
Marianne Smith Edge, MS, RD, LD, FADA, FAND

The AgriNutrition Edge

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EXPERTISE

Food, nutrition and agriculture strategy integration / Written communications for professional and lay audiences on food, nutrition and agriculture issues / Keynote speaker/ Consumer insights and research / Meeting facilitation and consensus building / Strategic planning / Domestic and international food and nutrition policy / Strategic marketing of food products / Sixth generation farm owner

EXPERIENCE

THE AGRI-NUTRITION EDGE, Owensboro, KY

Founder/Principal, 2016-Present

- Strategic counsel on food, nutrition and agriculture issues, working with the food and agriculture industries to improve dialogue among the segments and with the consumer
- Consumer research development and interpretation on global food issues and consumer behavior
- Food production and nutrition science translation for non-agricultural audiences
- Domestic and international food and nutrition policy counsel
- Written communications for professional and lay audiences
- Platform/public speaking on food, agriculture and consumer insights

INTERNATIONAL FOOD INFORMATION COUNCIL, Washington, DC

Senior Advisor, Science & Consumer Insights, 2015-2016

Senior Vice President, Nutrition and Food Safety, 2010-2015

- Directed the organization's overall nutrition and food safety strategic initiatives and consumer research
- Responsible for peer-reviewed publication development and external partnerships
- Served as IFIC's spokesperson on various nutrition, food safety, and health issues
- Direct responsibility for approximately half of the organization's budget

MSE & ASSOCIATES, LLC, Owensboro, KY

President, 1986-2016

- Nutrition communication and marketing consulting for food companies, industry and healthcare
- Strategic planning consultant – Academy of Nutrition & Dietetics and nonprofit organizations
- Food service and nutrition management consulting for the healthcare continuum in two states and over 30 healthcare entities
- CDR approved continuing education provider

Marketing Consultant, Menu Magic Foods/Diamond Crystal/Hormel Health Labs, 1988-2003

- Developed newsletters, educational materials and seminars for healthcare professionals
- Created a national Speaker's Bureau and designed signature programs for key healthcare customers
- Sales and marketing strategies consultation for internal and external sales force

UNIVERSITY OF KENTUCKY, SCHOOL OF ENVIRONMENTAL SCIENCE, LEXINGTON, KY

Visiting Professor/Producer, "It's About You," Part Time, November 2006-2010

- Conducted feasibility study regarding use of media programming (TV) for EFNEP clients throughout Kentucky
- Script development and production of monthly TV segments focusing on family and consumer issues
- Development/editing scripts for the National Ag Network segment

UNICARE Health Facilities (formerly Medco Centers, Inc.)

Senior Division Dietitian/Coordinator, 1981-1986

- Developed and initiated centralized food purchasing programs and coordinated with national food vendor
- Implemented Dietary Quality Assurance Review Program and nutrition standards for 36 facilities

Smith Family Farms, LLC, Northern Kentucky

Partner, 1990-present

- Dairy farm, hay production

Edge Farms, Western Kentucky

Partner, 1985-present

- 600 acres - corn and soybean production

NATIONAL PROFESSIONAL AFFILIATIONS

Academy of Nutrition & Dietetics, 1981-Present

- Chair, Advanced Technology in Food Production Work Group, 2010-2011 , 2013-2016
- Ethics Committee, 2007-2010-Chair, 2009-2010
- HOD Speaker, 2001-2001
- Board of Directors, 1997-2005
- President, 2003-2004
- President-elect, 2002-2003

Academy of Nutrition & Dietetics Foundation

- Board of Directors, 2002-2003
- Second Century Philanthropy Committee, 2017-present

Dietitians in Health Care Communities, 1984-Present

- Chair, 1988-1989
- Chairman-Elect, 1987-1988

Institute of Food Technologists, 2007-Present

American Society of Nutrition, 2013-Present

American Public Health Association, 2011-2015

International Association for Food Protection, 2011-2015

NATIONAL ADVISORY BOARDS AND PROGRAMS

Board of Editors, *Nutrition Today*, 2016-present

USDA National Agricultural Research, Extension, Education and Economics, Advisory Board, 2005-2011

