Women's Giving Circle

Grant Proposal Submission Cover Sheet

College and Unit: Law

Title of proposal: Food Labeling & Consumer Information Project

Point of contact: Susan A. Schneider

Point of contact title: Prof of Law & Director, LL.M. Program in Agric. & Food Law

Point of contact phone number: (479) 575-3706

Point of contact email: sas.susan@gmail.com

Total amount requested: $ 12,300.00

SIGNED*

Patti Cay — 5/17/17

Director of Development — Date

Stacy L. Leeds — 5-17-17

Dean/Vice Chancellor — Date

Must be signed by the director of development for your college/school/unit who will then route to the dean or vice chancellor for approval.

Women's Giving Circle Grant Application

Instructions:

1. Complete all information in the grant proposal application.
2. Adhere to recommended text limits as indicated
3. Define any acronyms that are used in the proposal.
4. Upload the WGC Grant Application Budget Request Sheet as the final page of this application.
5. Please note that the WGC will not accept repeat applications beyond more than two consecutive years.
6. If you have questions, contact your unit's development officer for any clarifications or assistance in preparing your proposal.
7. Applications are due to the Women's Giving Circle by 5:00 p.m., May 15, Monday. Please deliver your application to your dean or development officer for review and approval prior to the submission deadline. We advise you to give these individuals sufficient time to make recommendations for changes and allow yourself time to execute them.
8. Remember to save a copy of your proposal before final submission.
9. We ask that you keep the following aspects of the Women's Giving Circle grant program in mind as you complete your application:

Women's Giving Circle Mission

To support innovative programs and research at the University of Arkansas

Women's Giving Circle Vision

To engage and empower women as philanthropic leaders at the University of Arkansas

Women's Giving Circle Funding Priorities

Support and promote scholarship, research, and service
Enrich the quality of life of women and children
Encourage outreach and engagement in Arkansas

Areas that meet the strategic priorities for the university and the WGC

- Focus on retention/graduation
- Increase undergraduate opportunities, i.e., building the endowment; involving students in research or service learning project with a collaborative bent
- Promote graduate student participation in research
- Focus on collaboration
- Follow the land grant mission to fund projects that support needs in the region and the state with emphasis on collaboration between colleges/departments/units
- Invest in faculty excellence
- Recruit first-generation students from Arkansas
- Advance the mission of the WGC

Identifying Information:

College or Unit Affiliation

Dale Bumpers College of Agricultural, Food and Life Sciences
Fay Jones School of Architecture and Design
J. William Fulbright College of Arts and Sciences
Sam M. Walton College of Business
College of Education and Health Professions
College of Engineering
Honors College
Graduate School and International Education
School of Law
Student Affairs
University Libraries
Other

*Please specify **OTHER** unit affiliation:* _____

Title of Proposal: Food Labeling & Consumer Information Project

Primary Contact and Title: Susan Schneider, Professor of Law

Primary Contact E-mail: sas.susan@gmail.com

Primary Contact Phone Number: (479) 575-3706

Project Summary (200 word maximum)

This proposal will launch the Food Labeling Project, a new consumer education initiative in the LL.M. Program in Agricultural & Food Law. The proposal seeks funding for the Project's first deliverable - the Consumer Guide to Food Labeling. Food labels can be confusing and misleading. There are laws that apply, but few understand the law or its limitations. Terms like "healthy," "low fat," and "organic" all have legal definitions, but few understand what they mean or what loopholes exist. Other terms, like "natural" have no legal definition and are widely abused. Because diet and health are so closely linked, consumer decisions based on food claims can have significant consequences. The Guide will de-mystify food labeling and help consumers become informed decision-makers. While useful to all, this Guide will be especially valuable for parents, seniors on a fixed income, and Arkansans managing diet-related diseases. As women still purchase most of the food for their family, it will provide special support to wives and mothers. A widespread marketing campaign will disseminate the Guide nationally via social media, with UA students helping to spread the word. It will serve as a springboard for future food labeling work undertaken at the law school.

Is this:

○ an expansion of a current program

◉ a new program

Please list media sites (if any) utilized by your project or program to publicize the project/program, i.e., website, social media, etc?

A Food Labeling Project website will be created on the UA Law School's website. The Guide to Food Labeling will be available for download from that website.

A Facebook page and a Twitter account will be established for the Project and serve to promote the Project and the Guide.

A YouTube video channel will be created to promote the Project and the Guide.

The Project will also promote its work via traditional mainstream media.

If your project is funded, describe innovative ways how the WGC will be recognized in the success/completion of your project?

The WGC will be prominently featured on the Project's website. A description of the WGC and its funding will be included in the published Guide to Food Labeling. All media that is designed to advertise the Project and the Guide will reference the WGC.

As the goal of the Project is to disseminate the Guide to as many people as possible, the WGC should receive excellent recognition on a local, regional, and national level.

Our prior WGC funded initiative, the Food Recovery: A Legal Guide continues to generate good publicity for us and for the WGC. An article in the NY Times linked to our Guide again just last week.

