

2024 Nutrition Science Metrics & Guidance

Report data for the prior calendar year. This focus area pertains and is to be reported as the company or enterprise as a single entity. Only one reporter allowed for this focus area.

Foundational metrics will be denoted by B# and are to represent the foundational expectations for the industry. Achievement metrics will be denoted by A#. Achievements represent opportunities for building onto the baseline metrics and opportunities for consideration to move your business forward. If you notice a B#a,b,c. The a,b,c are the secondary or tertiary parts (A#a1) to the metric as applicable to a baseline or achievement metric. In general, the letter/number combinations are to help everyone denote which metric or part of a metric is being referenced.

Purpose: Information reported in this focus area is used for policy development and discussions to share the aggregated breadth of work the industry is doing for nutrition and human health and wellness.

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Foundational Metrics (Baselines)

Many companies produce hundreds of products. While it would be ideal to report on each product, providing cumulative label information for the total number of products is appropriate for these baseline metrics.

___ **B1. Nutrition facts regarding recommended daily allowance of essential nutrients are provided on an approved label.** Resource: [National Institutes of Health- Nutrient Recommendations: Dietary Reference Intakes \(DRI\)](#)

- Yes (select and move to B1a)
- No (select and move to B2)
- N/A - Not all products produced require a Nutrition Facts Panel (NFP).

B1a. Cumulative Label Information

If you selected yes, please include any details on the information you provide beyond the minimum nutritional requirements. This could include front-of-pack type labeling programs or nutrition information to meet other country requirements or customer requests. This data can be used to communicate how the industry is raising the bar above minimums.

Claims vs Attributes Overview for Baseline Questions

Attributes are USDA's Food Safety and Inspection Service (FSIS) defined qualities of a product. Whereas claims are attributes of a product that has FSIS regulatory approval and are featured on or with the product.

Attributes

___ **B2. Product portfolio includes products that include the following attributes (check all that apply).**

This baseline metric applies more broadly to companies of all types, e.g. food service supplier, processor, branded product portfolio, etc. Many companies may produce products that include these attributes.

B2a. Beneficial Nutrients - Attributes:

- Excellent/high/rich source of protein
- Good source of protein
- Excellent source of iron
- Good source of iron
- Excellent source of B12
- Good source of B12
- Lean
- Other, please describe (see B2a1)
- N/A

B2a1. Beneficial Nutrients - Attributes: Other, please describe.



Nutrition Science Metrics & Guidance

B2b. Nutrients to Limit - Attributes:

- Reduced saturated fat
- Low in saturated fat
- Saturated fat free
- Reduced sodium
- Low in sodium
- Sodium free
- Added sugars
- Other, please describe (*see B2b1*)
- N/A

B2c. Lifestyle or Wellness Preference - Attributes:

- Organic (Certified)
- Non-GMO (Certified)
- Gluten free
- No added nitrates/nitrites
- No artificial claims
- Dietary preference (e.g., keto, low carb, halal, kosher)
- Other, please describe (*see B2c1*)
- N/A

B2d. Of the checked boxes above, does the company test for attributes?

- Yes (*see B2d1*)
- No (*see B2d2*)
- N/A (*see B3*)

B2d2. If no, the company does not test for attributes, why? (*Optional*)

B2b1. Nutrients to Limit - Attributes: Other, please describe.

B2c1. Lifestyle or Wellness Preference - Attributes: Other, please describe.

B2d1. If yes, the company tests for attributes, does that apply to:

- Beneficial Nutrients
- Nutrients to Limit
- Lifestyle or Wellness Preference

Nutrition Science Metrics & Guidance

Claims

___ **B3. Product portfolio includes products that include the following claims (check all that apply):**

This baseline metric applies more broadly to companies of all types, e.g. food service supplier, processor, branded product portfolio, etc. Many companies may produce products that include these claims.

B3a. Beneficial Nutrients - Claims:

- Excellent/high/rich source of protein
- Good source of protein
- Excellent source of iron
- Good source of iron
- Excellent source of B12
- Good source of B12
- Lean
- Other, please describe (see B3a1)
- N/A

B3a1. Beneficial Nutrients - Claims: Other, please describe.

B3b. Nutrients to Limit - Claims:

- Reduced saturated fat
- Low in saturated fat
- Saturated fat free
- Reduced sodium
- Low in sodium
- Sodium free
- Added sugars
- Other, please describe (see B3b1)
- N/A

B3b1. Nutrients to Limit - Claims: Other, please describe.

B3c. Lifestyle or Wellness Preference - Claims:

- Organic (Certified)
- Non-GMO (Certified)
- Gluten free
- No added nitrates/nitrites
- No artificial claims
- Dietary preference (e.g., keto, low carb, halal, kosher)
- Other, please describe (see B3c1)
- N/A

B3c1. Lifestyle or Wellness Preference - Claims: Other, please describe.

Nutrition Science Metrics & Guidance

Achievement Metrics

Reminder: The A# represents these as Achievement metrics in the Protein PACT framework.

When answering these achievement metrics, check ALL applicable boxes in each column to indicate yes. If no, leave unchecked.

