E-mail, February 18, 2015

From: Dr Sara Grafenauer APDPhD

**Dietitians Association of Australia**

Hello Marion,

We have become aware of your blog with information sourced from a recent report produced by Michele Simon. There were a number of inaccuracies in the report by Ms Simon and some of these remain despite our contact with the author.

Within the points you make, four points are inaccurate and two are irrelevant.

1. Has important members who work for Kellogg and PepsiCo – It is irrelevant where our members work. It is not uncommon for Dietitians to work in food industry and many other areas of practice and they are all important to us.
2. Has a spokesperson who is paid by Coca-Cola to present his research denying a connection between sugars and obesity – None of our Spokespeople have declared links with Coca-Cola and therefore this is inaccurate.
3. Displays recipes from corporate sponsors with branded products despite policies against such things – This is not against our policy for the recipe section of our website. Our Policy for this says:

***Use of branded ingredients:***

* *Is permissible by DAA corporate partners*
* *Inclusion from other contributors will be at DAA’s discretion*
* *DAA members are encouraged to submit recipes referring to generic products where possible*
* *DAA will manage any potential for perceived product endorsement.*
* *A disclaimer about use of branded ingredients is on the Smart Eating For You homepage.*
1. Is believed to have stripped a dietitian of her earned credential for speaking out against such conflicts of interest- This is incorrect and we have detailed this in our letter to Ms Simon. Please see attached letter.
2. Unparalleled opportunity to inform the Australian public through members and the DAA profile – This is in regards to health, nutrients and nutrition in general and is not product related. We will alter this on our website so it is more clear.
3. Access to members and interest groups for advice – This relates to DAA identifying potential consultants for partners, thereby providing employment opportunities for dietitians. This is part of our strategic plan and again, this is a normal part of doing business. We will alter this on our website to ensure it is easily understood.

We have a very different approach in Australia regarding Partner organisations including strict Guiding Principles as described in the attached letter. Please feel free to come directly to me if you require further information.