People to People Ambassador Program, Delegation Leader, South Africa, 2004

Council for Nutritional Clinical Strategies in Long-Term Care, 1999-2005

National Dairy Council Expert Panel, 2006-2010

Women's Foodservice Forum, 2003-2005; Regional Forum Panelist, 2004

STATE PROFESSIONAL AFFILIATIONS

Kentucky Hunger Task Force (Commissioner of Agriculture appointment), 2017-Present

Board of Trustees, University of Kentucky (Governor's Appointment), 2000-2006
University of Kentucky Development Council, 2006-2009
University of Kentucky Council for Agricultural Research, Extension & Teaching, 2003-Present
University of Kentucky NFS Advisory Council 2001-2010
Kentucky Dietetic Association, Member, 1982-Present; Board of Directors, 1982-1997
State Board of Licensure & Certification for Dietitians and Nutritionists, Commonwealth of Kentucky, 1996-2005
Kentucky 4-H Foundation, 2009-2012
Leadership Kentucky, Class of 2005
Partnership for Fit Kentucky, 2003-2008
Get Fit Western Kentucky, Regional Coordinator, 2005-2008

SELECT COMMUNITY VOLUNTEER ACTIVITIES

IMPACT 100 Owensboro, Co-founder and Board of Directors, 2005-Present; President, 2016-2017
Owensboro Healthy Horizons Initiatives Steering Committee, 1998-2011; Chair, 2006-2011
Owensboro Citizens Committee on Higher Education, 2001-2011; Co-chair, 2002-2011
Owensboro Community College Foundation Board - 1989-2010; Chair, 1996-1998
Owensboro Daviess County Hospital, Inc. Board - 1995-2002 (County Appointment)

EDUCATION/CERTIFICATION

M.S. - Public Health-Nutrition, Western Kentucky University, Bowling Green, KY, 1981
B.S. - Dietetics, University of Kentucky, Lexington, KY, 1977
Certificate in Appreciative Inquiry, Case Western Reserve University, 2009
Registered Dietitian
Certified Nutritionist / Licensed Dietitian
Certified as a Fellow of the American Dietetic Association
Certified as Fellow of the Academy of Nutrition & Dietetics

HONORS

American Dietetic Association Medallion Award, 2009
Centennial Laureate, University of Kentucky, School of Human Environmental Science, 2007
Athena International Award, 2006
College of Agriculture and Human & Environmental Sciences Alumni Association Outstanding Achiever,
University of Kentucky, 2005
Honorable Order of Kentucky Colonels, Awarded by Governor Ernie Fletcher, 2005
Outstanding Alumnus Award, Human Environmental Sciences Alumni Association, University of Kentucky, 2003
Honorary Doctorate of Foodservice, National Association of Foodservice Equipment Manufacturers, 2003
Hall of Fame, College of Human Environmental Sciences, University of Kentucky, March 2001
Outstanding Dietitian of the Year, Kentucky Dietetic Association, 1995
Alumni-in-Residence, University of Kentucky College of Human Environmental Sciences, 1991

PROFESSIONAL SPEAKING EXPERIENCE (Sampling of Presentations 1986-Present)

CONSUMER INSIGHTS

Meeting Consumers Where They Are, Oregon State University Annual Food & Nutrition Conference, 2017
Meeting Consumers Where They Are: Connecting 10 Years of Consumer Insights with 2015-2020 DGAs, Colorado
AND, 2016; The Ohio State University RKNS Symposium, 2016
Food and Beverage Packaging: Through the Eyes of the Consumer, Food & Beverage Packaging: Consumer Driven
Design Conference, Arlington, VA, 2016
Translating the DGAs *Whole Grain Message* to Consumers, AACCI Annual Conference, Minneapolis, MN, 2015

What's Your Health Worth? Florida Academy of Nutrition and Dietetics Annual Meeting, Orlando, FL, 2015

Do What We Hear Influence What We Buy? Progressive Grocers Retail Dietitian Symposium, Chicago, IL, 2015

Breaking the Communication Code: How Can We Get Millennials to Hear Nutrition Messages? University of Nebraska, Lincoln, NB, Nutrition & Food Update, 2014; Academy of Nutrition & Dietetics FNCE, Atlanta, 2014

