

Balancing the Debate

The Food Industry: Trends & Opportunities

29th International Sweetener Symposium

August 7, 2012 • Coeur d'Alene, Idaho

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The Coca-Cola Company

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Agenda

1. Current Environment

1. 1. Why

2. Balance the Debate

2. 1. What

2. 2. How

3. Success

4. Summary

4.1. The Ask

4. Questions



The Current Environment

The Why



New issues are accelerating — yet old issues never go away

10 YEARS AGO

- + Pesticides
- + Heavy Metals
- + GMO/Biotech
- + Caffeine/Heat formed tox.
- + Obesity/NCDs

5 YEARS AGO

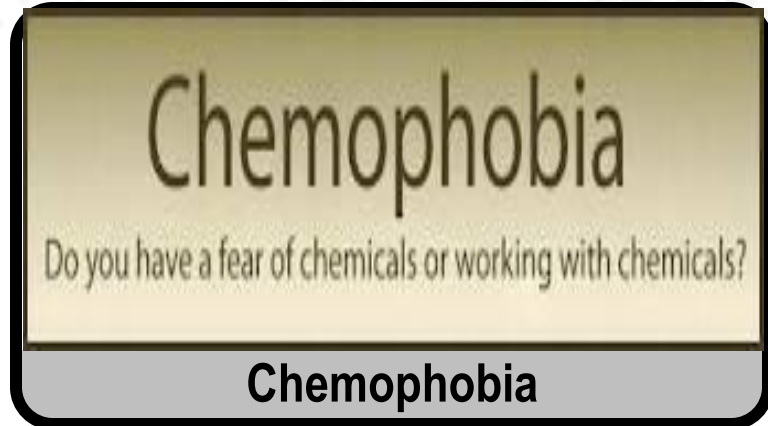
- + Bisphenol A (BPA)
- + 4-Methylimidazole (4-MEI)
- + No/Lo Calorie Sweeteners
- + Colors
- + Prop 65
 - Pesticides
 - Heavy Metals
 - GMO/Biotech
 - Caffeine/Heat formed tox.
 - Obesity/NCDs

TODAY

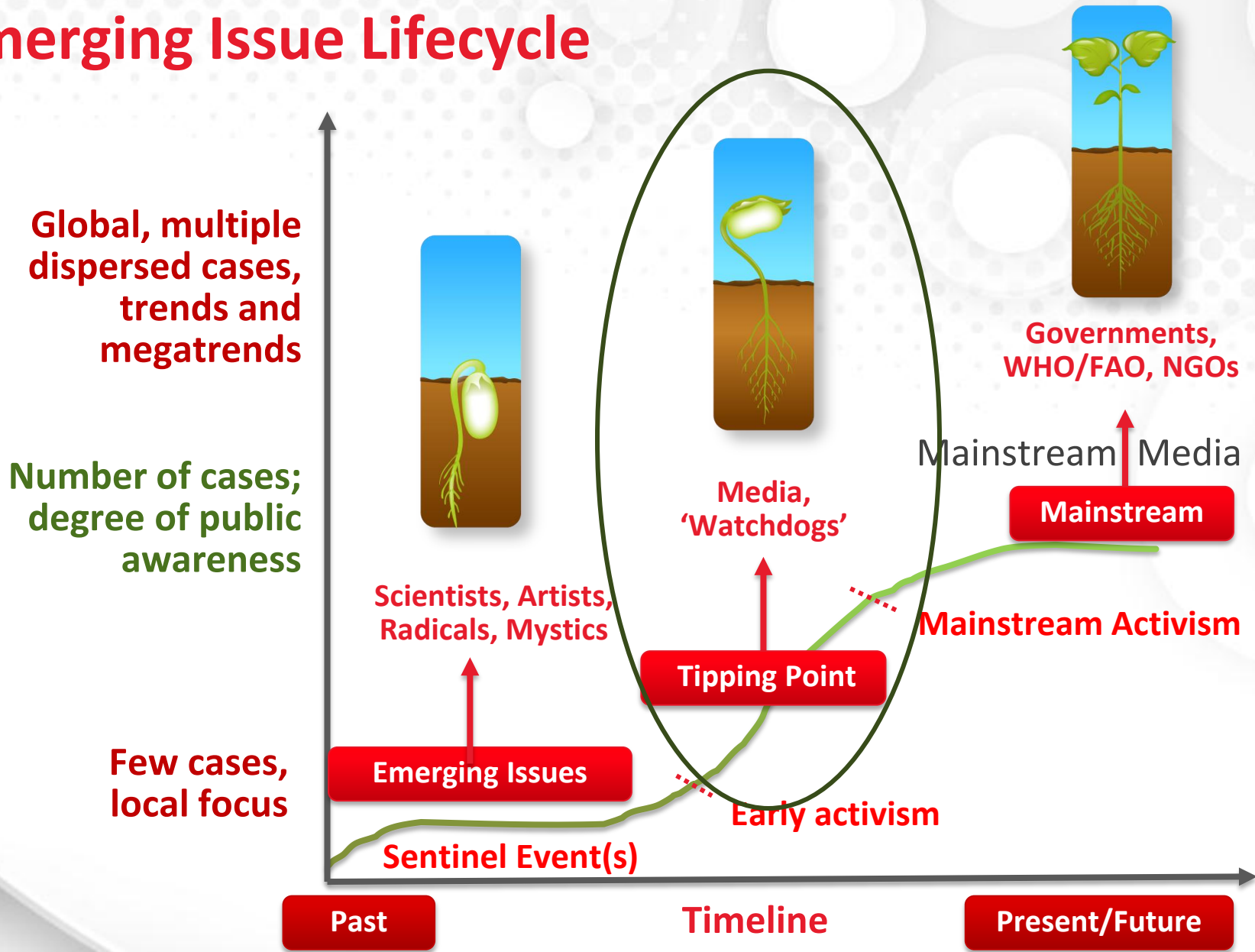
- + Chemo- and Techno-Phobia
- + The ‘unnatural’
- + Preservatives
- + Stabilizers
- + Advanced glycation end products (AGEs).
 - BPA
 - 4-MEI
 - No/Lo Calorie Sweeteners
 - Colors
 - Prop 65
 - Pesticides
 - Heavy Metals
 - GMO/Biotech
 - Caffeine/Heat formed tox.
 - Obesity/NCDs



