Balancing the Debate
The Food Industry: Trends & Opportunities
29th International Sweetener Symposium
August 7, 2012 • Coeur d'Alene, Idaho

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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

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<tr>
<th>10 YEARS AGO</th>
<th>5 YEARS AGO</th>
<th>TODAY</th>
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<td>+ Pesticides</td>
<td>+ Bisphenol A (BPA)</td>
<td>+ Chemo- and Techno-Phobia</td>
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<td>+ Heavy Metals</td>
<td>+ 4-Methylimidazole (4-MEI)</td>
<td>+ The ‘unnatural’</td>
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<td>+ GMO/Biotech</td>
<td>+ No/Lo Calorie Sweeteners</td>
<td>+ Preservatives</td>
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<td>+ Caffeine/Heat formed tox.</td>
<td>+ Colors</td>
<td>+ Stabilizers</td>
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<td>+ Obesity/NCDs</td>
<td>+ Prop 65</td>
<td>+ Advanced glycation end products (AGEs)</td>
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Misinformation is rampant—too often science and facts are M.I.A

Active, Healthy Living

Chemophobia

Social Media

Detractor Activism
Emerging Issue Lifecycle

- Global, multiple dispersed cases, trends and megatrends
- Number of cases; degree of public awareness
- Few cases, local focus

Emerging Issues
- Sentinel Event(s)
- Early activism
- Scientists, Artists, Radicals, Mystics

Tipping Point
- Media, ‘Watchdogs’
- Governments, WHO/FAO, NGOs

Mainstream Media
- Mainstream Activism
- Timeline
- Past
- Present/Future

Adapted from the work of Graham, et. al.
Issues Gone Wild

Our Nightmare
Balance the Debate

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

CULTIVATE RELATIONSHIPS

COLLABORATE RESEARCH

COMMUNICATE RESULTS

Research Findings + Professional Opinion + Dissemination

Balanced Debate
Connecting Three Strategies

- **Relationships**: Cultivate
  - Engage Scientists

- **Research**: Collaborate
  - Conduct the Science

- **Results**: Communicate
  - Educate the public using evidence-based Science

Research-based education: An industry time-tested technique

Research Findings + Professional Opinion + Dissemination

Balanced Debate

Address the Negative, Advance the Positive
BALANCE THE DEBATE

CULTIVATE RELATIONSHIPS

COLLABORATE RESEARCH

COMMUNICATE RESULTS

Research Findings

Professional Opinion

Dissemination

Balanced Debate
Defensive and Offensive Science and Research

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

CULTIVATE RELATIONSHIPS

COLLABORATE RESEARCH

COMMUNICATE RESULTS

Research Findings + Professional Opinion + Dissemination

Balanced Debate
Healthcare Professionals
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

Influential
BALANCE THE DEBATE

CULTIVATE RELATIONSHIPS

COLLABORATE RESEARCH

COMMUNICATE RESULTS

Research Findings + Professional Opinion + Dissemination

Balanced Debate
Success
“Formula One”
To succeed our strategy must be **holistic, united**
and inclusive

CUSTOMERS
• Retailers
• Food Service

Supply Chain
- Primary Production
- Distribution

Industry
- Suppliers
- Manufacturers

CONSUMER
Physical flow  Data flow  Financial flow

CUSTOMERS

DISTRIBUTION NETWORK

SUPPLIERS

PRIMARY PRODUCTION
Using emotion ‘laced’ messaging to explain the facts
● 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 NEED 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

Using emotion and caring…
being transparent, authentic, interconnected
Questions