Investigating Consumer Perceptions of Added Sugars, IuFOST, Montreal, 2014

Meeting Consumers Where They Are – 2015 Dietary Guidelines, 2014 SNEB Annual Meeting, Philadelphia, PA, 2014

Translating Science to Consumers, International Congress of Nutrition, Granada, Spain, 2013

The Link to Dietary Guidance Implementation: Understanding Consumer Behavior, American Dietetic Association Public Policy Workshop, Washington, DC, 2011

2010 Dietary Guidelines – What's on the Horizons? Dairy Council of AZ Annual Conference, 2008 & 2009

Understanding Consumer Attitudes Toward Nutrition & Health: The Framework for Communicating Motivating Messages, Pittsburgh Dietetic Association Regional Meeting, Pittsburgh, PA, 2011; National Restaurant Association Nutrition Executive Study Group Louisville, KY, 2011

Motivating Consumers to Action, Institute of Food Technologists Wellness Conference, Chicago, IL, 2011

2010 Dietary Guidelines for Americans: Overview and Communication Implications, Washington Ag Communicators Meeting, Washington, DC; North American Millers Association Annual Conference, Marco Island, FL, 2011

The Link to Dietary Guidance Adoption: Understanding Consumer Behavior, Institute of Food Technologists Annual Convention and Expo, New Orleans, LA, 2011

Fact-Based Front-Of-Pack Labeling Systems and Their Impact On Consumer Comprehension And Interpretation Of Nutrition Information, Food 3000, Dublin, Ireland, 2011; American Public Health Association Annual Meeting, Washington, DC, 2011

Uncovering the Mystery of Food Allergies, KY School Nutrition Association, 2005; Nebraska School Nutrition Association, 2009

Dietary Guidelines for Americans, 2005, Whole Grains Summit, May 2005, Minneapolis, MN; Indiana Dietetic Association, May 2005, Indianapolis, IN; Rhode Island Dietetic Association, Providence, RI, 2006

Connecting the Dots—Nutrition Research to Consumer Education, Food 3000 Conference, Montreal, Canada, 2006

Wellness—A Multifaceted Opportunity—Collaborative Solutions, Panelist, Food 3000 Conference, Montreal, Canada, 2006

Dietary Guidelines—Applying the Science in Schools, National Association of State Boards of Education, Chicago, IL, 2006

Living Well: Consumer Education to Consumer Empowerment, Kentucky Extension Association for Family and Consumer Sciences, Louisville, KY, 2006

Healthcare Trends of the Future, BASF International Conference Plant Scientists, Wilmington, NC, 2005

The Nutrition Debate: Corn Sweeteners – Beneficial or Detrimental to Your Health? Corn Utilization & Technology Conference, Indianapolis, IN, 2004

Supersizing of America – Workable Solutions for Every Operator, Gordon Food Service, Indiana and TN, 2003

Addressing the Health of the Profession, Commonwealth and the Family, Cooperative Extension Service, State of Kentucky, Lexington, KY, 2003

Improving People's Nutrition and Health: The Role of the ADA, XIII Latin American Nutritional Congress, Acapulco, Mexico, 2003

Childhood Obesity – A National Epidemic, Clarksville, IN; Louisville, KY; Duke Power Company, Charlotte, NC, 2003

FOOD and AGRICULTURE INSIGHTS

Understanding the Gen Z Dairy Habits and The Science: A Foundation for Innovation: World Dairy Summit, Belfast, Ireland, October 31, 2017

Understanding Sustainability....From a Personal Perspective, FoodFluencer Summit, Vienna, Austria 2017

Utrecht Dairy Group International 2015 Workshop, Utrecht, The Netherlands, 2015

Impact of 2015 Dietary Guidelines for Americans for the Beef Industry, Beef Industry Executive Forum, Kansas City, KS, 2015

Understanding Consumer Attitudes and Beliefs About Processed/Packaged Foods; Insights on Consumer Perception: Food Technology in the U.S. Food Supply, Institute of Food Technologists Annual Meeting, Chicago, IL, 2015

New Product Development: Making Healthier Food Products, American Meat Institute Meat, Poultry & Seafood Industry Convention and Expo, Chicago, IL, 2011

