and nutrition resources that address the identified barriers. Meal kits tailored to the patient’s needs and resources, complemented with hands-on learning resources, aim to drive sustainable behavior change. Importantly, Wexler shared that the company aligns its impact with the goals of risk-bearing health insurers so that their medically tailored meal kits can be covered as a prescription benefit for patients.

“We are trying to create a food system that is equitable and that serves everybody, no matter their address or income, and also increases the ability of farmers to provide local food.”

– Beth Leonard

Food as Medicine Strategy

Kroger's Food as Medicine Strategic Pillars include:

- Product innovation: health + care
- Research: outcomes-driven
- Customer engagement: personalization at scale
- Partner engagement: aligned and fearless
- Live our purpose: social impact

Watkins illustrated that Food as Medicine extends across diverse sectors and stakeholders and warrants teaching clinicians how to use the grocery store as a health care destination. Nutrition, as well as behavior change, plays a vital role in public health, starting at the individual level. Nutrition can be provided to people through their food choices, as well as food boxes, recipes, meal planning and medically tailored meals. Medical nutrition therapy provided by registered dietitian nutritionists (RDNs) and informed by customer inputs (preferences, kitchen skills, current dietary patterns) and data inputs (clinical measures, allergies, medical history) leads to high-quality and individualized recommendations. Nutrition education and ongoing outreach from RDNs via telehealth and in-store programming can improve diet quality and ultimately health outcomes.



SPEAKER:

Marc Watkins, M.D.,
MSPH, FACOEM,
Kroger Health

"We really want to change the way America eats, and we want to help people live healthier lives. It really starts step by step with creating behavior change."

– Marc Watkins, M.D., MSPH, FACOEM

PANEL: Affordable Nutrition for Healthy People and a Healthy Planet

This panel presented cutting-edge research to inform and facilitate dietary patterns and practices that are affordable, culturally relevant and beneficial for the health of people and the environment.

Ahmed asserted that a deeper understanding of food composition, as well as the impact of environmental conditions and agricultural practices on food composition, has the potential to improve human nutrition and the affordability of healthy diets, as well as the environmental sustainability of food production. The Periodic Table of Food Initiative (PTFI) is a global effort to inform data-driven

SPEAKERS:

- Selena Ahmed, Ph.D., MSc, Periodic Table of Food Initiative
- Jeffrey Rosichan, Ph.D., Foundation for Food & Agriculture Research



solutions to human and planetary health through robust, standardized, participatory and comprehensive food composition approaches and tools. The PTFI database is being created as a tool for research, and to inform the production of foods that are nutrient-dense and affordable. It is also intended to be further developed over time by the scientific community and private sector through the addition and analysis of foods, varieties, preparation methods and other variables. The

database is currently under development with a release scheduled for 2023, with ongoing advancement planned beyond 2030.

Rosichan provided historical context for the current U.S. food system, designed to provide a sufficient quantity of food (that is, calories) through increasingly efficient production of corn and soy as dietary staples for an ever-growing world population. However, it does not meet the current needs of Americans. Rosichan argued that financial incentives, consumer pressure and government regulations have been shown to prompt industry improvements, such as the move to reduce saturated fat levels in plant-derived oils.



Conclusion

The summit presentations and discussions underscored why nutrition security per se is more salient than food security when innovating across the food system. Food insecurity, which impacts approximately one in 10 U.S. households, is a common cause of inadequate nutrition, yet this statistic fails to capture those lacking in adequate nutrition because of low resources. It only partially accounts for the increased risk for nutrition-related chronic disease among food-insecure groups.

Nutrition security is a top priority for public health. Food systems innovations that are equity-focused; inclusive; collaborative; and consumer-, community- and data-driven are vital. Stakeholders throughout the food system, including the nonprofit, industry, government and academic sectors, all have a role to play in ensuring access to sustainable, nutritious, affordable diets that are good for both people and the planet.



Appendix A: Agenda

7TH ANNUAL FOODSCAPE INNOVATION™ SUMMIT SUSTAINABLE NUTRITION SECURITY

June 7, 2022
9:00 a.m. - 2:30 p.m. Eastern time

Objective: Convene multisector food and nutrition leaders to generate ideas that are both innovative and actionable to advance research, community action, food production and marketing, and health care to create and sustain nutrition security.

Welcome & Opening Remarks

Eduardo Sanchez, M.D., MPH, chief medical officer for prevention, American Heart Association

Advancing Equity in Nutrition Security in the United States

Anne N. Thorndike, M.D., MPH, associate professor, Department of Medicine, Harvard Medical School; physician, director of the Cardiac Lifestyle Program, Massachusetts General Hospital

Innovation to Prioritize Nutrition in Healthcare

Explore the opportunities and barriers to implementation of nutrition services and health-promoting food environments in health care