Misinformation is rampant—too often science and facts are M.I.A



Emerging Issue Lifecycle



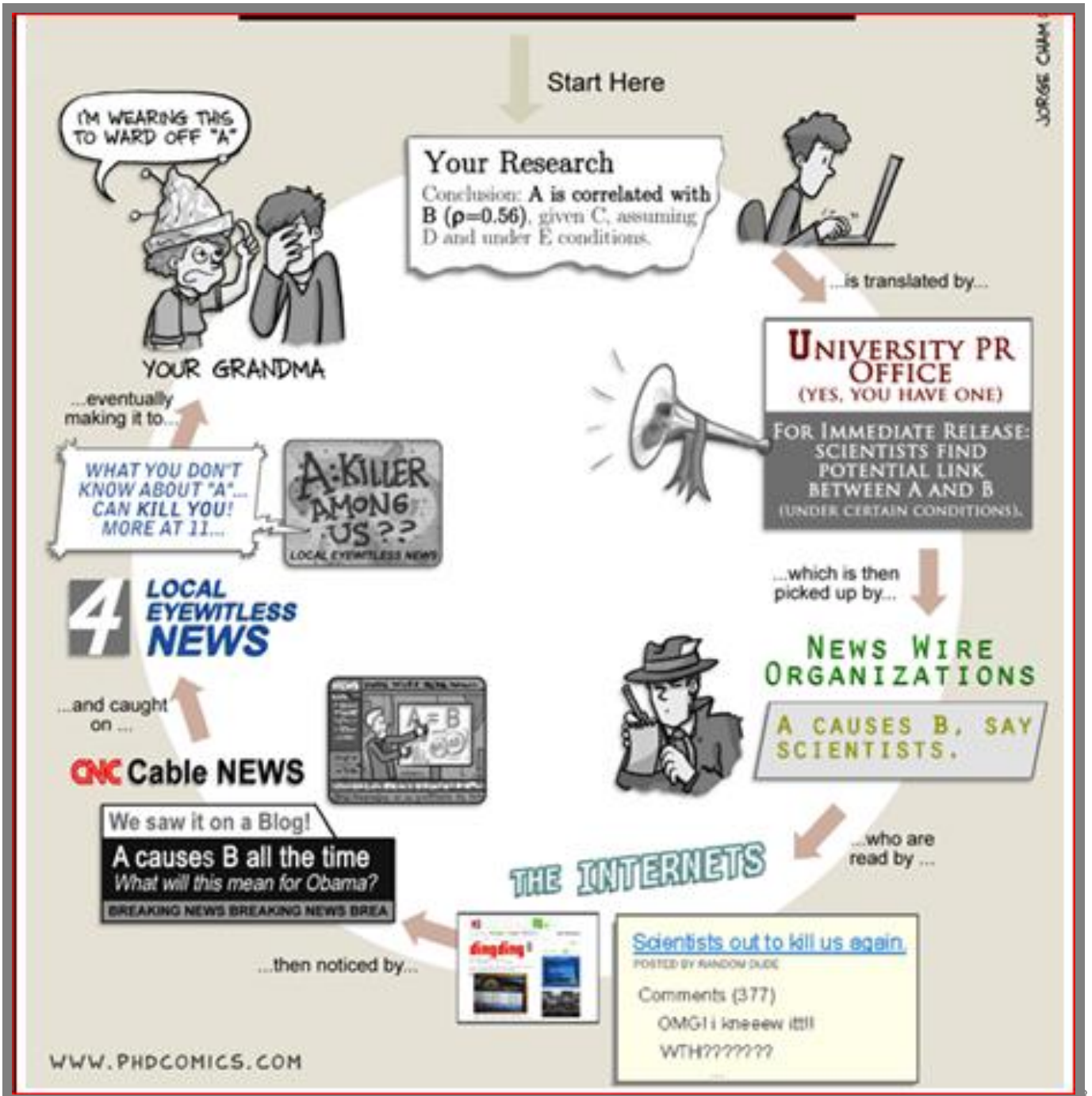
Issues Gone Wild



Our Nightmare

