Turning Up the Heat: Confronting Current Challenges to Meat Nutrition and Safety

Janet M. Riley
Senior Vice President, Public Affairs
February 23, 2016
Overview

• IARC
• Dietary Guidelines
• Consumer Attitudes
• Resources
Evaluation of Red and Processed Meats

INTERNATIONAL AGENCY FOR RESEARCH ON CANCER
• Specialized cancer agency of WHO
• Objective is to promote international collaboration in cancer research
• Focus on causes and prevention
  – Elucidate the role of environmental and lifestyle risk factors and study their interplay with genetic background.
  – This emphasis reflects the understanding that most cancers are, directly or indirectly, linked to environmental factors and thus are preventable.
• Coordinates research across countries and organizations
• Monographs Program evaluates the evidence of the carcinogenicity of specific exposures.
• Global reference for cancer information
Implications of IARC Decision

• Recognized worldwide and is an authoritative scientific opinion for many government and regulatory bodies.

• Previous experience was evaluation of nitrite in 2006.
  – Certain levels of IARC classifications are recognized by the State of California and will trigger a Proposition 65 listing.
Hazard vs. Risk

• A meteor falling from the sky is a hazard – it could happen.

• But a measured risk (a risk assessment) tells us how likely it is to happen.
Examples of International Agency for Research on Cancer (IARC) Carcinogenic Classifications

Since 1979, IARC has reviewed hundreds of products, chemical compounds, lifestyles, viruses, workplaces and other agents for their carcinogenic potential. Here are some examples of IARC's hazard identifications.

Category 1: Carcinogenic to Humans

Category 2A: Probably Carcinogenic to Humans

Category 2B: Possibly Carcinogenic to Humans

Category 3: Not Classifiable as to Carcinogenicity in Humans

Category 4: Probably Not Carcinogenic to Humans

Noted: Of the hundreds of agents IARC has reviewed, this chemical, primarily used in the manufacturing of synthetic fibers, especially nylon, is the ONLY fiber IARC has ever placed in their category 4.
What IARC Is NOT Doing

Balance

Too Little

Vitamin D Deficiency/Rickets
Breast Cancer
Anemia, muscle loss

Sunlight
Tamoxifen
Red Meat

Too much

Skin Cancer
Uterine Cancer
Obesity related cancers
Meeting 114: Red and Processed Meat

• Evaluation of the Consumption of Red and Processed Meats
  – October 6-13 in Lyon, France
  – 22 Member Expert Panelists
  – 8 Observers
Cancer In Experimental Animals

- Inadequate evidence for red meat
- Inadequate evidence for processed meat
Cancer in Humans

• ‘Sufficient’ evidence for processed meat consumption.
• Processed meat has been associated with colorectal and stomach cancer in some studies
  – Weak associations
  – Other studies have found no association
Cancer in Humans

• Limited evidence for red meat consumption with positive associations observed with colorectal, pancreas and prostate cancers.
Mechanisms

• Evidence was strong for red meat and moderate for processed meats
  – Heme iron, N-nitroso-compounds, polycyclic aromatic hydrocarbons, and heterocyclic aromatic amines
Group 1 (carcinogenic to humans)

Group 2A (probably carcinogenic)

Group 2B (possibly carcinogenic) (exceptionally, Group 2A)

Group 3 (not classifiable)

Group 4

...it is biologically plausible that agents for which there is sufficient evidence of carcinogenicity in experimental animals also present a carcinogenic hazard to humans.
Final Determination

- Red Meat is "probably carcinogenic to humans"
  - Group 2A
  - 100 g consumed per day increased risk of colorectal cancer by 17%

- Processed Meat is "carcinogenic to humans"
  - Group 1
  - 50 g consumed per day increased risk of colorectal cancer by 18%
Perspective: Lifetime Risk

• Lifetime risk of colon cancer is 4.4 percent for women and 4.7 percent for men
• 90 percent of cases occur in people over 50
• Theoretically...Eating a 3.5 oz. (100 gram serving) of red meat every day could take your risk from 4.4% to 5.15% or 4.7 to 5.5%
• Theoretically...eating about 2 oz. (50 gram serving) of processed meat every day could take your risk from 4.4% to 5.2% or 4.7 to 5.6
PUBLIC ANNOUNCEMENT
Timeline

