

EXTERNAL COLLABORATOR RELATIONSHIP OPPORTUNITIES

About HEN: Members of the Hunger & Environmental Nutrition Dietetic Practice Group (HEN DPG), of the Academy of Nutrition and Dietetics share the vision that HEN members are the most valued source of nutrition services to promote access to nutritious food and clean water from a secure and sustainable environment. The mission of HEN is to empower members to be leaders in sustainable and accessible food and water systems.

HEN's membership is over 1,400 and represents leaders in sustainable food systems, community food security, organic and local foods, community nutrition, anti-hunger advocacy, emergency feeding programs, federal nutrition education programs, international nutrition, and nutrition public policy. As members of HEN, we apply sustainable food and water systems principles and practices into their area of practice, including clinical, foodservice management, consulting, education, research and public health.

Outlined below are the key relationships HEN offers to non-Academy organizations that share HEN's mission and vision. HEN can create customized programs to fit mutual objectives. The members of the HEN look forward to working with you and creating an exciting collaboration.

Networks: Formed with organizations with similar missions and goals with whom HEN wants to collaborate on information sharing or projects. No money is involved as networks are strictly reserved for collaboration.

Sponsors: HEN welcomes organization, businesses, companies and individuals who uphold and implement principles and practices of sustainable food and water systems to consider a sponsorship relationship opportunity with HEN. A sustainable and resilient food and water system conserves and renews natural resources, advances social justice and animal welfare, builds community wealth, and fulfills the food and nutrition needs of all eaters, now and in the future. A healthy, sustainable food and water system emphasizes, strengthens, and makes visible the interdependent and inseparable relationships between individual sectors (from production to waste disposal) and characteristics (health-promoting, sustainable, fair & humane, transparent, , diverse, accessible, honoring food sovereignty and economically balanced).

Organizations, businesses and companies interested in forming a relationship with HEN are encouraged to use the following two-part checklist¹ to determine alignment with HEN values and mission.

Of **highest priority** to HEN, is that sponsoring organizations, businesses or companies uphold and implements a food system which is:

- HEALTH-PROMOTING
 - Supports the physical and mental health of all farmers, workers and eaters
 - Foods strive to fulfill nutrient recommendations outlined in the Dietary Guidelines for Americans
 - Educational campaigns use evidenced based research and are in line with the Dietary Guidelines for Americans
 - Accounts for the public health impacts across the entire lifecycle of how food is produced, processed, packaged, labeled, distributed, marketed, promoted, consumed and disposed
 - Foods are whole, fresh and minimally processed
 - Foods are grown without the use of synthetic chemicals and pharmaceuticals
 - Foods are produced without use of artificial trans fats, high fructose corn syrup, genetically modified seeds/crops, rBGH/rBST or other added hormones, antibiotics (poultry and meat), and nanotechnology
 - Participates in third party certified labeling such as Fair Trade, Food Alliance, Rain Forest Alliance, Marine Stewardship Council, Certified Humane Raised and Handled or USDA Grass Fed, or USDA Certified Organic
 - Marketing strategies targeted to children meet Federal Trade Commission Interagency Work Group proposed guidelines²

- SUSTAINABLE
 - Conserves, protects, and regenerates natural resources, landscapes and biodiversity
 - Packaging is PVC-free, polycarbonate free, recycled, BPI-certified compostable bio-based products, etc.
 - Products and services consistent with Green Guide for Health Care foodservice and operations credits (www.gghc.org)
 - Uses reputable sources for sustainable food procurement such as recognized third party certification Monterey Bay Aquarium Seafood Watch Program³
 - Meets society's current food and nutrition needs without compromising the ability of the system to meet the needs of future generations

¹ Adopted from "Principles of a Healthy, Sustainable Food System" developed in June 2010 by the American Dietetic Association, American Nurses Association, American Planning Association, and American Public Health Association. Available at <http://www.planning.org/nationalcenters/health/pdf/HealthySustainableFoodSystemsPrinciples.pdf>

² Food for Thought. Interagency Working Group on Food Marketing to Children. Available <http://www.ftc.gov/os/2011/04/110428foodmarketfactsheet.pdf>