Implementing the 2010 Dietary Guidelines: Industry's Role Beyond Reformulation, *Motivating Consumers to Action*, Grocery Manufacturers Association's Science Forum, Arlington, VA, 2011

What Does Sustainability Mean to Consumers, Institute of Food Technologists Annual Convention and Expo, New Orleans, LA, 2011

Managing Chemical Risks and Risk Perceptions, Grocery Manufacturers Association's Science Forum, Arlington, VA, 2011

The Emerging Science of Thresholds: Next Steps in Allergen Control, Institute of Food Technologists Annual Convention and Expo, New Orleans, LA, June 2011; International Association for Food Protection Annual Conference, Milwaukee, WI, 2011

The Organic Debate: Is the Premium Worth It? Society for Nutrition Education, Atlanta, 2008; ADA FNCE, Chicago, 2008; Healthy Kids Conference, Rochester, NY, 2008; Alabama Dietetic Association, 2009; Kentucky Dietetic Association, 2009; Ohio Dietetic Association, 2009; New Jersey Dietetic Association, 2009; New York Dietetic Association, 2009; Nebraska School Nutrition Association, 2009

Positioning Nutrition and Food Science in the Sustainability Equation, Institute of Food Technologists Annual Meeting, Anaheim, CA, 2009

The Future of the Food Supply, Panelist, 2009 National Food Policy Conference, Washington, D.C., 2009

From Research to Recommendations— The Dietetic Professional View, Almond Board Symposium, Napa, CA, 2005

United States Department of Agriculture, National Agricultural Outlook Forum Plenary Session: Promoting Healthy and Nutritious Diets, Arlington, VA, 2004

ORGANIZATIONAL DEVELOPMENT / LEADERSHIP / STRATEGIC PLANNING

Developing Leaders with a Positive Lens: A Gateway of Appreciative Inquiry and Dialogue, International Appreciative Inquiry Conference, Orlando, FL, 2007

The Business of Dietetics, 4th Asian Congress of Dietetics, Manila, Philippines, 2006

Leadership Skills, 4th Asian Congress of Dietetics, Manila, Philippines, April 2006

Leadership: The Key Ingredient to Success in Dietetics, Cyprus Dietetic Association, Nicosia, Cyprus, 2006

Leadership Development Workshop, Diabetes Care and Education Practice Group (ADA), Indianapolis, IN, 2005

Dietetics: A World Without Boundaries, Joint Cyprus Dietetic Association Conference and American Overseas Dietetic Association Conference, Lefkosia, Cyprus, March 2004

Pennsylvania State University Walter Conti Symposium, Women in Leadership, 2004

Women's Foodservice Regional Forum – Leadership & Mentoring, Louisville, KY, 2004

Food and Nutrition Conference, Opening Address, American Dietetic Association, San Antonio, TX, 2003

Leading the Future of Dietetics, State Dietetic Association Meetings in 16 states, 2003-2004

It's All About Change – Am I Managing or Leading? National Health Care Association, Nashville, TN, 2003

Living Today, Planning for Tomorrow, Governor's Conference on Aging, Louisville, KY, 2002

STRATEGIC PLANNING & GOVERNANCE WORKSHOP FACILITATION

Diabetes Care & Education DPG Academy of Nutrition & Dietetics, New Orleans, LA, 2015

Weight Management DPG Academy of Nutrition & Dietetics, Indianapolis, IN, 2013

LAHIDAN MIG, Oklahoma & Georgia Dietetic Associations, Nutrition Educators of Health Professionals DPG (NEHP), 2012

International Food Information Council (IFIC) Foundation Board of Trustees, 2011

Vermont, Puerto Rico & Nevada Dietetic Associations; Sports, Cardiovascular & Wellness DPG (SCAN), 2010
Texas & West Virginia Dietetic Associations, Behavioral Health Nutrition DPG (BHN) and Medical Nutrition DPG, 2009
Oregon & Maryland Dietetic Association, Dietetic Educators of Practitioners DPG (DEP), Consultant Dietitians in Health Care Facilities DPG (CD-HCF), Weight Management DPG (WM), 2008
Weight Management DPG (WM), Women's Health & North Carolina Dietetic Association, 2007
Gerontological Nutrition DPG (GN), American Overseas Dietetic Association (AODA), 2006