• Published in *Lancet* on October 26.
• Embargo ignored by *Daily Mail* on October 22.
Hairdos that can chop ten years off you

As migrants land at RAF base in Cyprus, MPs warn it could be new stepping stone to UK

BACK DOOR TO BRITAIN

Bacon’s a cancer risk say world health chiefs

Mutiny of the Bond girls!
Cancer is Complex and a Balanced Diet is Key to Staying Healthy,
Says North American Meat Institute

Washington, DC — The North American Meat Institute (NAMI) said a vote by an International Agency for Research on Cancer (IARC) Monograph panel classifying red and processed meat as cancer “hazards” defies both public health and numerous studies showing no correlation between meat and cancer and many more studies showing health benefits of balanced diets that include meat. Scientific evidence shows cancer is a complex disease caused by single foods and that a balanced diet and healthy lifestyle choices are essential to good health.

“IT was clear sitting in the IARC meeting that many of the panelists were aiming for a specific result despite inconsistent, self-reported intake data, said Betsy Booren, Ph.D., NAMI Vice President of Scientific Affairs, who tortured the data to ensure a specific outcome.”

“Red and processed meat are among 940 agents reviewed by IARC and found to pose some level of the ‘hazard.’ Only one substance, a chemical in yoga pants, has been declared by IARC not to cause cancer.

“IARC says you can enjoy your yoga class, but don’t breathe air (Class I carcinogen), sit near a sun-filmed window (Class I), apply aloe vera (Class 2B) if you get a sunburn, drink wine or coffee (Class I and Class 2B), or eat fried chicken (Class 2A). And if you are a hairdresser or do shiftwork (both Class 2A), you should seek a new career. NAMI’s panel was given the basic task of looking at hazards that meat could pose at some level, under some circumstance, but was not asked to consider any off-setting benefits, like the nutrition that meat delivers.”

WHO: PROCESSED MEATS CAN CAUSE CANCER
From the American Cancer Society
Writing About Carcinogen Lists

“The lists themselves say nothing about how likely it is that an agent will cause cancer. Carcinogens do not cause cancer at all times, under all circumstances. Some may only be carcinogenic if a person is exposed in a certain way (for example, swallowing it as opposed to touching it). Some may only cause cancer in people who have a certain genetic makeup. Some of these agents may lead to cancer after only a very small exposure, while others might require intense exposure over many years. Again, you should refer to the agencies’ reports for specifics. Even if a substance or exposure is known or suspected to cause cancer, this does not necessarily mean that it can or should be avoided at all costs. For example, estrogen is a known carcinogen that occurs naturally in the body. Also, exposure to ionizing radiation is known to cause cancer, with increased risks even at low levels of exposure. Yet there is no way to completely prevent exposure to natural sources of radiation such as cosmic radiation from the sun or radon in soil. These lists also include many commonly used medicines, particularly some hormones and drugs used to treat cancer. For example, tamoxifen increases the risk of certain kinds of uterine cancer but can be very useful in treating some breast cancers, which may be more important for some women. If you have questions about a medicine that appears on one of these lists, be sure to ask your doctor.”
Processed meats rank alongside smoking as cancer causes - WHO

UN health body says bacon, sausages and ham among most carcinogenic substances along with cigarettes, alcohol, asbestos and arsenic.
A stubborn love of bacon just taught more Americans the difference between p values and effect size than 100 stats courses could.

IF YOU STOP EATING PROCESSED MEAT
YOU’RE STILL GONNA DIE
Links between processed meat and colorectal cancer

WHO statement
29 October 2015

WHO has received a number of queries, expressions of concern and requests for clarification following the publication of a report from the International Agency for Research on Cancer (IARC) relating to processed meat and colorectal cancer.

IARC was established 50 years ago through a resolution of the World Health Assembly as a functionality independent cancer agency under the auspices of WHO. Its programme of work is approved and financed by its participating states.