³ Monterey Bay Aquarium Seafood Watch Program. Available at <http://www.montereybayaquarium.org/cr/seafoodwatch.aspx>

FAIR & HUMANE

- Supports fair and just community and conditions for all farmers, workers and eaters
- Livestock and seafood are treated humanely and fed a nutritious diet without routine doses of growth enhancing antibiotics or hormones, and raised in settings that support natural behaviors
- Participates in third party certified labeling such as Fair Trade, Food Alliance, Rain Forest Alliance, Marine Stewardship Council, Certified Humane Raised and Handled or USDA Grass Fed, or USDA Certified Organic

TRANSPARENT

- Offers clarity on mergers and acquisitions with organizations that may be in conflict with HEN values and mission
- Advocacy and lobbying efforts support the Academy of Nutrition and Dietetic public policy efforts
- Provides opportunities for farmers, workers and eaters to gain the knowledge necessary to understand how food is produced, transformed, distributed, marketed, consumed and disposed
- Empowers farmers, workers and eaters to actively participate in decision-making in all sectors of the system

HEN also **encourages** existing and potential sponsors to strive for upholding and implementing a food system which is:

DIVERSE, ACCESSIBLE & HONORS FOOD SOVEREIGNTY

- Promotes equitable physical access to affordable water and food that is health promoting and culturally appropriate
- Product sourcing, marketing and distribution respects geographic differences in natural resources, climate, customs, and heritage in their supply chain
- Appreciates and supports a diversity of cultures, socio-demographics, and lifestyles
- Provides a variety of health-promoting food choices for all
- Respects ownership of natural resources
- Includes the community in planning and is invested in the communities in which they are present

ECONOMICALLY BALANCED

- Encourages economic opportunities that are balanced across geographic regions of the country and at different scales of activity, from local to global, for a diverse range of food system stakeholders
- Affords farmers and workers within their supply chains a living wage (http://www.livingwageaction.org/about_index.htm)
- Invests in communities through donations, organization support, scholarships etc.

Sponsors receive benefits depending on their sponsorship level as follows:

Benefit/Activity*	Platinum \$5,000+	Gold \$2,000- 4,999	Silver \$500- \$1,999	Bronze \$100- \$499
Donating product for a sponsored event	X	X	X	
Showcase/handout products at group event inside the Academy's Food & Nutrition Conference & Expo (FNCE) meeting room. (Requires HEN/Academy approval.)	X	X	X	
Sponsor recognition signage inside the room at HEN FNCE Film Festival	X			
Listing in the FNCE Program Book (provided info is received by print deadline).	X			
Company logo on event program sheet and recognition at event.	X	X	X	X
Acknowledgement and thank you for sponsorship in <i>The HEN Post</i> newsletter.				
1. One issue prior to event			X	
2. Two issues – one prior to and one after event		X		
3. Fall, winter, spring, and summer issues	X			
Opportunity for 3 members of sponsor to attend HEN reception and events for the purpose of networking with members.	X			
Opportunity to have sponsor's company logo on HEN website one month pre- and post- event.	X	X	X	
Opportunity for sponsor's company to have a link on the HEN website:				
12 months	X			
6 months		X		
3 months			X	
1 month				X
Sponsor's name acknowledged in written and email announcements by HEN.	X	X	X	X
Two complimentary tickets to the HEN Film Festival event.		X		
Three complimentary tickets to the HEN Film Festival event.	X			
One full-page ad in <i>The HEN Post</i> (\$1,000 value).	X			
One half-page ad in <i>The HEN Post</i> (\$500 value).		X		
One quarter-page ad in <i>The HEN Post</i> (\$250 value).			X	
One eighth-page ad in <i>The HEN Post</i> (\$200 value).				X

*Platinum level sponsors may also have one-time use of the HEN mailing list or emailing list as approved by HEN's Executive Committee. Any other symbiotic opportunities may be proposed by HEN leadership or potential sponsor and must be subsequently approved by the HEN Executive Committee and the Academy of Nutrition and Dietetics.

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