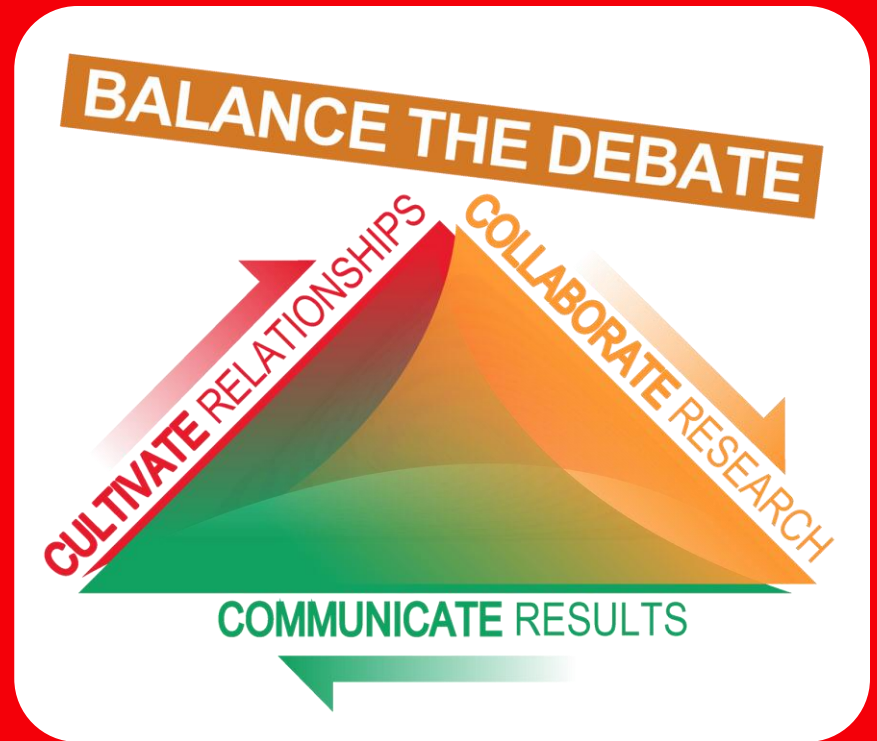


THE SCIENCE NEWS CYCLE



Balance the Debate

Support of Evidence-Based
Science to Establish Truth,
Advance Knowledge and
Develop Workable Solutions