IARC’s review confirms the recommendation in WHO’s 2002 “Diet, nutrition and the prevention of chronic diseases” report, which advised people to moderate consumption of preserved meat to reduce the risk of cancer. The latest IARC review does not ask people to stop eating processed meats but indicates that reducing consumption of these products can reduce the risk of colorectal cancer.

WHO has a standing group of experts who regularly evaluate the links between diet and disease. Early next year they will meet to begin looking at the public health implications of the latest science and the place of processed meat and red meat within the context of an overall healthy diet.

For more information, please contact:
Gregory Hartl
WHO Spokesperson
Mobile: +41 79 203 6715
Email: hartlg@who.int
Early 2016, WHO experts will start looking at the place of processed meat & red meat within the context of an overall healthy diet.

Meat provides a number of essential nutrients and, when consumed in moderation, has a place in a healthy diet. goo.gl/3TTJav

The health risk of processed meat are vastly different of those cigarettes & asbestos. Cigarettes & asbestos has no safe level of exposure.

The #cancer review on processed meat does not ask ppl to stop eating meat, but to reduce intake to lower cancer risk. goo.gl/3TTJav
BACON CAUSES CANCER? SORT OF. NOT REALLY. ISH.
Hairdos that can chop ten years off you

As migrants land at RAF base in Cyprus, MPs warn it could be new stepping stone to UK

BACK DOOR TO BRITAIN

Bacon’s a cancer risk say world health chiefs

Mutiny of the Bond girls!

Why red meat can be GOOD for you Despite all the dire warnings!

FOREIGN AID: THE DAMNING TRUTH

Little girl who lost her hero PC daddy
Dietary Guidelines 2015

• Guidelines rewritten every five years
• Controversy in lead-up
  – Overreach
• Congress engaged
• General guidance supports balanced diet, but specific meat and poultry recommendations very similar to 2010
• Recommendations caused concerns with NGOs as policy ignored cancer linkages
From the Press Release

The specific recommendations fit into five overarching guidelines in the new edition:

• Follow a healthy eating pattern across the lifespan. Eating patterns are the combination of foods and drinks that a person eats over time
• Focus on variety, nutrient-dense foods, and amount
• Limit calories from added sugars and saturated fats, and reduce sodium intake
• Shift to healthier food and beverage choices
• Support healthy eating patterns for all
• Healthy eating patterns include a variety of nutritious foods like vegetables, fruits, grains, low-fat and fat-free dairy, lean meats and other protein foods and oils, while limiting saturated fats, trans fats, added sugars and sodium. A healthy eating pattern is adaptable to a person’s taste preferences, traditions, culture and budget.
DGA Listening Session February 19

• USDA listening session to explore...
  – How the DGA can prevent chronic disease, ensure nutritional sufficiency for all Americans, and accommodate a range of individual factors, including age, sex and metabolic health;
  – Process for selecting the advisory committee; and
  – Methods used to review the scientific evidence.

• Dr. Betsy Booren spoke on our behalf
Our View

- Need more transparency
- Need food scientist, behaviorist on panel
- Need metrics
  - We create new guidelines before we evaluate the last set
PROVIDING INFORMATION
Causing Consumers to Doubt

Processed Meat Associated With Cancer
*Trending News: Read This Now Or Risk Dying (From Bacon)*

Today

National Agency for Research on Cancer

World Health Organization

Tomorrow

Eating your way out of cancer - ‘Westernised diet destroying immune system’

Red Meat Increases Cancer Risk Because of Toxic Immune Response

National Cancer Society

Consumption Of Red Meat, Dairy May Increase Cancer Risk

NAMI - North American Meat Institute
Steady “Drip” of Adverse Health News Could Erode Confidence
Consumer Concerns, Relatively speaking


"What do you think is the most important problem facing this country today?" Open-ended

