

# INDUSTRY ISSUES

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The Center for Human Nutrition is a nonprofit institute located on the University of Nebraska Medical Center campus in Omaha, Nebraska. Our operating budget is derived from grants, contracts and contributions. Grants and contracts are received from federal and state agencies, trade organizations, foundations and corporations. We consult to the U.S. Olympic Committee and, in that capacity, work with the food and beverage companies which are USOC corporate sponsors.

We also work with several companies on health and wellness activities, and we provide nutrition services for the athletic departments of three universities and a sports medicine center. As part of these services, we conduct dietary analysis. Therefore, one obstacle we encounter is the universal problems related to the shortcomings and limitations of nutrient data bases.

One of the Center's major areas of research is determining dietary patterns of athletes, especially elite athletes. These research activities are a primary reason USOC corporate sponsors contract with us, and they are primarily interested in what athletes eat and how that compares to the general population. Comparing nutrient intake data is difficult; comparing patterns and use of specific foods is impossible.