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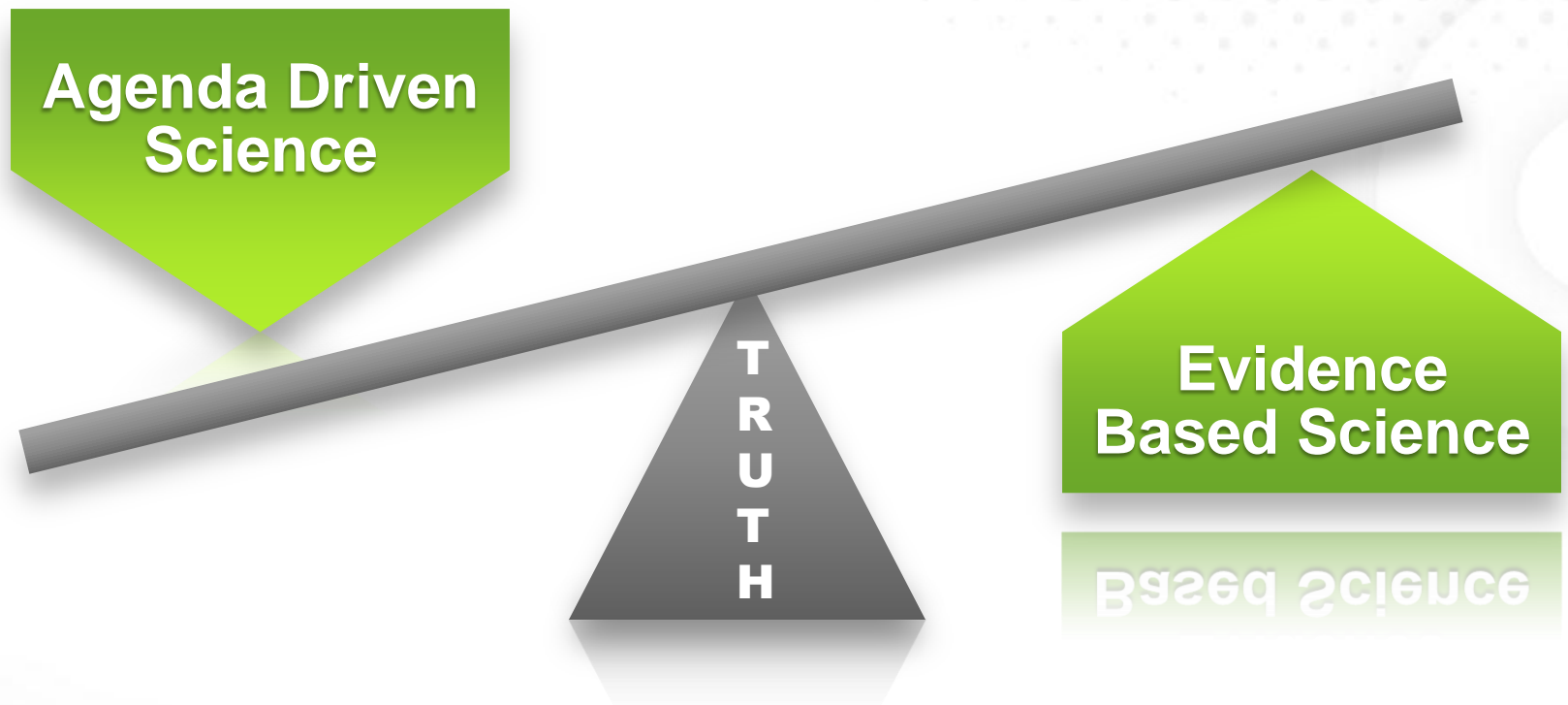
What Experts Tell Us:

