

New York University / Steinhardt
Department of Nutrition, Food Studies, and Public Health

FOOD-GE 2039 FOOD POLICY AND POLITICS: FALL 2015
3 points. Mondays 4:55 to 6:35 p.m. Silver 207

Instructor: Marion Nestle, Paulette Goddard Professor of Nutrition, Food Studies, and Public Health. Blog: www.foodpolitics.com, Twitter @marionnestle

Office hours: Usually from 3:00 to 4:30 on Mondays (but check first) at 411 Lafayette, 5th Floor, and by appointment via marion.nestle@nyu.edu.

Course Assistant: Maggie Tauranac, maggie.tauranac@nyu.edu.

Office hours: Mondays 3:00-4:30 at 411 Lafayette, 5th Floor and by appointment.

Note: When sending e-mails about course matters, please put **FPP15** in the subject line.

INTRODUCTION

This course is based on the premise that rational and desirable policy goals for any society are to create and maintain food systems that promote health, protect the environment, are sustainable, and support the livelihoods of participants, but that powerful forces in society may oppose this premise in theory or practice. Hence: politics.

The course considers how the U.S. and other governments develop policies aimed at ensuring a sufficient, nutritionally adequate, safe, affordable, and sustainable food supply. Drawing on contemporary case studies, it examines:

- Why and how governments establish food and nutrition policies
- How stakeholders in the food system use the political system to influence policy
- The cultural, social, economic, and political factors that influence stakeholder and government positions on policy issues

The course focuses on the process and the content of policy development:

- Research and other evidence used as the basis of policy development
- Context (nutritional, political, economic, social, cultural, scientific) in which food policies are developed
- Political processes through which stakeholders influence policy decisions
- Methods through which government agencies translate policies into regulations and programs
- Consequences (intended and unintended, positive and negative, measurable and not) of policies promoting healthful and sustainable food

Students are urged to question assumptions and premises and to consider:

- Should food choices be matters of policy or left to individuals?
- Should governments have a role in food policy? If so, what should that role be?
- Who holds responsibility for ensuring safe, healthful, sustainable systems?
- What is or should be the role of advocacy?

COURSE OBJECTIVES

- Define what is meant by policy and how policies are established (e.g., via statement, legislation, regulation, program, or other means)—the **Policy**.
- Describe current issues related to the principal areas of domestic and international nutrition, food, and farm policy—the **Problem**.
- Identify what policies aim to do—the **Purpose**.
- Explain how food and nutrition policies originate and which branch of government (Executive, Legislative, or Judicial) or agency (usually FDA, USDA, or FTC) is responsible for issuing them—the **Producer**.
- Identify the principal groups holding a stake in the food system, and their respective positions on food system issues—the **People**.
- Describe how stakeholder groups influence the development and implementation of food and nutrition policies—the **Politics**.
- Demonstrate the ability to analyze the elements of food and nutrition policies (conduct a "P's analysis—see page 10) and the effectiveness of policies in achieving goals—the **Perception**.
- Describe the degree to which nutrition/health policies are linked to food/agriculture policies, and vice versa—a **theme**.
- Explain the relative importance of policy vs. personal responsibility in food choice—a **theme**.
- Identify the principal characteristics of successful advocacy for food and nutrition policies—the **goal**.

READINGS

Required texts: available at the NYU Bookstore, from online booksellers, and in the library on reserve.

- Nestle M. *Food Politics: How the Food Industry Influences Nutrition and Health*, UC Press, 2013 (FP).
- Nestle M. *Safe Food: The Politics of Food Safety*, UC Press, 2010 (SF).
- Nestle M. *Soda Politics: Taking on Big Soda (and Winning)*, 2015 (SP).

Note: This book needs to be pre-ordered or obtained after its official October 5 publication date.

Additional readings are listed in the course outline by category:

- *Required readings*—books, articles, reports—are indicated by this symbol: ►
- *Background information and resources* are listed under *Browse*.
- *Add-ons*: If especially relevant documents or articles are released during the semester, these may be added as announced by e-mail and in class (but will be kept to a minimum).

