



SUSAN T. BORRA, RD
President
INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

Susan Borra is a nationally recognized nutrition leader with over twenty-five years of experience in strategically directing nutrition and food safety issues, policies, communications programs, and managing resources for national organizations representing the food retailing and food processing industries. She is currently the president of the International Food Information Council (IFIC) Foundation in Washington, DC, a nonprofit organization with the mission to effectively communicate science based information on health, nutrition and food safety for the public good. She also serves as executive vice president at IFIC.

In her role at the IFIC Foundation and IFIC, Borra directs communications programs, executes public affairs strategies, and manages nutrition and food safety issues. Widely acknowledged for her expertise in consumer research on nutrition and health, she directs the development of consumer education initiatives and programs. During her tenure at IFIC, her projects have ranged from translating the Dietary Guidelines for Americans into consumer-friendly messages (*It's All About You*), to successfully launching Kidnetic.com, a website for children ages 9 – 12 that encourages healthy eating and physical activity.

As a registered dietitian, Borra has held many leadership and advisory roles for professional organizations and societies. She has served as president of The American Dietetic Association (ADA) (2001-2002), chairman of the ADA Foundation (1999-2000), and is active with the American Heart Association. As a member of the Institute of Food Technologists (IFT), she serves on the IFT Senior Food Officials Committee. Borra has also served as a member on the Subcommittee on Interpretation and Uses of Dietary Reference Intakes of the National Academy of Sciences (1998-2001).

Prior to joining IFIC, Borra was director of consumer affairs at the Food Marketing Institute (FMI) where she developed and managed nutrition, food safety and consumer affair programs for the retail food industry. In addition, she worked closely with FMI's research team to refine the *Trends in the Supermarket* survey to include nutrition and food safety questions that are frequently quoted by the media and many nutrition professionals. While with FMI, she was directly responsible for the creation of the award-winning program, *Healthy Start...Food to Grow On*, a healthy eating program for children ages 4 to 6 produced in partnership with the American Dietetic Association and the American Academy of Pediatrics.

Borra has a bachelor's degree in nutrition and dietetics from the University of Maryland at College Park, and completed her internship at Johns Hopkins University Hospital in Baltimore, MD.

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