



Since creating the Mediterranean Diet Pyramid in 1993, Oldways has been the trusted source on this gold standard pattern of eating.

- **Celebrate International Mediterranean Diet Month in May** with social media campaigns or supermarket sampling.
- **Subscribe to Fresh Fridays** (our popular bi-weekly email newsletter) for ideas and tips for following Mediterranean diet.

**Questions?** [Lara@oldwayspt.org](mailto:Lara@oldwayspt.org)



This annual event offers a unique opportunity for food company reps to network, strategize, and collaborate with retail health

leaders from the top supermarket chains in the US and Canada.

- **If you work for an agency**, recommend this event to clients who are interested in connecting with retail RDs.
- **If you work for a food company**, tell your marketing department about this event.

**Questions?** [Gorcutt@oldwayspt.org](mailto:Gorcutt@oldwayspt.org)



If your patients are interested in a plant-based diet, our materials model a healthy, balanced approach to this rich lifestyle.

- **Celebrate Vegetarian Awareness Month in October**, to demonstrate how delicious a plant-based lifestyle can be.

**Questions?** [Gorcutt@oldwayspt.org](mailto:Gorcutt@oldwayspt.org)



Oldways Nutrition Exchange is an online hub where dietitians can find a wealth of resources to help them do their job more easily.

- **Utilize our thematic toolkits** produced by Oldways and Oldways sponsors (and reviewed by our dietitians) in your education events.
- **Refer to our ONE-Stop Resource Directory** for listings of commodity boards and food organizations that want to work with you. (Includes contact info and links to their resources)

**Questions?** [lara@oldwayspt.org](mailto:lara@oldwayspt.org)



In addition to our well-known packaging symbol, the **Whole Grain Stamp**, the Whole Grains Council offers many other

resources to registered dietitians.

- **Plan Events for Whole Grains Month (Sept) & Whole Grain Sampling Day (March 29, 2017)**. We supply publicity, social media ideas, and other tools – and even find whole grain products for store samplings.
- **Get free whole grain posters, buttons, and stickers** from us to pass out to your patients!

**Questions?** [Kelly@oldwayspt.org](mailto:Kelly@oldwayspt.org)



Use our African Heritage & Health Program to teach patients about the naturally healthy features of African Heritage Cuisine.

- **Volunteer to teach A Taste of African Heritage**, a six-week healthy cooking class inspired by the foods of the African diaspora.
- **Celebrate African Heritage & Health Week during the first week in February**, to get patients excited about health through heritage cuisines.
- **Encourage your patients to join our online African Heritage & Health community:**  
[facebook.com/groups/atasteofafricanheritage](https://facebook.com/groups/atasteofafricanheritage)

**Questions?** [Johnisha@oldwayspt.org](mailto:Johnisha@oldwayspt.org)



The Oldways Cheese Coalition aims to offer a strong voice in support of artisan cheese and rational regulations.

- **Celebrate Raw Milk Cheese Appreciation Day (April 15, 2017)** to educate customers about traditional cheeses.
- **Watch the Taste Cheese LIVE Video** to learn how to buy, serve, and taste fine cheeses.

**Questions?** [Carlos@oldwayspt.org](mailto:Carlos@oldwayspt.org)



Oldways "Culinarias," culinary trips around the world, offer unmatched opportunities to explore traditional global cuisines through eating, cooking, and learning.

- **Attend one of our Culinarias**, which offer CPE credit. In November 2016, we'll be in Thessaloniki and Athens, Greece, and in March 2017, we're going to Liguria and Cinque Terre, Italy.

**Questions?** [Asloane@oldwayspt.org](mailto:Asloane@oldwayspt.org)

Oldways has a wealth of free and affordable resources for dietitians and nutrition educators/communicators at [www.oldwayspt.org](http://www.oldwayspt.org).

## Share Our FREE Downloadable Resources with Patients & Clients

- 12 Ways to Use handouts
- Tri-fold brochures on the Mediterranean Diet, Whole Grains, Latin American Heritage Diet, African Heritage Diet, Vegetarian/Vegan Diets, and the Oldways Cart
- Weekly Heritage Menus
- Hundreds of Recipes
- Store Tours (for Whole Grains or the Mediterranean Diet)

## Visit the Oldways Webstore to Purchase Low Cost Resources (available by heritage diet or type of material)

- 4-Week Menu Plan books (Mediterranean or Vegetarian/Vegan)
- NEW 12 Ways to Use (and Use Up) Vegetables book
- Bulk Discount on Tri-fold Brochures
- Posters
- Grocery Lists
- Refrigerator Magnets

## Take FREE CPE Courses

- African Heritage & Health
- Oldways Finding Common Ground
- Healthy Pasta Meals
- Whole Grains Away from Home

## Browse Our Health Studies

- Our website has thumbnail summaries of the most up-to-date research on food, nutrition, and healthy lifestyles

## License Oldways Content

- Questions about licensing? [Lara@oldwayspt.org](mailto:Lara@oldwayspt.org)

## Co-Brand our Resources

- Questions about co-branding? [Lara@oldwayspt.org](mailto:Lara@oldwayspt.org)