Current events

You are expected to read (in print or online) a national daily newspaper influential in policy matters—for example, the *New York Times*, *Wall Street Journal*, *Washington Post*, *Politico*, *Yahoo*, *Huffington Post*—as a basis for class discussion and analysis of food and nutrition policy events as they occur in real time.

EXPECTATIONS

- Class begins and ends on time; please adhere to schedule.
- Cell phones off; no unrelated Internet activity during class time.
- Plan ahead: no incomplete grades are given (except in dire, documented emergencies).
- Your voice matters: *Participate*. Take responsibility for your own learning. If you don't understand something, ask. If something isn't working for you, please speak up and bring it to the instructor's or the course assistant's attention immediately.

GRADING

- Take-home midterm, open-book 45% Oct 19, due Oct 26
- In-class final examination, open-book 55% Dec 14
- Bonus points given for especially active class participation
- Note: As a study guide, sample questions will be given out from weeks 2 to 5.

COURSE SCHEDULE

CLASS	DATE	TOPIC	ASSIGNMENTS
1	Sept 14	Introduction and overview	<p>► FP Prefaces (vii-xxii), Intro (1-28), Appendix (413-23)</p> <p><i>Browse</i></p> <ul style="list-style-type: none"> • <u>2010 Dietary Guidelines for Americans</u> • <u>Selected Messages for Consumers, 2010</u> http://www.cnpp.usda.gov/sites/default/files/dietary_guidelines_for_americans/SelectedMessages

2	Sept 21	Policy case study: Dietary Guidelines for Americans Politics: Stakeholders	<ul style="list-style-type: none"> ▶ Food Politics: Part 1 (29-92), Afterword (375-389), Conclusion (359-374) ▶ 2015 Dietary Guidelines Advisory Committee Report, Executive Summary ▶ Hering G. Meat industry has a cow over dietary guidelines. The Guardian, May 19, 2015 <p><i>Browse:</i></p> <ul style="list-style-type: none"> • 2015 Dietary Guidelines Advisory Committee report • Dietary Guidelines history, 1980-2005 • ChooseMyPlate home page http://www.choosemyplate.gov/ • History of USDA food guides
3	Sept 28	Policy case study: Dietary supplement regulation Politics: Legislation	<ul style="list-style-type: none"> ▶ FP: Part 4 (219-294) ▶ FDA 101: Dietary supplements ▶ New York Times, Feb 3, 2015 on Schneiderman investigation ▶ Schneiderman announces agreement, March 30, 2015 (read or watch video) ▶ World Cancer Research Foundation. NOURISHING Framework, 2015 ▶ Hawkes et al, Lancet policy framework, syllabus page 11 ▶ Healthy People 2020: Topics and objectives ▶ Healthy People 2020: Nutrition and weight status <p><i>Browse</i></p> <ul style="list-style-type: none"> • Syllabus page 12, and references • FDA home page on dietary supplements • Food Climate Research Network. Policies and actions to shift eating patterns: What works? 2015 Pages 1-21, 74-85
4	Oct 5	Policy case study: The Farm Bill Politics: Lobbying	<ul style="list-style-type: none"> ▶ FP: Part 2 (93-171) ▶ Congressional Research Service: What Is the Farm Bill? July 23, 2014. ▶ Association of Government Relations Professionals: What is lobbying? ▶ Fang L. Where have all the lobbyists gone? The Nation, March 10-17, 2014. ▶ Open Secrets: Farm bill lobbying, January 1, 2014 ▶ Evich HB. 'Good food' companies leave lobbying off the menu. Politico, July 27, 2015. <p>http://www.politico.com/story/2015/08/good-food-companies-leave-lobbying-off-the-menu-120878</p>