Brian Ebersole, senior director, Health Innovations, Geisinger

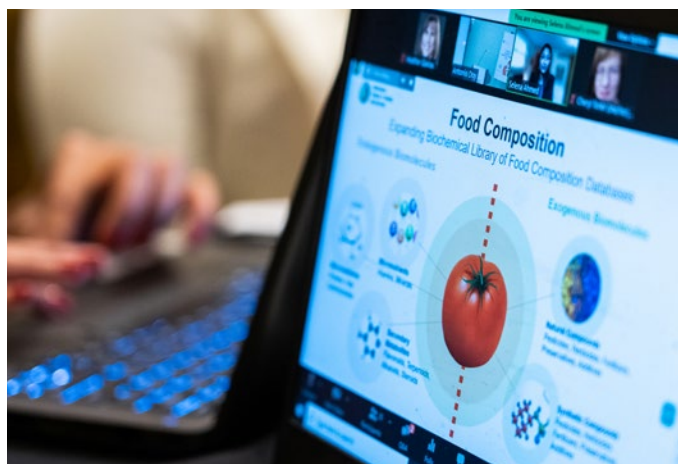
Lisa Roberson, RDN, LD, Morrison Healthcare national director of wellness & sustainability, Compass Group North America

Sibel Ozcelik, ML, MS, deputy director, Division of Delivery System Demonstrations, Center for Medicare and Medicaid Innovation, Centers for Medicare and Medicaid Services

Industry Nutrition Forum

Hear the perspective of Industry Nutrition Forum (INF) member and current chair on the value of INF membership and the opportunity to collaboratively impact nutrition security.

Mike Greenwood, United Soybean Board, INF chair



Innovation for Sustainable Healthy Food Access

Interact with small and growing businesses that are innovating on-the-ground strategies for sustainable nutritious food access

MODERATOR: Ashlye Stewart, managing director, Social Impact Funds, AHA

Beth Leonard, MBA, chief financial officer/chief operating officer, 4P Foods

Jeremy Cooley, CEO, Tangelo

Dan Wexler, MPH, MBA, CEO, Eat Well Meal Kits

Food as Medicine Strategy — Kroger

Marc Watkins, M.D., chief medical officer, Kroger Health

Affordable Nutrition for Healthy People and a Healthy Planet

Explore cutting-edge research to inform and facilitate dietary patterns and practices that are affordable, culturally relevant, and also good for the health of people and the environment.

Selena Ahmed, Ph.D., MSc, director, Periodic Table of Food Initiative (remote)

Jeffrey Rosichan, Ph.D., director, Crops of the Future Collaborative — Next Generation Crops, Foundation for Food & Agriculture Research

Closing Remarks and Thanks

Eduardo Sanchez



Appendix B: Participants

Fernanda Almeida

Lead Food Database
Nutritionist – Americas
WW International Inc.

Nancy Andrade

Health Scientist
Division of Heart Disease and
Stroke Prevention
Centers for Disease Control
and Prevention

Maggie Bowden

Program Manager
Anthem Foundation

Julia Braun

Director of Global Nutrition
McDonald's*

Mallory Brown

Business Development
Manager, Heart-Check Food
Certification Program
American Heart Association

Chris Calitz

Executive Portfolio Lead, Total
Health and Well-Being

American Heart Association**Jessica Campbell**

Director, Bell Institute of
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General Mills, Inc.*

Christina Chauvenet

Senior Manager of Research
and Program Innovation
National WIC Association

Joseph Clayton

Chief Executive Officer
International Food Information
Council

Morgan Coleman

Program Manager
Anthem Foundation

Lanier Dabruzzo

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Sorghum Checkoff

Susan Dance

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Founding Member
KCE Public Affairs Associates

Hamed Faridi

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U.S. Department of Agriculture

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Regulatory Affairs
Clif Bar & Company

Ajay Malshe

Goodson Distinguished
Professor
Purdue University

Shelley Maniscalco

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Partnership for a Healthier
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Agricultural Research Service
U.S. Department of Agriculture

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Foodsmart

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Consultant
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Nutrition On Demand

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Conagra Brands

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SR Strategy, LLC

Mickey Rubin
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NYC Department of Health
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Mollie Van Lieu
Vice President, Nutrition
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International Fresh Produce
Association

Linda Van Horn
Professor, Preventive Medicine
Northwestern University
Medical School

Baxter Webb
SVP, Therapeutics
Foodsmart

Jean Welsh
Associate Professor
Emory University

Daniel Wexler
Chief Executive Officer
EatWell Meal Kits

Cheryl Williams
Public Health Analyst
Centers for Disease Control
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Patricia Williamson
Principal Scientist
Cargill*

Judith Wylie-Rosett
Professor, Epidemiology
and Population Health
Albert Einstein College
of Medicine



* Industry Nutrition Forum member

Appendix C: American Heart Association Industry Nutrition Forum

The Industry Nutrition Forum (INF) convenes food system industry leaders with AHA nutrition science and public health experts to collaboratively address critical challenges in the food system and promote sustainable nutrition security for all people and communities. The following organizations were members of the INF at the time of the Seventh Annual Foodscape Innovation Summit:

- Ajinomoto Health & Nutrition North America Inc.
- Aramark
- CanolaInfo/Canola Council of Canada
- Cargill, Inc.
- Egg Nutrition Center
- General Mills, Inc.
- IFF
- Kroger Health
- McCormick Science Institute
- McDonald's
- Quaker Foods
- Simply Good Foods Company
- Unilever
- United Soybean Board



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