Within the achievement metrics, we use a commit, track, deliver, made public framework. This framework is to show the company's or establishment's progression as it relates to meeting this metric and possibly going above and beyond the metric (deliver/made public).

In general, across all focus areas unless clarified under the metric, the following will be your guiding definitions for commit, track, deliver, made public, not applicable, and choose not to report.

- **Commit (C)** - Means internally the company has stated a commitment to the metric.
- **Track (T)** - Means internally the company has a mechanism for measuring/recording/reporting information supporting this metric.
- **Deliver (D)** - Means the company is meeting the internal goal(s) or commitment(s) pertinent to this metric. For some metrics, Deliver may refer to using the information to identify opportunities for improvement and demonstrate a gap closure or going above and beyond meeting the metric
- **Made Public (P)** - At the company level, information regarding this metric has been published, printed, or posted publicly displaying our commitment to this metric externally. Examples: posted on the company website; included in an ESG report.
- **N/A (NA)** - Not Applicable
- **Not Reporting (NR)** - Choose not to report on this metric

The question mark (?) after each metric provides guidance on how to report for each individual metric. If there is nothing specific to that metric for interpretation assistance, then the definitions of commit, track, deliver, and made public as written above prevail.

Example: If you are reporting for 3 establishments, the max number you can input is 3.

- If 3 of 3 of the establishments have committed to the metric, enter 3.
- If only 2 of 3 establishments are tracking the metric, enter 2.
- If only 1 establishment has delivered on the metric, enter 1.
- If the answer is no for all establishments reported on, enter zero.

Nutrition Science Metrics & Guidance

| Indicator | Metric | C | T | D | P | NA | NR |
|--|---|---|----------|----------|---|----|----|
| Nutrition Information | A1. Nutrition-related information is voluntarily provided to customers and/or consumers. | | | | | | |
| | Nutrition related information can be provided to customers/consumers through a variety of means – print, digital, in store, on package, etc. This type of information can include information on dietary guidance, food preparation, recipes, and food safety among others. Information can be provided in general to customers or consumers but it can also address unique needs of subpopulations, like those identified in the 2020-2025 Dietary Guidelines for Americans , e.g. specific nutrient needs in certain life stages, e.g. adolescent girls or the elderly. | | | | | | |
| Voluntary Nutrition Initiatives | A2. Voluntarily participates in nutrition initiatives. <i>Note: A2a and A2b Only applies to manufacturers of retail or direct to consumer products, including co-manufacturing/co-packing.</i> | | | | | | |
| | A2a. Industry led initiatives address three topic areas: | | | | | | |
| | 1. In-store (eg. Guiding Star or Point of Purchase) | | | See A2a1 | | | |
| | 2. On package (e.g. Facts Up Front, Smart Label) | | | See A2a2 | | | |
| | 3. Online (e.g. company or product website; Instacart) | | | See A2a3 | | | |
| | A2b. Third-party initiative (public or private) that does not require validation or verification by a third-party. (e.g. FDA Sodium Targets; National Sodium & Sugar Reduction Initiative). | | | | | | |
| | | | | See A2b1 | | | |
| | A2c. Third-party initiatives require validation or verification by a third-party. There are two types of participation. | | | | | | |
| | 1. Fee-based Initiatives (e.g. AHA Heart Check, non-GMO verified, certified organic.) | | | See A2c1 | | | |
| 2. Non-fee based initiatives (e.g. USDA Foods, Smart Snacks) | | | See A2c2 | | | | |

Nutrition Science Metrics & Guidance

If you put a check mark in the “Deliver” column above the following will appear:

A2a1. If Delivering on in-store initiatives, what program(s) are you participating in?

- Guiding Star
- Point of Purchase
- Other _____

A2a2. If Delivering on on-package initiatives, what program(s) are you participating in?

- Facts Up Front
- Smart Label
- Other _____

A2a3. If Delivering on online initiatives, how are you accomplishing this metric?

- Company or Product Website
- Retail Website (providing the information to retail customers) examples: grocery store, box stores, etc.
- Restaurant Website (providing the information to restaurant customers)
- Instacart
- Uber Eats
- Door Dash
- Other _____

A2b1. If Delivering, Third-party initiative (public or private) that does not require validation or verification by a third-party. (e.g. FDA Sodium Targets; National Sodium & Sugar Reduction Initiative).

- FDA Sodium Targets
- National Sodium & Sugar Reduction Initiative
- Other _____

A2c1a. If Delivering on fee-based initiatives, what initiative(s) are you participating in?

Note: Not tracking lifestyle or weight loss diets.

- AHA Heart Check
- Non-GMO Verified
- Certified Organic
- Certified Gluten Free
- Certified Halal/Halal
- Certified Kosher/Kosher
- Global Animal Partnership (GAP)
- Other _____

A2c2a. If Delivering on non-fee-based initiatives, what initiative(s) are you participating in?

Example: USDA School Foods Program (USDA Foods – Breakfast, Lunch, Snacks).

