



American Heart Association®

Healthy for Good™

FOURTH ANNUAL FOODSCAPE INNOVATION™ SUMMIT

Executive Summary

The American Heart Association convened more than 50 leaders from 40 organizations across

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ca 1NkrN`INn Š•š Š^%o`™ 3UN os``Vr Vo kAnr cS csn caTcVaT NSScnro
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o{orN` JUA^^NaTNo™

Discussion themes:

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Fourth Annual Foodscape Innovation Summit

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Discussion Themes

Leadership is needed at the intersection of nutrition and environmental sustainability.

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rc J^V`ArN JUAaTNš rUN SAN`Nn_o AIV^Vr{ rc Tncy Sccl Vo A^oc INVa
JUAaTNo™ ncyVaT A ^V`VrNL as`INn cS Jncko ca A yVLN oJA^N ^NAL
kArrNnao™ r A^oc nNLsJNo rUN asrnVrVcaA^ msA^Vr{ cS SsrSnN Sccl
IVcLVxNnoVr{™ cn NzA`k^Nš JNnrAVa NaxVnca`NarA^ NSScnro rc IAa
yVrUcsr ALLnNooVaT Icurr^NL ostAn{ INxNnATNoš VTacnVaT rUN UNAr
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INUVaL™ 1c ksI^VJ@knVxArN kAnraNnoUVk Va NxA^sArVaT rUN V`kAJr
o{orN` Vo JnVrVJA^™

Opportunities for Action

Enhance collaboration across all sectors to increase equity and health into the food system.

“Innovating to Inspire Healthy Eating Practices Through a Social/Cultural Lens” breakout group discussion.

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“It’s important to break down silos if we are to really make a difference.
It’s the collective impact that’s really going to move the needle.”

- Sylvia Rowe, SR Strategy LLC

“There’s so much opportunity to work together.”

- Jessica Fanzo, Ph.D., Johns Hopkins University

“[My ‘a-ha’ moment at the summit] wasn’t a moment but the a-ha feeling
that all these people from different work backgrounds [and] in different
professions had similar ideas, which proves to me that solutions can be possible.”

- Summit 2019 Participant

Elevate the importance of nutrition and environmental sustainability in tandem.

sor Ao JcaxNaVaT AJncoo group discussion.

“Diets: An entry point for human and planetary health” presentation by Jessica Fanzo, Ph.D.

Help consumers navigate the complex foodscape with authentic, accessible and innovative solutions.

"NNr Jcaos`Nn LN`AaL Scn Ssaš AJJNooVI^N
oJVNarV€JA^^{ JnNLVI^N VaVrVArVxNo AaL
4aLNnorAaL rUAR Jcaos`Nno AnN LVxNnoN™
kncLsJr LNxN^ck`Nar AaL `An]NrVaT cn Aa N
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realities, and their desire for food and eating to be
Na\c{AI^N™

"Foodscape Innovation Successes and Lessons Learned" panel.

"[We need to] create an enabling environment."

- Jessica Fanzo, Ph.D., Johns Hopkins University

"We need to be consumer-centric to have success in the marketplace."

- Jeff Zachwieja, Ph.D., PepsiCo

"The real-life practical application through [innovation] case studies was highly motivating and inspiring."

- Summit 2019 Participant



Appendix

Foodscape Innovation Breakout Groups

Innovating to Inspire Healthy Eating Practices through a Social/Cultural Lens › 1cJVA^ AaL

Js^rsnA^ SAJrcno AnN kcyNnSs^ Va•sNaJNo ca NArVaT knAJrVJNo™ 4a
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rnAVaVaTš Sccl `An]NrVaTš cn crUNn `NAao™

Innovating for the Nutritionally Vulnerable › 3UN asrnVrVcaA^^{ xs^aNnAI^N osloNro cS

kcks^ArVca UAxN LVxNnoN asrnVrVcaA^ aNNLo AaL SAJrcno Va rUNVn
AaL AnN IAnnVNno rc ALLnNooVaT aNNLo™ zk^cnVaT rUNoN Jc`k^NzV
knVcnVrV~VaT rAntNro AaL `NrUcLo Scn AJrVca JAa ^A{ rUN TncsaLy
Varc rUN Sccl o{orN`™

Innovating for Health and Sustainability › 3UN sntNaJ{ rc ALLnNoo NaxVnca`NarA^ osorAV

VaJ^sLVaT rUAr cS rUN Sccl o{orN` ± Vo VaJnNAoVaT™ a `Aa{ NSScn
V`kAJrš asrnVrVca oJVNaJN Vo VTacnNLš `VaV`V~NL cn `VonNknNoNar
nN^NxAr oJVNaV€J LVoJVk^VaNo rcTNRUNn rc NaosnN rUAr rUN Sccl
JnVrVJA^ Scn Sccl kncLsJrVca Varc rUN SsrSnN AaL oskknro rUN UN
acsnVoUVaT Va msAarVr{ AaL asrnVrVcaA^ msA^Vr{™