			<p><i>Browse</i></p> <ul style="list-style-type: none"> • The 2014 farm bill • Institute of Medicine. Framework for Assessing Effects of the Food System, 2015. Chapter 1 (Overview) and Chapter 3 (Health effects). Note: free, but you must sign up as guest. • Center for Responsive Politics: OpenSecrets: look at Agribusiness, Lobbying database, Agribusiness lobbying, and Search by client https://www.opensecrets.org https://www.opensecrets.org/lobby https://www.opensecrets.org/lobby/indus.php?id=A
5	Oct 13 Tuesday	Policy case study: The Trans-Pacific Partnership (TPP) Politics: International relations	<p>► USDA Foreign Agricultural Service trade agreements</p> <p>► US Trade Representative: Overview of TPP https://ustr.gov/tpp/overview-of-the-TPP</p> <p>► US Trade Representative: Summary of TPP objectives https://ustr.gov/tpp/Summary-of-US-objectives</p> <p>► Crosbie et al. Health Preemption Behind Closed Doors: Trade Agreements and Fast-Track Authority. <i>Am J Public Health</i> 2014;104 (9):e7-e13 (NYU Classes).</p> <p>► Senators Sherrod Brown and Elizabeth Warren. Letter to President Obama, April 25, 2015 (NYU Classes).</p> <p>► US sugar paying millions to shut out Australia from TPP. <i>Australia Financial Review</i>, August 4, 2015 (NYU Classes)</p> <p>► Bjerga A. Canada puts global trade deal at risk to defend family dairies. <i>Bloomberg News</i>, August 20, 2015.</p> <p><i>Browse</i></p> <ul style="list-style-type: none"> • USDA/ERS. Outlook for U.S. Agricultural Trade, August 27, 2015. http://www.ers.usda.gov/media/1893531/ag-trade-file.pdf • IFPRI. 2014-2015 Global Food Policy Report • WTO Agriculture negotiations https://www.wto.org/english/tratop_e/agric_e/negotiations_e.htm • US State Department Trade Policies and Programs (a different TPP) • FDA Imports and exports home page • Codex Alimentarius (WHO & FAO food safety standards) home page http://www.who.int/foodsafety/areas_work/food-standard/en/

6	Oct 19	Policy case study: The Food Safety Modernization Act of 2014 (FSMA) Politics: Rulemaking	<ul style="list-style-type: none"> ► SF Prefaces (vii-xviii), Part 1 (1-138), Epilogue (281-284), and browse the rest. ► <u>Bottemiller H. Why President Obama and Congress turned their backs on food safety. Politico, July 14, 2015.</u> <p><i>Browse</i></p> <ul style="list-style-type: none"> • Federal Register. <u>Guide to the rulemaking process</u> • FDA <u>Food Safety Modernization Act home page</u> • FDA <u>recall announcements</u> • USDA <u>recall announcements</u> • CDC <u>outbreak surveillance</u> • CDC <u>Multistate outbreak investigations</u> • Attorney Bill Marler's <u>blog</u>
7	Oct 26	Policy case study: Let's Move! Politics: Leadership Guest lecture: Sam Kass, former White House chef, senior food policy advisor, and director, Let's Move!	<ul style="list-style-type: none"> ► FP 389-405 (Let's Move!) ► <u>Wilson D, Roberts J. Food fight: How Washington went soft on childhood obesity, Reuters special report, April 27, 2012.</u> ► <u>Liptak K. Let's Move turns 5: Is it working? CNN Politics, April 6, 2015.</u> <p><i>Browse</i></p> <ul style="list-style-type: none"> • White House Task Force on Childhood Obesity. <u>Solving the Problem of Childhood Obesity within a Generation</u>, May 2010. • <u>Let's Move! site</u> <p>DUE: Midterm examination</p>
8	Nov 2	Policy case study: GMO labels Politics: Preemption	<ul style="list-style-type: none"> ► SF part 2 (139-248), Epilogue (277-281) ► <u>White House: Response to GMO petition, July 27, 2015</u> ► <u>Grossman E. Big Food is Spending Millions to Lobby for Less Transparency. Civil Eats, August 19, 2015.</u> ► <u>HR 1599 Safe and Accurate Food Labeling Act of 2015</u> <u>https://www.congress.gov/bill/114th-congress/house-bill/1599</u> ► <u>Just Label It: DARK Act</u> <p><i>Browse</i></p> <ul style="list-style-type: none"> • <u>Just Label It state initiatives</u> • FDA <u>completed consultations on bioengineered foods</u> • FDA <u>home page on genetically engineered salmon</u>