PEER REVIEW PUBLICATIONS

- Edge MS, Kunkel ME, Schmidt J, Papoutsakis C. 2015 Evidence Analysis Library Systematic Review on Advanced Technology in Food Production. [Epub ahead of print March 8, 2018]. *J Acad Nutr Diet*. doi: 10.1016/j.jand.2017.08.005.
- Goldberg J, Tanskey L, Sanders L, Smith Edge M. The International Food Information Council Foundation Food & Health Survey 2015: 10 Year Trends and Emerging Issues. *Journal of the Academy of Nutrition and Dietetics*. 2017; 117:3:355-360.
- Paul R, Smith Edge M, Greenblum M, O'Meara B. Exploration into Consumers Food Consumption: Triggers, Attitudes, and Expected Outcomes in 3 US Cities. *Nutrition Today* 2017; 52 (2): 1-8.
- Ivens B and Edge MS. Translating the Dietary Guidelines to Promote Behavior Change: Perspectives from the Food and Nutrition Science Solutions Joint Task Force. *Journal of the American Academy of Nutrition and Dietetics*. (2016) October 116:1697-1702.
- Ivens B, Edge MS, Mohamedshah F. Translating the Dietary Guidelines to Consumer Action. *Food Technology* (2016); October 70:15.
- Doyle M, Acheson D, Newland J, Dwelle T, Flynn W, Scott H, Singer R, Smith Edge M, Flood A. Enhancing Practitioner Knowledge about Antibiotic Resistance: The Nexus of Human Health and Animal Health. *Food Protection Trends* 2016; 5:390-390.
- Laquatra I, Sollid K, Smith Edge M, Pelzel J, Turner J. Including "Added Sugars" on the Nutrition Facts Panel: How Consumers Perceive the Proposed Change. *J Acad Nutr Diet*. 2015; 115(11):1758-63.
- Petrun E, Flood A, Sellnow T, Smith Edge M, Burns, K. Shaping Health Perceptions: Effectively Communicating About Chemicals in Food. *Food Protection Trends*. 2014; 35(1):24-35.
- Reicks M, Degeneffe D, Rendahl A, Smith Edge M, Burns K, O'Meara B, Blevins G. Associations Between Eating Occasion Characteristics and Age, Gender, Presence of Children and BMI Among U.S. Adults. *J Am Coll Nutr*. 2014; 33(4):315-27.
- Manore M, Brown K, Houtkooper L, Jakicic J, Peters J, Smith Edge M, Steiber A, Dorn J, Going S, Guillermin, Gable L, Krautheim A. Energy Balance at a Crossroads: Translating the Science into Action. *J Acad Nutr Diet*. 2014; 114(7):113-9. *Medicine & Science in Sports & Exercise (MSSE)*. 2014; 46(7):1466-73.
- Smith Edge M, Toner C, Reinhardt Kapsak W, Geiger C. Front of Pack Labeling Consumer Research. *J Acad Nutr Diet*. 2014; 14(6):843-854.e8.
- Perez R, Smith Edge M. Global Nutrition Labeling: Moving Toward Standardization? *Nutr Today*. 2014; 49(2):77-82.
- Reinhardt Kapsak W, DiMarco-Crook C, Hill J, Toner C, Smith Edge M. Confusion on All Sides of the Calorie Equation: Lessons Learned, Future Directions. *Nutr Today*. 2013; 48(5):195-202.
- Reinhardt Kapsak W, Smith Edge M, White C, Childs N, Geiger C. Putting the Dietary Guidelines for Americans Into Action: Behavior-Based Messages to Motivate Parents – Phase III Quantitative Message Testing and Survey Evaluation. *J Acad Nutr Diet*. 2013; 113(3):377-391.e2.
- Reinhardt Kapsak W, Smith Edge M, White C, Childs N, Geiger C. Putting the Dietary Guidelines for Americans Into Action: Behavior-Based Messages to Motivate Parents – Phases I and II Observational and Focus Group Findings. *J Acad Nutr Diet*. 2013; 113(2):196-204.
- Hornick B, Childs N, Smith Edge M, Reinhardt Kapsak W, Dooher C, White C. Is it Time to Rethink Nutrition Communications? A Five-Year Retrospective of Americans' Attitudes Toward Food, Nutrition, and Health. A Five-Year Retrospective of Americans. *J Acad Nutr Diet*. 2013; 113(1):14-23.