- Breakfast
- Lunch
- Smart Snacks
- Other _____

Nutrition Science Metrics & Guidance

Yes or No **A3. Company contributes (financial or in-kind) to the advancement of nutrition science.**

Company contributions to the advancement of nutrition science include financial or in-kind support for nutrition research or education. This support should be considered in terms of resources (financial and time)

- Financial support of nutrition research includes contributions to the Foundation for Meat and Poultry Research and Education or other programs administering or conducting research as well as direct research sponsorship. This does not include R&D.
- In-kind support for nutrition research could include participation in projects or on an advisory committee.
- Support for the advancement of nutrition education could include sponsoring programming, outreach or exhibits at nutrition or health focused conferences, e.g. American Society for Nutrition or the Food and Nutrition Conference and Expo.
- Internal and external commitments to health and wellness programs like workplace nutrition or healthy lifestyle programs.
- Both informal and formal partnerships, e.g. MyPlate National Strategic Partner, to advance nutrition apply to this metric.
- Membership in Programs

If answer yes to A3, then A3a with checkboxes will appear.

A3a: We contribute to Nutrition Science through (check all that apply):

Upon checking a box(es) you will be asked to provide additional details about your company's commitment or activities.

Any details will be anonymized and may be used as examples or proof points when telling the story of the protein industry's commitment to advance nutrition science.

_ A3a1. Nutrition Research (see A3a1a and A3a1b)

A3a1a. How do you contribute to nutrition research?

- Contribute financially (\$)
- Contribute with expertise (time & knowledge)
- Other, please describe

A3a1b. Where do you contribute to nutrition research?

- University or College
- Foundation(s) (examples AMSA Foundation and Meat Foundation)
- USDA
- Community organization and NGOs directly supporting or conducting consumer research and/or education
- Participating in Meat Institute's Health & Wellness Committee
- Participating on other industry committees or task forces focused on nutrition research (example: National Pork Board's Nutrition Task Force)
- Other, please describe.
- Choose not to report

Nutrition Science Metrics & Guidance

_ A3a2. Nutrition Education (see A3a2a)

If checked, will be asked to describe contributions to Nutrition Education. (example: Scholarships)

A3a2. You contribute to nutrition education by:

A3a2a. Internal Education, Professional Development (Company supports the education of an employee(s) in nutrition to develop professionally)

Participating/attending conferences, events, and/or webinars

Participating/attending certification course

Participating/attending College or University class

Providing expertise and leadership by actively engaging in associations doing nutrition education work.

Other, please describe

A3a2b. Internal Education, Corporate (Company provides nutrition education to the employees and in the workplace to improve their nutrition)

Hosting conferences, events, and/or webinars

Providing training and/or informational resources to employees

Providing nutrition education at/for health care centers, specialty care facilities, caregiver education

Developing specialty food products for special dietary and nutritional needs (cancer, diabetes, etc.)

Offer benefits with access to nutrition and wellness resources. (e.g. Company Healthy Lifestyle Program.)

Partnership with outside health care experts (E.g. access to dietitians, weight loss/management counseling)

Health Equity initiatives (E.g. Environmental and Systemic Barriers to Health See CDC Resource)

Established a cross-function (multi-department) internal council, committee or team to discuss nutrition, health and wellness opportunities

Other, please describe

A3a2c. External Education, Consumer & Community (Nutrition education for customers, consumers outside of the workplace or in the community where the establishment(s) are located.

Hosting/participating/attending conferences, events, and/or webinars

Providing expertise and leadership by actively engaging in organizations doing consumer education nutrition education work.

Providing expertise and leadership by actively engaging in organization doing community nutrition education work.

Supporting or conducting academic research and/or education to consumers in local community

Supporting or conducting consumer research and/or education in local community

Collaborating with USDA (US Department of Agriculture) Extension

Collaborating with nonprofit organizations and/or local Universities/colleges

Providing nutrition education at community health care centers or specialty care facilities or caregiver education

Other, please describe

Nutrition Science Metrics & Guidance

_ A3a3. Membership Organizations that conduct education and/or research.

Intent: Gathering information for membership organizations that are for individual employees and/or company memberships supported by company resources. Not looking at academic education/research.

- ___ American Society of Nutrition
- ___ Academy of Nutrition and Dietetics
- ___ American Meat Science Association (individuals)
- ___ Food Research Institute
- ___ Industry Associations, Councils, Checkoffs, etc.
- ___ International Association of Food Protection (IAFP)
- ___ Meat Institute
- ___ Labeling Professional Organizations
- ___ Other, please describe

Yes or No A4. Company contributes to the improvement of food security.

Examples: Donations of product, money, or time to food banks, charities, and/or natural disasters.

Note: Repeat question found under Community Wellness Focus Area. It will be “graded” under Nutrition.

Information entered in this module is for the benefit of the industry and to help the Meat Institute’s communication and policy staff advocate and educate for the industry.

Other Resources:

- [Meat Institute’s Nutrition, Health & Wellness Page & Committee info](#)
- [Meat Institute’s Health & Wellness Recognition Awards](#) – Apply annually between January 1 – 31
- [Meat Foundation](#)