<table>
<thead>
<tr>
<th>Issue</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terrorism (general)</td>
<td>14</td>
</tr>
<tr>
<td>The economy, jobs</td>
<td>12</td>
</tr>
<tr>
<td>Guns, gun policy</td>
<td>6</td>
</tr>
<tr>
<td>Immigration, illegal immigrants</td>
<td>5</td>
</tr>
<tr>
<td>Islamic extremism, Al Qaeda, ISIS</td>
<td>5</td>
</tr>
<tr>
<td>Crime, violence (general)</td>
<td>4</td>
</tr>
<tr>
<td>Racism, race relations</td>
<td>3</td>
</tr>
<tr>
<td>Health care, health insurance</td>
<td>3</td>
</tr>
<tr>
<td>Homeland security</td>
<td>3</td>
</tr>
<tr>
<td>Other (vol.)</td>
<td>41</td>
</tr>
<tr>
<td>Unsure/No answer</td>
<td>4</td>
</tr>
</tbody>
</table>


"Which of these is the single most important issue in your choice for president? Is it the economy, health care, immigration issues, tax policy, or the threat of terrorism?" Options rotated

<table>
<thead>
<tr>
<th>Issue</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>33</td>
</tr>
<tr>
<td>Terrorism</td>
<td>28</td>
</tr>
<tr>
<td>Health care</td>
<td>13</td>
</tr>
<tr>
<td>Immigration</td>
<td>10</td>
</tr>
<tr>
<td>Tax policy</td>
<td>5</td>
</tr>
<tr>
<td>Other (vol.)</td>
<td>1</td>
</tr>
<tr>
<td>Any 2 or more (vol.)</td>
<td>9</td>
</tr>
<tr>
<td>None (vol.)</td>
<td>1</td>
</tr>
<tr>
<td>Unsure</td>
<td>1</td>
</tr>
</tbody>
</table>
## Where Are Consumers On Health Issues?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Nov 7-10, 2013</th>
<th>Nov 6-9, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable healthcare/health insurance; Costs</td>
<td>23</td>
<td>19</td>
</tr>
<tr>
<td>Access to healthcare/universal health coverage</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Ebola virus</td>
<td>--</td>
<td>17</td>
</tr>
<tr>
<td>Obesity</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Cancer</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Finding cures for diseases</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Diabetes</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Heart disease</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Government interference</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Drug/Alcohol abuse</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Flu</td>
<td>--</td>
<td>1</td>
</tr>
<tr>
<td>Mental illness</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>AIDS</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>No opinion</td>
<td>13</td>
<td>10</td>
</tr>
</tbody>
</table>
Despite Having Heart Attack, Many Smoke, Are Obese

by Alyssa Davis

WASHINGON, D.C. — Americans who have had a heart attack may not be making the necessary lifestyle changes to reduce their risk of having another one. Those who have had a heart attack are significantly more likely than those who have never had a heart attack to smoke, be obese and experience stress. And those who have survived a heart attack are much less likely to exercise regularly.

Health Risks of U.S. Adults, by Heart Attack Status

History of heart attack is based on answering “yes” to the following question: “Have you ever been told by a physician or nurse that you had a heart attack?” Results are those after controlling for age, sex, ethnicity, income, education, region, marital status and children in household.

<table>
<thead>
<tr>
<th></th>
<th>History of heart attack</th>
<th>No history of heart attack</th>
<th>Difference (p&lt;.001)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoke</td>
<td>22</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Are obese</td>
<td>35</td>
<td>27</td>
<td>8</td>
</tr>
<tr>
<td>Experienced stress “yesterday”</td>
<td>39</td>
<td>49</td>
<td>10</td>
</tr>
<tr>
<td>Exercise ≥10 minutes/3 days per week</td>
<td>45</td>
<td>58</td>
<td>13</td>
</tr>
</tbody>
</table>

The latest update of Gallup’s annual Health and Healthcare poll, conducted Nov. 4-8, finds that for the first time in at least 25 years, less than half of Americans want to lose weight. Gallup polls from the 1950s found that only about a third of Americans wanted to lose weight.

Along with the decrease in the percentage of Americans wanting to lose weight, the proportion who say they would like to stay at their present weight — currently 41% — is also falling. About one in 10 adults (9%) say they would like to put on weight.

U.S. Obesity Rate Climbs to Record High in 2015

by Justin McCarthy

WASHINGTON, D.C. — As Americans enjoy Thanksgiving leftovers this year, about half (49%) say they would like to lose weight. This is down from readings near 60% from 2001 to 2008.

