

Baby Food Standard Communications Committee

Meeting minutes

Location: Microsoft Teams

Date: Monday, February 22, 2021

Time: 2:00 – 3:00 PM EST

background materials: meeting agenda (see end of this document)

1. Welcome by the Chair & Introductions by each member

Members present:

- Amanda Ettinger, Beech-Nut Nutrition Company (Chair)
- David Gould, FoodChain ID (minutes)
- Jason Ginsberg, Hain Celestial
- Jessica Dickstein, Happy Family
- Mansi Kothari, Gerber
- Nicole Castle, McDermott Will & Emery LLP (legal counsel)
- Natalie McKeon, EDF
- Paige Glidden, HBBF
- Tom Neltner, EDF (Oversight Committee Convening Char)
- Wendy Johnson, Nestle
- Cristina Mestre, EDF (guest)

2. Purpose and responsibilities of the Communications Committee (ref. Terms of Reference)

- Develop communications and related materials for the Baby Food Standard and Certification Program.
- Communicate to stakeholder groups, public and consumers.
- Develop a product logo brands can use to identify products that comply with standard.

3. Meeting Procedures and Dynamics

- Facilitator for Standards (David) to record meetings minutes
- Meeting frequency decided to be monthly, 4th Tuesday of every month, with the rationale being that this follows the Council's regular 3rd-Tuesday meetings and can thus follow up accordingly on actions requested by the Council.

4. Create platform to store all working documents

- Action: David has set up a google drive for the Technical Committee, will add a folder for the Communications Committee and give all members access.

5. Recruitment

- Re additional support for the Standard:
 - An initial budget of \$50,000 has been allocated by the Council toward a consultant who could assist with a logo and related promotional materials.

Action: Mansi will share with the rest of the Committee the Statement of Work for this engagement, for additional feedback.

- A key topic for additional discussion is the timing with which a logo and related promotional materials should be developed and used. Considerations:
 - Distinction/clarification as to on-pack product label seal use versus other related claims; on-pack use should only be for products that have attained certification.
 - How long it takes to get certified – the planning of label changes and related announcements needs significant advance planning. David agrees to bring the question to the Technical Committee’s attention to help further inform the overall planning.
 - Agreed that individual companies can make their own communications about the program, but that these need to be coordinated with the other Council members and that the Communications Committee should make an overall promotional/public relations effort as the lead.
 - In advance of any product actually getting certified, it may be possible to place the logo etc. on the Council website as a way to give it visibility without risk of it being misconstrued.
 - It is important to engage stakeholders beyond just current Council members to engender understanding of and support for the Standard. Market study is needed to assure that what gets developed has been shown to different stakeholder groups, influencers, and media to make sure it is understandable, appealing, and pertinent.
 - Need to identify possible agencies, costs, and logistics.

Action: Amanda will draft a timeline of the steps needed for seal/logo development, promotion.

- Re additional Committee members:
 - Tom suggests that the Communications Committee could publish articles and related materials toward engaging additional stakeholder interest, especially from categories that are not currently represented, such as from agricultural industry, health/nutrition experts, and that these types of stakeholders are also still needed for the Oversight Committee.

6. Website

- Website build out with more information and resources
- Article library on website
- Creation of annual reports/progress reports

On the above 3 points, it was agreed that more content could be added in terms of what the Council has accomplished to date, a place for articles (scientific and otherwise), a media section, and a consumer-facing section. The FoodChain site was conceived as a “starter” site and could hold additional information such as is mentioned here, but a site independent of FoodChain ID could have greater flexibility in design and broader content options, not reliant on or subservient to the overarching FoodChain ID site. Having the Baby Food Council as a .org scheme owner also likely will

have a better long-term public image and presence. To be discussed in greater depth at the next Committee meeting.

- Communications Committee bios

Action: Committee members who have not provided bios for the website should send them to David as soon as possible.

7. Communications agenda

- Review draft outline of Council's creation of standards

Action: Amanda will upload to the google drive the draft document about the Council's initiative to create the Standard.

- Discuss approval process for publishing communications

Not discussed due to lack of time.

- Consideration of Inquiries
- Not discussed due to lack of time.

End.