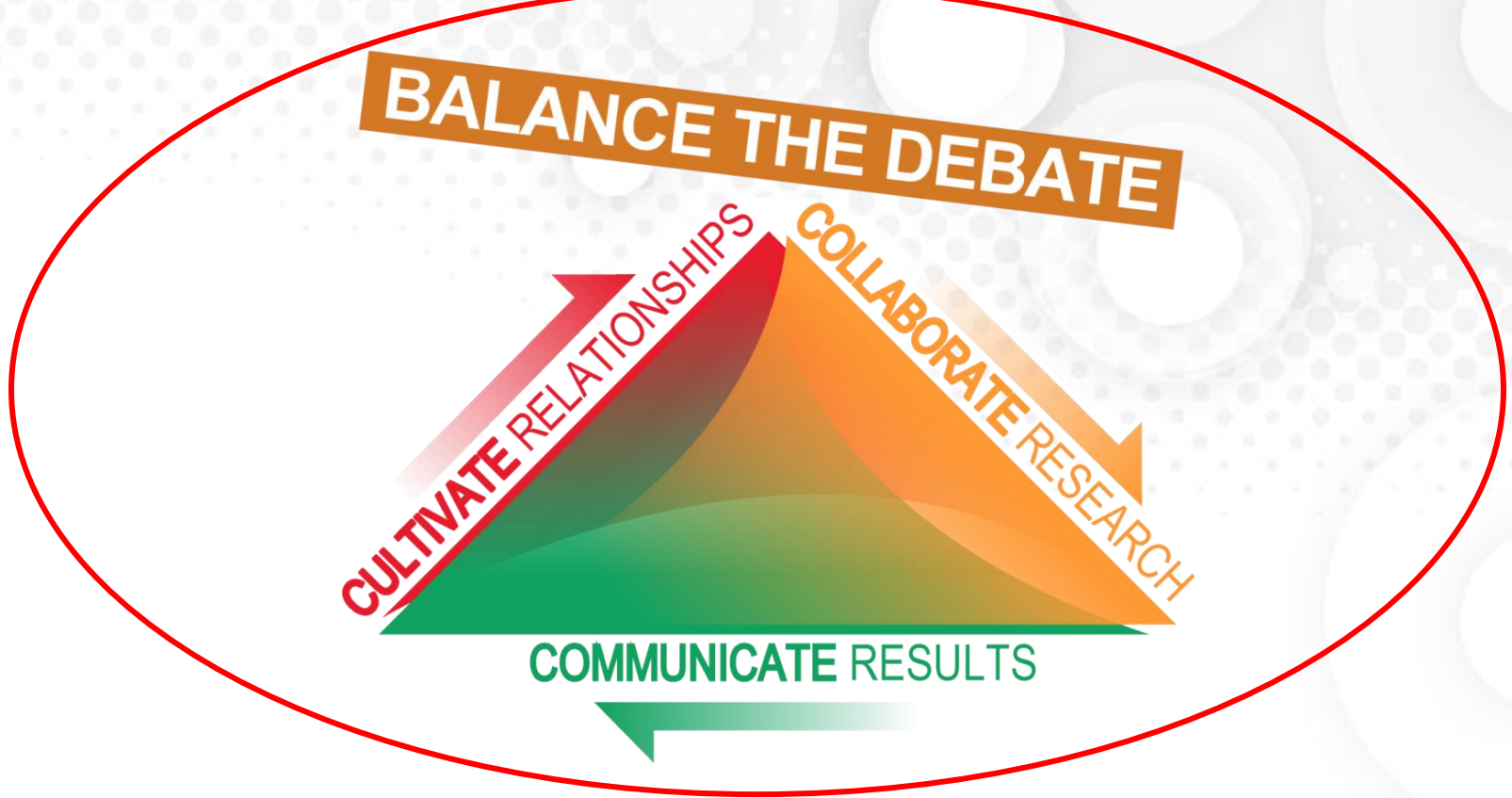
- ✓ Be a thought leader
- ✓ Shift energy balance
- ✓ Collaborate/Partner
- ✓ Inspire/Motivate consumer behavior change
- ✓ Bring opportunities (on energy in/out)
- ✓ Be prescriptive (target the 'how/how much/how often')
- ✓ Take bold actions
- ✓ Seek and Be Guided by the Truth

Do the Unexpected!



Balance the Debate: Seek and Be Guided by the Truth





Research Findings

+

Professional Opinion

+

Dissemination



Balanced Debate



Connecting Three Strategies



**Research-based education:
An industry time-tested technique**

Research Findings + Professional Opinion + Dissemination



Balanced Debate

Address the Negative, Advance the Positive



8/1/2

BALANCE THE DEBATE



Research Findings +

Professional Opinion +

Dissemination



Balanced Debate



Research

Funding

- Gather and interpret evidence-based science, and cultivate relationships with key stakeholders
- Generate/Fund evidence-based science through research partners
- Promoting evidence-based science with the public and consumers