Americans’ Attitudes Toward Their Weight

Would you like to lose weight, stay at your present weight or put on weight?

<table>
<thead>
<tr>
<th>% Lose weight</th>
<th>% Stay at present weight</th>
<th>% Put on weight</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The obesity rate among U.S. adults in 2015 climbed to a new high of 28.0%, up 2.5 percentage points since 2008. This represents an increase of about 6.1 million U.S. adults who are obese.
In your opinion, what is the most important food safety issue for you and your family today?

- **Chemicals in food**: 36%
- **Foodborne illness from bacteria**: 34%
- **Pesticide residues**: 9%
- **Animal antibiotics**: 7%
- **Undeclared allergens**: 3%
- **None of the above**: 11%

**2014 Food & Health Survey:**

What is the most important food safety issue you consider when shopping for food?

- **Getting sick from something I eat**: 34%
- **Chemicals in food or packaging**: 23%
- **Pesticide residues in fruits or vegetables**: 10%
- **Unfamiliar ingredients that I don’t recognize**: 8%
- **Undeclared allergens**: 3%
- **Some other issue**: 4%
- **I am not concerned about any food safety issue**: 12%
Dietary Guidance: Communications and Marketing Support
Showcasing the Evidence
Dietary Guidance: Communications and Marketing Support

- Consumer outreach
  - Infographics
  - Paid placement
- Ongoing media interaction
  - Nutrition Media MythCrushers

Meat and poultry may make for tasty meals but there are a lot more reasons they should be part of your balanced diet.

Medicine’s Food and Nutrition Board helps the nervous system functioning.


8. Blood sugar control. An article in the American Journal of Clinical Nutrition suggests a high-protein, low-carbohydrate diet, which could include lean meat and poultry, can help to control blood sugar.

9. Zinc immunity. Researchers also found that zinc helps maintain optimal immune function and promotes wound healing. Zinc is in the top dietary sources of zinc.

10. Selenium rich. A serving of beef or lamb delivers about half your daily selenium needs. Selenium is an antioxidant that helps prevent cell damage, promotes proper thyroid function and may contribute to cancer prevention, reports the Journal of the American College of Nutrition.

11. Weight management. Studies in the New England Journal of Medicine and The American Journal of Clinical Nutrition say high-protein diets that include lean meat and poultry have been shown to promote long-term weight loss better than other diets.

12. Taste. Good. No scientific papers proving this are available. You’ll have to do the research yourself.

Learn More
For more tasty tips and recipes, visit the North American Meat Institute at www.meatnstuff.org.
Hot Topics

- Seven Nutrition Facts About Meat That Might Surprise You
- Eleven Animal Welfare Guidelines, Strategies, and Facts
- Six Common Misconceptions About Antibiotics and Meat
- Six Reasons Why Meat is ‘Greener’ Than You Think
**Processed Meats: Healthy Protein for a Balanced Diet**

**What is a Processed Meat?**
Processed meats are foods, nutritious and delicious products that have undergone at least one further processing step like grilling, smoking with spices or marinades, or salting. Processed meats and poultry, from deli meats to hot dogs, bacon and processed convenience items, come in a variety of flavors and dishes. Like bacon seasoned turkey, black pepper ham, low-fat hot dogs and reduced sodium bacon. And the list goes on.

**Why are Processed Meats Important?**
Modern processing helps prevent food waste by allowing processors and producers to use more of the animal. Some meat cuts can be tender or tougher and benefit from meat processing, which makes them more appealing.

**Nutrition and Consumption**
Processed meats are rich sources of protein, partnered with key vitamins and minerals including iron, vitamin-B12, thiamine and zinc. In fact, animal products are the only natural source of vitamin B12, and the body absorbs the meat less from bone-in rich meat and poultry products.

The 2015 Dietary Guidelines recommend that 10-20 percent of daily calories come from protein. Processed meats are an excellent source of protein that help consumers access the same nutrients that meat and poultry provide.

**Home Cooking Meets Processing**
If you can combine lean ground beef, pork, lamb or poultry with spices, zest, pepper, ketchup, even mustard eggs and bread or crackers to make branches of turkey, you’ve processed meat, too — only on a smaller scale.