9	Nov 9	Case studies: Sugar labels Politics: Science	<ul style="list-style-type: none"> ► SP Intro & Chapters 1-6 (1-85) ► <u>World Cancer Research Fund International. Curbing Global Sugar Consumption, 2015.</u> ► <u>FDA's home page on proposed label revisions</u> ► <u>Sugar Association's comments on added sugar</u> ► Kunkel DL, et al. Evaluating Industry Self-Regulation of Food Marketing to Children. <i>Am J Prev Med</i> 2015;49(2):181-187 (<i>NYU Classes</i>) <p><i>Browse</i></p> <ul style="list-style-type: none"> • Public comments on <u>Nutrition and Supplement Facts panels</u> http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm386203.htm • Public comments on <u>standards for serving sizes</u> http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm386203.htm • <u>FDA menu and vending labeling final rules</u> • <u>European Union food labeling requirements</u>
10	Nov 16	Policy case study: School meals Politics: Appropriations	<ul style="list-style-type: none"> ► SP Chapters 10-12 (133-170) ► <u>USDA. School Meals in Transition, August 2015</u> <p><i>Browse</i></p> <ul style="list-style-type: none"> • <u>Healthy, Hunger-Free Kids Act of 2010</u> • <u>USDA home page for HHFKA</u> • <u>Appropriations Act, 2012: Section 743 (pizza)</u> • <u>School Nutrition Association press releases</u>
11	Nov 23	Policy case study: SNAP Politics: Partnerships	<ul style="list-style-type: none"> ► SP Chapters 14-20 (185-276) ► <u>Simon M. Food stamps: Follow the Money, 2012</u> <p><i>Browse</i></p> <ul style="list-style-type: none"> • Center for Study of the Presidency and Congress. <u>SNAP to Health: A Fresh Approach to Strengthening the Supplemental Nutrition Assistance Program, 2012.</u> • <u>DeLauro R. 114th Congress: Guide to hunger and federal nutrition programs.</u> • <u>USDA SNAP home page</u> • <u>USDA SNAP data home page</u> • <u>Title IV, Subtitle A, in the 2014 farm bill</u> • <u>USDA Food insecurity measurement page</u> • <u>USDA food assistance home page</u> • <u>FAO hunger home page</u> • <u>World Food Programme home page</u>

12	Nov 30	Policy case studies: Soda size caps and taxes Politics: Local initiatives	<ul style="list-style-type: none"> ► SP Chapters 7-9 (89-130), 23-27 (315-386) ► <u>CSPI Big Soda v. Public Health, 2015</u> <p><i>Browse</i></p> <ul style="list-style-type: none"> • NYC Dep't of Health <u>Sugary drinks</u> home page • New York State Supreme <u>Court decision, March 11, 2013</u> • New York State <u>Appeals court decision, June 26, 2014</u> <u>https://www.nycourts.gov/ctapps/Decisions/2014/Jun14/134opr14-Decision.pdf</u> • <u>Berkeley v. Big Soda</u> home page
13	Dec 7	Policy & Politics: Advocacy	<ul style="list-style-type: none"> ► SP Chapters 21-22 (279-311), 13 (171-182), Conclusion (387-403) ► <u>World Cancer Research Foundation. NOURISHING Framework, 2015</u> <p><i>Browse</i></p> <ul style="list-style-type: none"> • SP Appendices 1 & 2 (407-410)
14	Dec 14	Final Examination	In-class, open book

ADDITIONAL RESOURCES

International food policy

- Pinstrip-Anderson P, Watson DD. *Food Policy for Developing Countries: The Role of Government in Global, National, and Local Food Systems*, 2011
- Fan S, Pandya-Lorch R, eds. Reshaping Agriculture for Nutrition and Health. International Food Policy Research Institute (IFPRI)

Blogs focusing on nutrition and food policy

- Yoni Freedhoff, Weighty Matters: <http://www.weightymatters.ca/>
- Michele Simon: <http://www.eatdrinkpolitics.com/>
- Parke Wilde: <http://usfoodpolicy.blogspot.com>
- AGree: <http://www.foodandagpolicy.org/blog>