BALANCE THE DEBATE



Research Findings

+

Professional Opinion

+

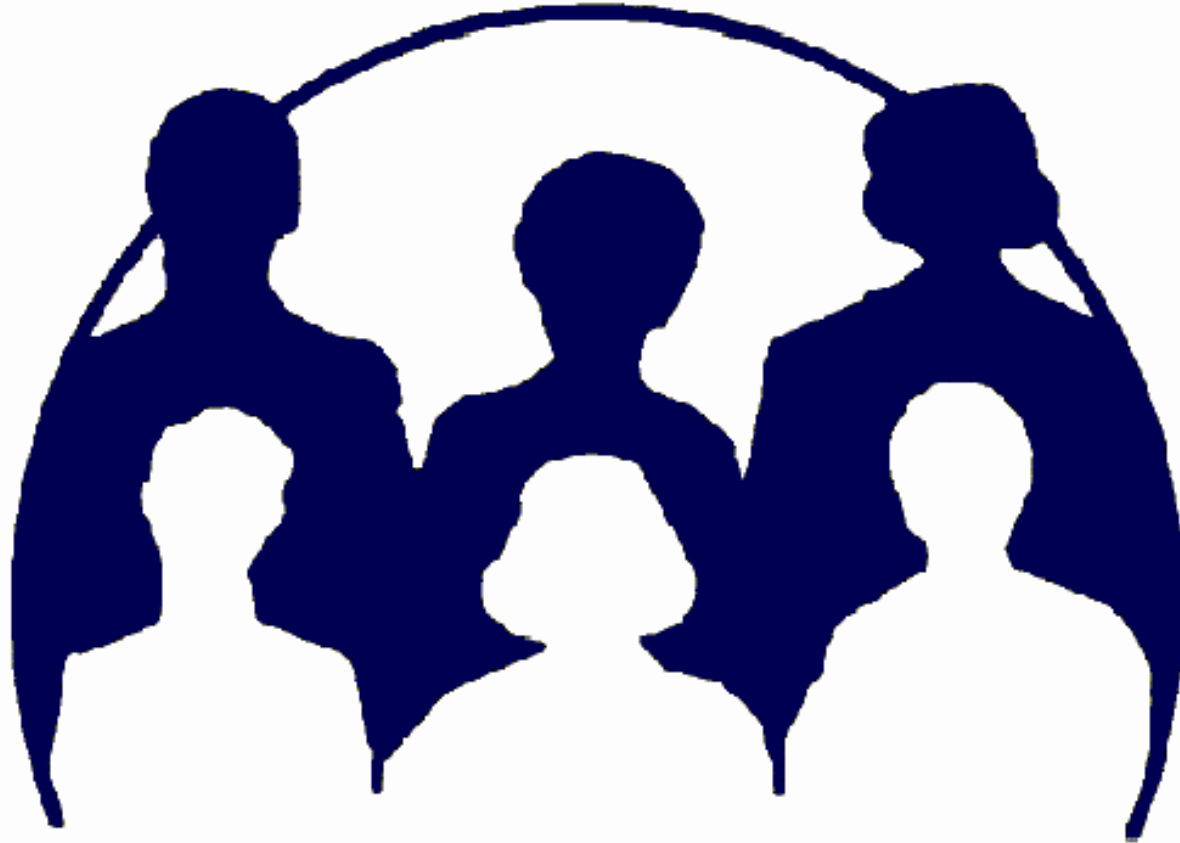
Dissemination



Balanced Debate



Healthcare Professionals



BALANCE THE DEBATE



Research Findings

+

Professional Opinion

+

Dissemination



Balanced Debate



“My business, is to teach my aspirations to conform themselves to fact, not to try and make facts harmonize with my aspirations.”



T.H. Huxley



“We need creativity which is scientifically endorsed—not science which is creatively enhanced.”



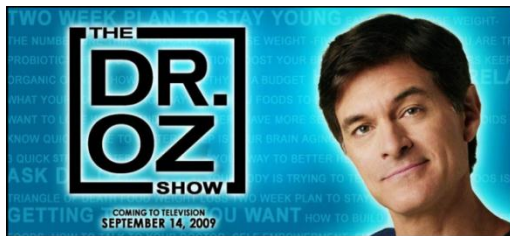
S. Drohan



Engaging, Sharing the Facts



WebMDSM
"Ask A Doctor"



