

SPRING 2025 NEWSLETTER



PROGRESS, INNOVATION, AND WHAT'S AHEAD

At the Foundation for Innovation in Healthy Food, we use evidence-based science to reduce chronic disease and support markets for healthier food. We have wonderful news. **We have the answers for which many around the world and across the US are searching.** Healthy foods are sold today, but many people cannot afford them. Others—even many of our own loved ones—are unwilling to select healthy options. Every meal should nourish you! And that's where we come in: we are improving nutrition in the everyday foods people love, while preserving the joy of eating. We're making people healthier, while respecting cultural practices and food choices. We are also developing solutions critical for our farmer colleagues. Profits for many growers are stagnant or shrinking, as the industry struggles with a commodity approach unchanged through history. We can help farmers thrive again—by helping them provide more desirable products, making farms more profitable, sustainable, and aligned with stakeholder needs.

MORE GREAT NEWS

Ongoing science has now illustrated the **potential to begin delivering such health innovation virtually immediately, at global scale.** Some commercially successful wheat varieties—attractive to farmers and bakers—naturally have higher levels of dietary fiber. Farmers choosing to increase these varieties' production share will increase the dietary fiber intake from bread and other foods—improving health across national populations—without relying on consumers to change their food choices.

Rod Wallace, PhD

President | Foundation for Innovation in Healthy Food



A WONDERFUL OPPORTUNITY WE ARE IMPLEMENTING NOW

Projected implementation benefits include \$12 billion in annual healthcare savings, 6 million more Americans remaining healthy, and over 60,000 annual deaths prevented—and that's just the US benefits for the first, global opportunity.

In our Grain Fiber for Rural Wealth and Health Roundtable; and Seeds of Success conferences, stakeholders from across society—scientists, public health professionals, farmers, and others—helped us understand how we can best support developing the market for increased-nutrient plants and animals.



Dietitians provided expert perspective and support at our keynote address at the Oklahoma Academy of Nutrition and Dietetics. We are now developing and implementing market strategies and innovative policy to deliver this opportunity. The key is supporting economic innovations that bridge the gap between public health and food—allowing those who receive value from public health to fund investment by those who can supply commodities with improved nutritional quality.

Please welcome new additions to our Teams: Dr. William Nganje (NDSU, Economics), Dr. Daniel Anderson (UNMC, Cardiovascular Medicine), Dr. Cyrus Desouza (UNMC, Diabetes, Endocrinology), Dr. Julie Garden-Robinson (NDSU, Nutrition Extension), Keona Wynne (FIHF, Public Health), Mr. Izuchukwu Iwuamadi (UNL, Food Science), and Mr. Lucas Townsend (Biosystems)

Outreach Campaign Underway: *We are reaching out for talented advisors and Board members; partner organizations; and funders who want to change the world. We look forward to contacting you.*

Foundation Activities



Launch of the New FIHF Website

A user-friendly hub for resources, engagement, and donations launches May 2025—built to support transparency and stakeholder participation.

Release of FIHF's First Annual Report

A comprehensive summary of our progress, impact, and priorities in promoting healthier food systems.

Outreach Campaign Underway

Members and advisors are personally engaging their networks to grow the Friends and Members of FIHF community.

Science and Economics

US High-Quality Germplasm Varies in Fiber Content: WWQL (Kim Garland-Campbell, Sean Finnie, Alecia Kiszonas, and colleagues) in collaboration with labs and researchers across the US confirmed that high-quality US germplasm varies in arabinoxylan fiber level, including in all wheat classes. Follow-up evaluation is planned.

52 co-authors plan to submit next week the revised policy article to **Nature Food Policy Submission**, Towards a New Public Health Paradigm: Agriculture for Health.

The core message:

- Increased nutrient crops and animals are an important response to dual challenges: overwhelming chronic disease and struggling farm profitability.
- The science is doable—with possible roll out of increased fiber wheat possible virtually immediately, at global scale.
- The economics should be doable, by bridging the gap between public health and agriculture—with those who value public health, funding improved nutrition commodity supply. (Conrad Lyford (TTU), William Nganje (NDSU), and I teased out the economics for funding options: health insurance, consumers, nonprofits, policy)
- To truly thrive, this approach must benefit from ongoing feedback loop with scientific evaluation of evidence and communication to the market of results.



CGF in plant breeder field days: Katherine Frels has ensured materials are available for plant breeders open to discussing increased fiber wheat / the Coalition for Grain Fiber during field days.

CGF Grant Activities: Please contact your team leads who have information on ongoing grant preparations and discussions with (potential) funders, including:

- *For potential summary of the state of wheat fiber science and what we've learned related to market potential, targeted for grower interest and Congressional impact*
- *For development of opportunities targeted in the Mexican market*
- *Application for USDA NIFA A1344 Diet, Nutrition, and the Prevention of Chronic Disease, and planned discussion with the National Program Leader, Dr. Pascale Jean*

Supporting Market for Increased-Nutrient Foods

Complementing the CGF Science Teams

Implementation Teams' have begun work, to test proof of economic principle—i.e., evaluating how best to ensure farmers can receive funds for increased fiber wheat.

The Public Health Through Existing Food Choices Advisory Team is forming to advise these teams on the path forward.

Recognition

Second Annual Heroes Award Recap

Honoring innovation in agriculture at the Seeds for Success Conference, Olathe, KS—Sean Finnie, Kim Garland-Campbell, and Alecia Kiszonas for their insightful measurement of dietary fiber in American germplasm.

Marie Clark Taylor CGF Fellowship

Meet this year's recipients advancing critical research in nutrient-rich food systems, Ms. Nefertiti Griffin, who presented her research at the McFadden Symposium for wheat research.



Nefertiti Griffin



Upcoming Events

- Villanova University Macdonald Center for Nutrition Education and Research, 2024-25 Webinar Series for Health Professionals, June 11, noon - 1 PM Eastern
- Full Science Team Virtual Meeting, September 2025
- Full Science Team In-Person Meeting, February 2026
- 1890 Institution Nutrition and Diet Road Show, Fall-Winter 2025-26

How to Get Involved

Join the Movement

Become a Friend or Member of FIHF—learn how individuals and institutions can contribute.

Volunteer and/or Collaboration Opportunities

Help with outreach, research communication, or translation/localization efforts.



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