

# **National Dairy Council**

## **Guiding Principles for Nutrition Science and Health Communications**

### Scientific Integrity

- Pursue knowledge through scientific discovery subject to the highest ethical standards in scientific and clinical research to advance knowledge of the role of dairy foods in human nutrition and health on behalf of the dairy farmers of America.
- Adhere rigorously to accepted scientific principles, methods and conduct to guide discovery and study design, including rigorous peer review by qualified reviewers.
- Apply a science based approach to the development of all dairy labeling and advertising claims. Adhere to all applicable labeling and advertising laws and regulations.

### Transparency

- Disclose freely the National Dairy Council as a funding source or sponsor of funded research in all publications.
- National Dairy Council-funded research conducted at public institutions is made available to the public through vehicles including but not limited to publication in reputable peer-reviewed scientific journals, abstracts at scientific meetings, and presentations to professionals. Communication via these vehicles is encouraged for all research findings.
- Provide public access to scientific substantiation for all NDC/DMI dairy labeling and advertising claims.
- Provide a balanced presentation of the scientific basis of dairy claims completely and accurately and in a manner that will allow a reasonable person to draw a fair and balanced conclusion.

### Leadership and Excellence

- Conduct scientific research with organizations that are in accordance with applicable laws and regulations for proper treatment of research subjects, animals, and materials, including review and approval of human and animal study protocols by the organization's appropriate institutional review board.
- Subject all National Dairy Council scientific research to USDA review and oversight as described in The Dairy Production Stabilization Act of 1983, 7 U.S.C.S. § 4501 et seq.
- Ensure that communications about the health benefits of dairy foods are based on sound science and presented within a context that provides meaningful information to the end user.

*NDC reviews these guiding principles on an annual basis to ensure they remain relevant, appropriate and useful.*