Coca-Cola TECHNICAL
SCIENTIFIC AND REGULATORY AFFAIRS

Influential

BALANCE THE DEBATE



Research Findings + Professional Opinion + Dissemination



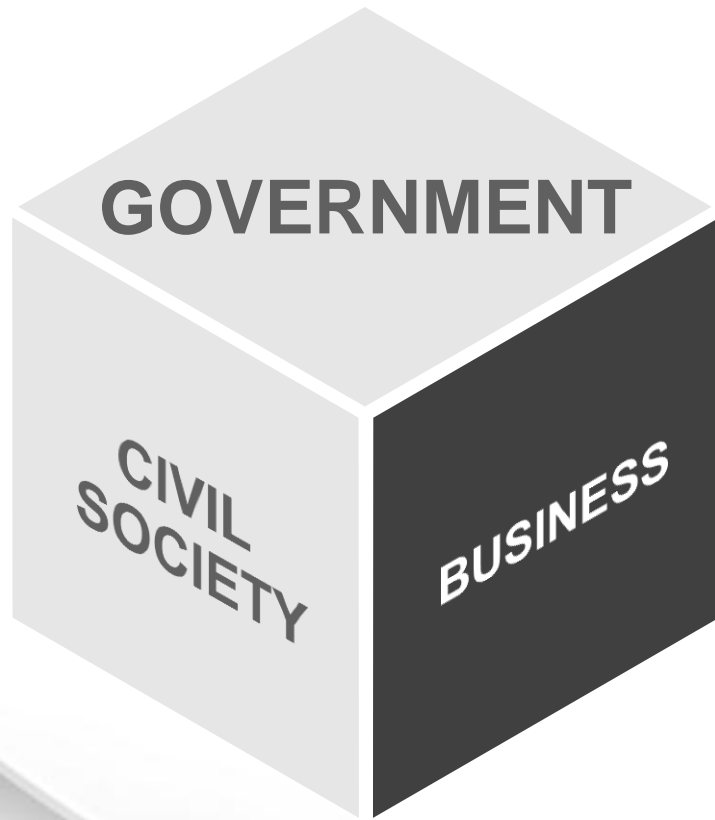
Balanced Debate



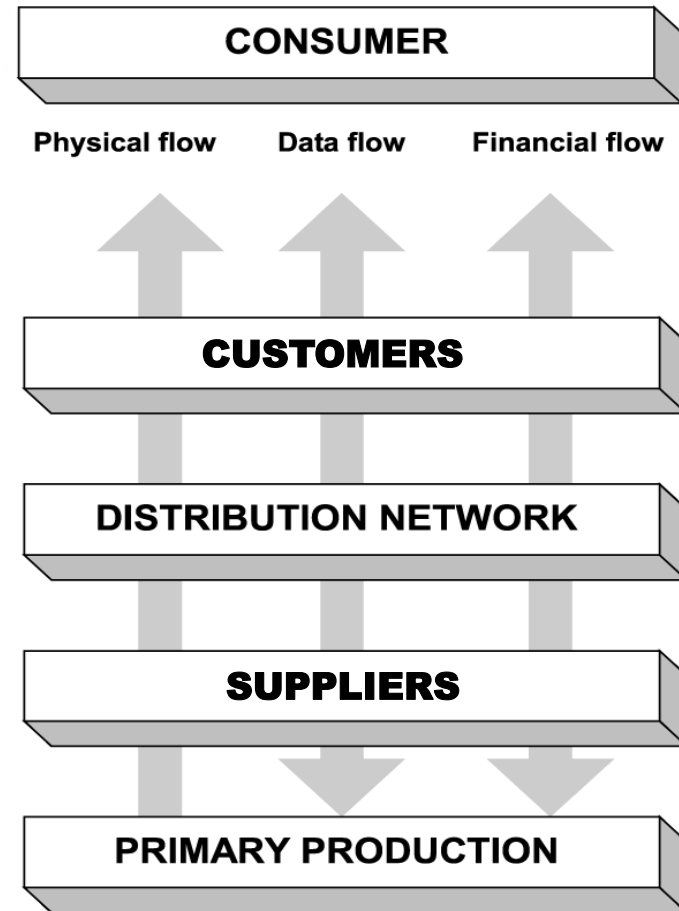
Success “Formula One”