Advocacy organizations, nutrition and food policies

- Agriculture and Food Policy Center at Texas A&M
<https://www.afpc.tamu.edu/>
- California Food Policy Advocates
- Center for Science in the Public Interest (CSPI): nutrition policy
- Food First: policy publications
- Food & Water Watch: policy briefs
- Rudd Center for Food Policy and Obesity: obesity policy
- Institute for Agriculture and Trade Policy

U.S. government food and nutrition policy websites

- DHHS Office of Disease Prevention and Health Promotion
<http://health.gov/>
- USDA home page for policy topics - not linked,
<http://www.usda.gov/wps/portal/usda/usdahome>
- FDA food regulation home page
- FTC home page: look at Enforcement and Policy
- Congressional Research Reports archived at National Agricultural Law Center,
<http://nationalaglawcenter.org/crs> and at Federation of American Scientists

New York City and State food policy

- New York State Council on Food Policy
- New York City food
- NYC Food Policy Center

International food policy organizations

- Food and Agriculture Organization (U.N.)
- World Health Organization (U.N.)
- International Food Policy Research Institute (IFPRI)

POLICY "P's" ANALYSIS

For any topic discussed in the reading or in class, you should be able to perform a quick analysis organized according to the "P's" mnemonic.

The Policy: Identify it by what it is intended to do and how you know it exists. Is it a statement, document, law, regulation, program, or something else?

The Problem: What problem—health, social, economic, political—is the policy designed to address?

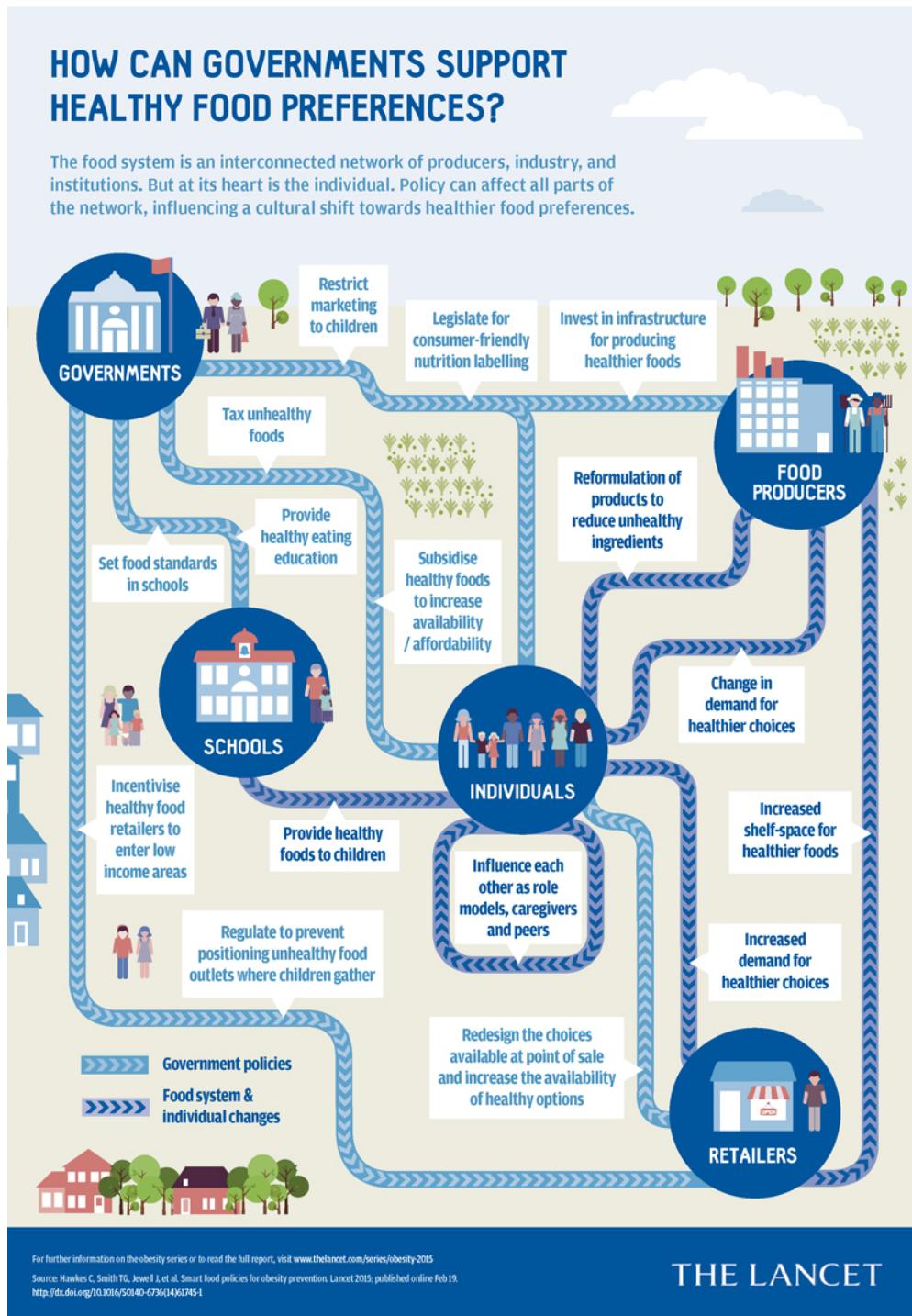
The Purpose: What does the policy specifically aim to do?

