PRESS RELEASE
FOR IMMEDIATE RELEASE
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DATLOW, PhD, RD, JOINS CAPROCK STRATEGIES

ARLINGTON, SEPTEMBER 25, 2025 – Caprock Strategies is pleased to announce that Lindsay Yarabek Datlow, PhD, RD, has joined the firm as Senior Vice President. With a wealth of experience in food policy, nutrition science, and public affairs, Lindsay brings a highly strategic, solutions-oriented approach to her work.

"Lindsay joins Caprock at a time of unprecedented change across the nutrition and agriculture sectors," said Brandon Lipps, Co-Founder and Principal. "As our government reexamines what it means to be healthy, Lindsay's expertise as a registered dietitian with experience at both HHS and USDA bring critical perspective to Caprock's clientele. While the country prepares for the launch of the 2025-2030 Dietary Guidelines for Americans, Lindsay offers a measured and balanced voice in the nutrition policy landscape."

Lindsay is a registered dietitian and earned her PhD in Health Sciences, with a focus on nutrition policy communications, specifically in relation to the U.S. Dietary Guidelines. This academic foundation, paired with her leadership roles in both government and industry, uniquely position her to navigate evolving policy landscapes and develop strategies that drive lasting impact.

"I'm excited to join Caprock at such a pivotal time for nutrition policy. Throughout my career, I have seen how Federal priorities like the DGAs shape everything from public health programs to industry strategy, and the landscape is evolving quickly. I look forward to working alongside our

clients to help anticipate what's coming next, build clear strategies in response to complex policy – whether that means facilitating pilots, framing messages, or engaging partners – and ultimately, turn solutions into impact."

Before joining Caprock Strategies, Lindsay was Senior Vice President of Nutrition Affairs at the National Dairy Council, where she played a key role in advancing public health education, strengthening partnerships, and incorporating dairy science into national nutrition promotion efforts. As part of this work, she led efforts to position dairy as an essential part of the American diet by increasing its inclusion and consumption in government nutrition programs, public health initiatives, and among health professionals. Lindsay also served as Senior Policy Advisor at the U.S. Department of Agriculture (USDA), where she managed national nutrition assistance programs – including school meals, WIC, and the Child and Adult Care Food Program (CACFP) – and was a leading force in shaping the 2020-2025 Dietary Guidelines for Americans. She previously contributed to the 2015-2020 Dietary Guidelines for Americans while at the U.S. Department of Health and Human Services (HHS).

Throughout her career, Lindsay has worked with a wide range of clients, including Fortune 500 companies, trade associations, U.S. checkoff programs, nonprofits, and academic partners. She has helped these organizations stay ahead of emerging policy trends, anticipate shifts in the regulatory landscape, and craft strategic initiatives that align with both the quick-shifting policy environment and business goals. In addition to navigating evolving policies and business objectives, she delivers success for clients across the supply chain through services such as data analysis, program evaluation, and the development of innovative pilot programs. Her expertise spans policy development, regulatory compliance, stakeholder engagement, and building long-term, sustainable partnerships. Her ability to bridge the gap between government, industry, and academia allows her to tackle complex challenges and deliver meaningful results.

At Caprock Strategies, Lindsay will leverage her extensive experience and deep network to help clients navigate the complexities of nutrition policy, craft forward-thinking strategies, and stay ahead in the ever-evolving policy landscape to meet industry objectives.

About Caprock Strategies

Established in 2021 by Brandon Lipps, former Deputy Under Secretary of USDA's Food and Nutrition Service, and Hannah Lipps, who holds more than 20 years of experience across disciplines in agriculture, communications and education, Caprock Strategies is a strategic consulting firm that delivers strategies to solve complex problems that meaningfully impact people's lives. Caprock Strategies works to translate government to private industry, rural to urban and back again, delivering solutions for lasting change for clients across a range of sectors.

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