Grant Proposal

What is the specific scholarly or community needs your grant request addresses? (100 word maximum)

With 40,000 different items in the average grocery store, food manufacturers compete for sales by making bold claims on their product packages. Comparing products and understanding labeling claims can be daunting. Some claims are unregulated and virtually meaningless. Others have specific legal definitions, but those definitions may be different from what consumers expect. A bottle of juice with a picture of cranberries can actually be mostly made of apple juice. A "low fat" food may contain more sodium or sugar. Consumers need easy-to-understand guidance about what the labels on food packages mean in order to make wise purchasing decisions.

How does your proposed project or program assess how these needs will be redressed? *(100 word maximum)*

The Food Labeling Project will be staffed by students working under the direction of food law faculty. The Project's first publication will be a Guide to Food Labeling. It will be an objective, easy-to-understand guide to the meaning of commonly misunderstood food labels. The Guide will be widely distributed in print and online, with a traditional and social media campaign to publicize it nationally. On campus, we will promote the Guide through speaking engagements to undergrad and graduate classes, creating a new generation of consumers interested in food law. We will engage these students to help promote the Project.

Describe any unique and/or innovative aspects of your project or program that improves what is already known about your area of inquiry. *(100 word maximum)*

The LL.M. Program in Agricultural & Food Law brings together top faculty and students to advance our expertise in this specialized area of law. Food law, however, should not be known only by lawyers. Diet and health are intrinsically connected, and people can only make sound dietary choices if they are able to understand what food labels mean. We are uniquely prepared to take on this important task. We are aware of no other resource that accomplishes it.

Please list up to five (5) expected outputs and outcomes with corresponding measurements. (Please note: just listing outputs is not sufficient.)

1) Create The Food Labeling & Consumer Information Project. Measurement: Press release announcing a new initiative at the School of Law.
2) Create The Guide to Food Labels. Measurement: Publication of Guide.
3) Create a Food Labeling & Consumer Information Project website. Measurement: Public launch of the website; Posting of the Guide to Food Labeling.
4) Create marketing content, including YouTube video channel. Measurement: Facebook page, Twitter account, YouTube video channel promoting the Project.
5) Widespread dissemination of the Guide through social media and public distribution. Measurement: Numbers distributed, downloaded, "liked" and "shared."
6) Present Guide to grad. and undergrad. classes to raise awareness, empower young consumers, and to publicize our work and the WGC. Measurement: Numbers of people reached, distribution and downloads of the Guide.

Document if there are other programs/projects that attempt to address the same needs as your proposal. If so, describe whether and how you will collaborate with them.*(100-word maximum)*

There is very little consumer information available on labeling claims. The Food & Drug Administration provides consumer education primarily with regard to the Nutrition Facts Panel. We seek to address the claims that manufacturers make on the front of the package, claims which may be deliberately misleading or exaggerated. We will reach out to advocacy groups, the Food & Drug Administration, the United States Department of Agriculture, the food industry, and our alumni who work in food law for consultation in drafting the Guide and hope that they will help us to promote it after it is published.

Demographic Considerations

First generation students engaged in the project: ○ Yes ◉ No

Number of current UA students engaged in the project: 1 LL.M. student to serve as a Graduate Assistant.

Geographic region served: This project will create a guide with national distribution, serving all of Arkansas.

- ○ Northwest Arkansas
- ○ Southwest Arkansas
- ○ Northeast Arkansas
- ○ Southeast Arkansas
- ○ Central Arkansas
- ◉ Campus

Budgetary Considerations

Have you received WGC Funding before?

- ◉ Yes
- ○ No

Please provide the year(s) and project name(s).

2012-13 Food Recovery Project Phase I (creating the Food Recovery Project, which continues at the law school today and the publication, Food Recovery: A Legal Guide).

2013-14 Food Recovery Project Phase II (meeting with businesses to promote food recovery and assist with the development of food recovery plans; outreach to media and others to promote food recovery; our work has been featured in national print and television media and distributed at conferences nationwide; it continues to be referenced and was hotlinked just last week in a NY Times article).

Total proposed budget for project or program: (proposed budgets of more than $20K will not be considered; in typical years WGC proposals fall within in the $5-10K range):
$ 12,300

Should match Item 1 on Budget Request sheet.

Please list total funding commitments from external or campus sources to date:
$ 0

Should match Item 2 on Budget Request sheet.

How much, if any, of your request involves funding for the following?
Please estimate using percentages
Student Compensation: 81 %
Equipment: ____%

Total funds requested from WGC Grant:
$ 12,300

Should match Item 3 on Budget Request sheet.

If this project or program will continue after WGC grant money has been spent, please describe how you will continue to fund this project or program. (100-word maximum)

We envision using the Guide to help launch a larger Food Labeling Project. It should be the first of many deliverables produced by the Project. We are optimistic the Guide will be our best advertisement for obtaining additional resources, including resources that recognize the interdisciplinary nature of diet, health, and the law, continuing to expand our work to join the disciplines of law, consumer education, and public health.

In the rare case that grant resources cannot be expended, be prepared to return the remaining funds to WGC.

If selected as a recipient for a WGC grants, you will be required to submit two progress reports, including a budget summary, as well as a poster of your project for purposes of grant presentation.

Please be sure to save this document within the Grant Application Packet.