The Producer: Which branch of government, agency, or other entity is in charge of issuing, stating, enacting, or implementing the policy?

The People: Who are the major stakeholders in this policy? What position does each stakeholder hold? Why do they hold these positions?

The Politics: What are the stakeholders doing or are likely to do to achieve their goals relative to this policy?

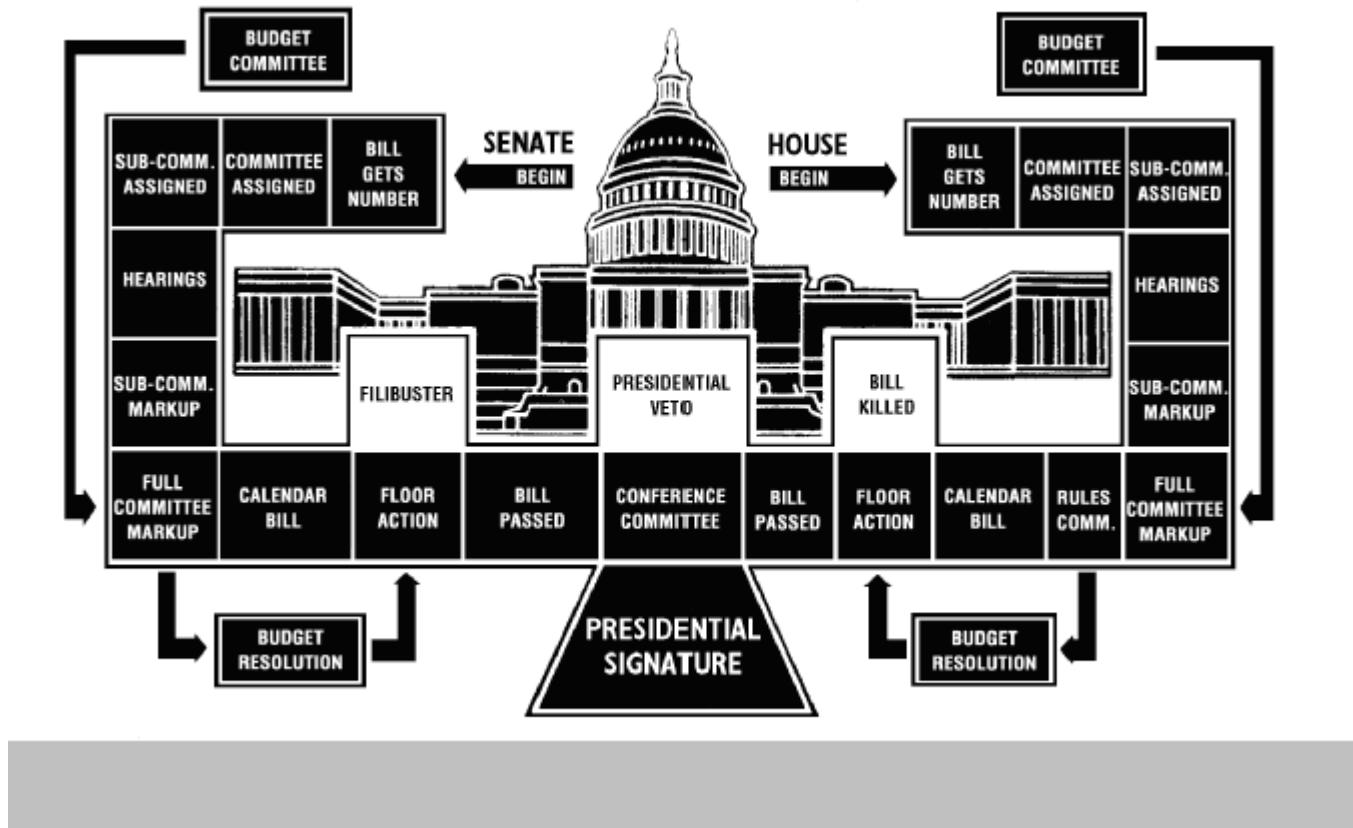
Perception: How likely is it that this policy will succeed in addressing the problem and achieving its purpose? Explain your reasoning.



