



Protein Webinar
August 19, 2010
Agenda

11:30 p.m. ET	Welcome and Overview of Webinar Objectives Speakers: <i>Shelley Johnson, RD, associate director of nutrition, the National Cattlemen's Beef Association</i> <i>Dr. Nancy Rodriguez, PhD, RD, FACSM, professor, University of Connecticut</i> <ul style="list-style-type: none">• Explore today's consumer landscape, including the overweight/obesity epidemic and growing boomer population. Given today's consumer health needs, it may be time to re-examine macronutrient needs for optimal health, including protein.
11:40 p.m. ET	High-Quality Protein Benefits in Optimal Health and Q&A Speaker: <i>Dr. Stuart Phillips, PhD, professor, McMaster University</i> <ul style="list-style-type: none">• Appreciating the role of protein in optimal health, including muscle growth and maintenance, overweight/obesity, active lifestyles and chronic disease prevention. Presenter will share emerging research that illustrates the critical role of high-quality protein in Americans' lifestyles, including its role in preventing an emerging public health issue – sarcopenia.
12:10 p.m. ET	Protein Consumption: Myths and Recommendations for Optimal Health and Q&A Speaker: <i>Dr. Kevin Short, PhD, assistant professor, University of Oklahoma Health Sciences Center</i> <ul style="list-style-type: none">• Exploring current protein recommendations – including the spectrum of recommended intake levels in dietary guidance – and understanding Americans' actual intake levels, while challenging if these recommendations go far enough to help Americans achieve optimal health. Current protein recommendations have been based on preventing deficiency, yet research continues to reinforce the role of protein in a variety of health functions – preventing chronic diseases like type-2 diabetes and osteoporosis as a result of the positive effects protein has on improving muscle strength and maintenance – which raises concerns that it may be time to rethink protein recommendations. Research shows the optimal protein intake may be at least double the current Recommended Daily Allowance (RDA), or higher, without adverse health effects in healthy individuals.
12:40 p.m. ET	Helping People Power Up with Protein and Q&A Speaker: <i>Dr. Nancy Rodriguez, PhD, RD, FACSM, professor, University of Connecticut</i> <ul style="list-style-type: none">• Discussion will highlight how to help consumers select high-quality lean protein foods and incorporate them into realistic menus that can help people meet high-quality protein recommendations for optimal health, as part of an overall healthy lifestyle.
12:55 p.m. ET	Wrap-Up and Closing Speaker: <i>Shelley Johnson, RD</i>