**Studies Reveal Higher Processed Meat Intakes in Healthy Mediterranean Diet**
An analysis by the 2015 Dietary Guidelines Advisory Committee showed that the Healthy Mediterranean diet pattern includes twice as many red and processed meats, compared to amounts recommended in USDA food patterns.

*Image: North American Meat Institute*
TUSCAN CLAM STEW
5 slices bacon, cut crosswise into strips
1 tablespoon olive oil
1/2 cup dry white wine or dry vermouth
3 cloves garlic, minced
Cook bacon in a 10-inch deep skillet over medium heat until crisp. Transfer the bacon and draining off all but 1 tablespoon of fat. Add onion and garlic, cook until softened but not browned. Add 1/4 cup of the white wine, stirring to deglaze the pan. Add clam juice, 1/2 cup dry white wine or dry vermouth, 1/2 cup chicken broth, and 1/2 cup clam juice. Bring to a boil over high heat. Reduce heat to medium and simmer 15 minutes. Meanwhile, place the clams in a colander under cold running water. Rinse with a brush and rinse well. Stir the clams into the clams mixture, cover and simmer 7 to 10 minutes or until clams open. Discard and set aside. Stir and let the bacon fat solidify. Add olive oil and bacon fat to the clams mixture. Stir until combined. Serve immediately.

TOFU STEAKS WITH MA-PO PORK SAUCE
14 ounces extra firm tofu
3 tablespoons low sodium soy sauce, divided
1 teaspoon vegetable or canola oil
1 red bell pepper, cut into strips, optional
Heat oil in a large nonstick skillet over medium heat. Add bell pepper and garlic and stir-fry 5 minutes. Add tofu, ginger, and pork sauce. Stir-fry until pork is no longer pink, about 3 minutes. Stir and stir-fry 2 minutes. Stir in remaining 1 tablespoon soy sauce. Place the cooked tofu in the serving platter and serve with the pork sauce. Garnish with sesame seeds. Makes 4 servings.

NUTRITION FACTS
Calories 180
Calories from fat 68
Total fat 7g
Saturated fat 2g
Cholesterol 0mg
Carbohydrates 8g
Fiber 2g
Sugars 0g
Protein 14g
Sodium 490mg

GRAND PETITE TENDER STEAK
1 1/2 tablespoons onion powder or white powdered onion
1 1/2 teaspoons ground white pepper
1 1/2 teaspoons paprika
1 1/2 teaspoons garlic powder
1 1/2 teaspoons salt
1 1/2 teaspoons black pepper
1 1/2 teaspoons steak seasoning
1 1/2 teaspoons marjoram
1 1/2 teaspoons salt
1 1/2 teaspoons black pepper
1 1/2 teaspoons steak seasoning
1 1/2 teaspoons marjoram
1 1/2 teaspoons salt
1 1/2 teaspoons black pepper
1 1/2 teaspoons steak seasoning

NUTRITION FACTS
Calories 340
Calories from fat 120
Total fat 16g
Saturated fat 5g
Monounsaturated fat 7g
Sodium 200mg
Carbohydrates 28g
Fiber 1g
Sugars 8g
Protein 30g
Vit. C 10%
Vit. A 10%
Calcium 10%
Iron 10%
National Hot Dog & Sausage Council

- Huge successes in 2015
  - Social media growth
  - Recording breaking hot dog month publicity
- Hopes...budget permitting:
  - How sausage gets made video
  - Active pitching to media
  - Polling
  - Infographics
  - Recipe Development
  - Contests

The National Hot Dog and Sausage Council said a hot dog is not a sandwich in response to an ongoing debate over the food's status, though it noted USDA regulations appear to classify it as a sandwich. "Limiting the hot dog's significance by saying it's 'just a sandwich' is like calling the Dalai Lama 'just a guy,'" said NHDSC President Janet Riley.

UPI (11/09/15)
Training About Nutrition Communication

• Communicators Advocating Meat and Poultry (CAMP) Program
• Tactical focus shifts to topical
• Nutrition, animal welfare, food safety, environment
Questions/Discussion?

Janet M. Riley
202/587-4245
jriley@meatinstitute.org
@queenofwien