Kolasa K, Sollid K, Smith Edge M, Bouchoux A. **Blood Pressure Management: Communicating Comprehensive Lifestyle Strategies Beyond Sodium.** *Nutr Today.* 2012; 47(4):183-190.

Schorin M, Sollid K, Smith Edge M, Bouchoux A. **The Science of Sugars, Part 4.** *Nutr Today.* 2012; 47(6):275-280.

Schorin M, Sollid K, Smith Edge M, Bouchoux A. **The Science of Sugars, Part 3.** *Nutr Today.* 2012; 47(5):252-261.

Schorin M, Sollid K, Smith Edge M, Bouchoux A. **The Science of Sugars, Part 2.** *Nutr Today.* 2012; 47(4):175-182.

Schorin M, Sollid K, Smith Edge M, Bouchoux A. **The Science of Sugars, Part 1.** *Nutr Today.* 2012; 47(3):96-101.

Cody M, Gravani R, Smith Edge M, Doohar C, White C. **International Food Information Council Foundation Food and Health Survey, 2006–2010**

Food Safety: A Web-Enabled Survey. *Food Protection Trends.* 2012; 6(32):309-326.

Journal of the American Dietetic Association – President’s Message, Vol. 103,7 – 104,5, 2003-2004 “A new life for grains,” MS Edge, MS, RD, FADA; JM Jones, PhD & L. Marquart, PhD, RD. JADA, Vol. 105,12, 2005.

Combating Obesity – Fighting the Overweight Epidemic, Special Section Food and Nutrition Editor, Newsweek, March 2004.

BOOKS / MANUALS

Strategic Planning: The Roadmap to Success – A Guide for Affiliate & Dietetic Practice Groups, American Dietetic Association, 2006.

Conversations on Leadership, Dr. Warren Bennis, Marianne Smith Edge, Alan Keyes, Philip Fulmer, et al, Sevierville, TN: Insight Publishing Company, 2004.

The Consultant Dietitian - Developing Marketable Skills in Health Care, Carolyn Breeding, Donna M. Foster & Marianne Smith Edge, New York: Van Nostrand Reinhold, 1991.

BOOK CHAPTERS

Smith Edge, M and Mayfield, B.J. (In Review). An Effective Presider Sets the Stage. *The Academy of Nutrition and Dietetics Guide to Nutrition Communication.* Chicago, IL: Academy of Nutrition and Dietetics.

Smith Edge, M, McKee, K. and Mayfield, B.J. (In Review). Nutrition Communicators Effectively Field Questions. *The Academy of Nutrition and Dietetics Guide to Nutrition Communication.* Chicago, IL: Academy of Nutrition and Dietetics.

BOOK REVIEWS

The Academy of Nutrition & Dietetics, Complete Food & Nutrition Guide, 4th and 5th Edition (2010 & 2015), Duyff, Roberta.

Food & Fitness After 50, Rosenbloom, Chris & Murray, Bob (The Academy of Nutrition & Dietetics) 2016.

MEDIA EVENTS

Doctor Radio Sirius XM Interviews with Samantha Heller, 2014-2018

IFIC Spokesperson, IFIC Foundation, Radio, TV, Print interviews, Washington, DC and regional media markets, 2010-2015

IFIC Nutrition / Food Safety Issues Media Briefings: New York City, NY, 2011, 2012; Chicago, 2013

Kentucky Educational Television, Kentucky Cable Stations, Ag National Network, “It’s About You” segment – Growing Kentucky, University of Kentucky College of Agriculture Extension Communications, 2008-2010

Channel 51 TV, Owensboro, KY, Inside the Food Pyramid, Monthly Series, January 2006-2007

Channel 51 TV, Owensboro, KY, Food Allergies, Healthy Eating and Childhood Obesity; Healthy Tips for Eating Out; 2004-2005

Distilled Spirits Council, Panelist, New York City, NY, March 2005

3-A-Day Dairy, National Dairy Council, New York City, NY, August 2004

WAVE TV, Childhood Obesity, Louisville, KY, August 2003