From: Hawkes C, et al., Smart food policies for obesity prevention. *The Lancet*, 2015
[http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736\(14\)61745-1.pdf](http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(14)61745-1.pdf).

The image: http://www.thelancet.com/pb/assets/raw/Lancet/stories/commissions/obesity-food-policy_lrg.jpg

HOW BILLS BECOME LAWS, U.S.



Library of Congress

- Overview of the legislative process
<https://www.congress.gov/legislative-process>

House of Representatives

- How Laws are made
http://www.house.gov/content/learn/legislative_process/
- Branches of Government
http://www.house.gov/content/learn/branches_of_government/
- The Legislative Process: http://www.house.gov/content/learn/legislative_process/

OBJECTIVES: COLLEGE OF GLOBAL PUBLIC HEALTH (CGPH)

- Identify the social, cultural, economic, environmental, and institutional factors that contribute to the risk of undernutrition and overnutrition among populations.
- Demonstrate the linkages between agriculture, food, nutrition, and public health. Develop educational, institutional, and other population-based intervention strategies to improve food security and reduce obesity.
- Promote policies to ensure the safe production, distribution, and consumption of food.
- Apply population-based research findings to the development and implementation of health policies and programs in the United States and in low-income and developing countries.

STUDENTS WITH DISABILITIES

Any student attending NYU who needs an accommodation due to a chronic, psychological, visual, mobility and/or learning disability, or is Deaf or Hard of Hearing should register with the Moses Center for Students with Disabilities at 212 998-4980, 240 Greene Street, <http://www.nyu.edu/csd>

ACADEMIC INTEGRITY

Academic integrity is the guiding principle for all that you do; from taking exams, making oral presentations, to writing term papers. It requires that you recognize and acknowledge information derived from others, and take credit only for ideas and work that are yours.

You violate the principle of academic integrity when you:

- Cheat on an exam;
- Submit the same work for two or more different courses without the knowledge and the permission of all professors involved;
- Receive help on a take-home examination that calls for independent work;
- "Collaborate" with other students who then submit the same paper under their individual names.
- Give permission to another student to use your work for a class.
- Plagiarize.

Plagiarism,¹ intended or not, is academic fraud and cannot be tolerated. Plagiarism is failure to properly assign authorship to a paper, a document, an oral presentation, a musical score, and/or other materials, which are not your original work.

You plagiarize when, without proper attribution, you do any of the following:

- Copy verbatim from a book, an article, or other media;
- Download documents from the Internet;
- Purchase documents;
- Report from others' oral work;
- Paraphrase or restate someone else's facts, analysis, and/or conclusions;
- Copy directly from a classmate or allow a classmate to copy from you.

¹ For a helpful self-test on what constitutes plagiarism, please visit <http://www.indiana.edu/~istd/practice.html>. Professor Nestle's personal plagiarism case study is posted on *NYU Classes* under Resources.