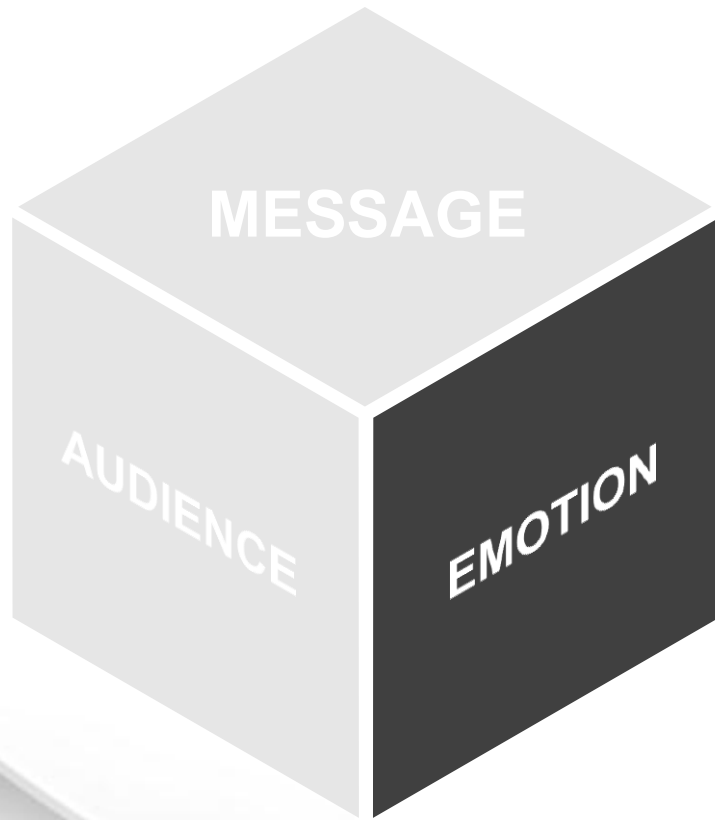
To succeed our strategy must be **holistic, united**



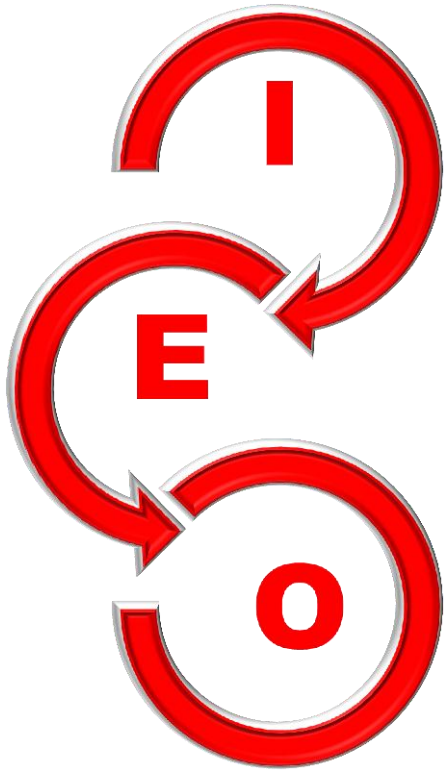
and inclusive



Using **emotion** 'laced' messaging to explain the facts



More Information--More Education--More Outreach



- Engaging more scientists, communicators, stakeholders
- More conferences, workshops, sponsorships
- Supporting efforts to better train journalists on science reporting
- Supporting efforts to get quicker responses from 3rd party experts



From an agency colleague re BPA

Risk Communication

Unless risk communication addresses the gap between what people "understand" through the media and what science can reliably say, activists and "crusading" journalists will practice moral hazard.

Using the Facts...

Laced with emotion and caring...

Being transparent, authentic, interconnected



Summary

What's the ask





Your Partnership is essential

**NONE OF US CAN
DO IT ALONE**

With complex, multi-faceted problems the right answers aren't simple and the simple answers aren't right.

A multi-disciplinary approach, new thinking and creative partnerships across all stakeholder groups.

WE WANT
YOU

**CONTRIBUTE
TO THE SOLUTION**

**Balance
the
Debate**



“We must all hang together, or assuredly we shall all hang separately,”



Benjamin Franklin,

And hang together they did.



THE FOOD INDUSTRY

(Gently, Transparently)

FIGHTS BACK

On obesity, food safety, 'questionable' ingredients, the industry can do a better job of tactfully defending itself; the key is transparency.

By Dave Fusaro, Editor in Chief



Food Processing –Feb 2012

**Using emotion and caring...
being transparent, authentic, interconnected**



Questions

