# OLDWAYS SUPERMARKET RD Symposium

Savannah • February 29-March 2, 2012

# Introducing O.N.E. Oldways Nutrition Exchange

Sara Baer-Sinnott, President

**Oldways** 

Boston, Massachusetts



# Introduction to ONE focuses on these points...

- Oldways' mission information
- Connection with supermarket RDs and food companies
- What is ONE?
- How it works
- Reaction from RDs



# Let the old ways be your guide to good health and well-being

Oldways is a nonprofit food and nutrition education organization, with a mission to guide people to good health through heritage, using practical and positive programs grounded in science and tradition.

Simply, we advocate for the healthful pleasures of the table.



# Oldways nonprofit mission intersects with all of you

# **Inspirational and Practical**

- Healthy Eating Pyramids Mediterranean, Asian, Latin American, Vegetarian and now African Heritage
- Mediterranean Foods Alliance
- Whole Grains Council and Whole Grain Stamp





# **Oldways Nutrition Exchange is:**

- An online resource for supermarket RDs
- An extension of the Symposium
- Connects RDS to info about healthy foods
- Streamlined system so that RDs and companies can exchange information regularly and easily.







About Us

**Programs** 

**Oldways Resources** 

Recipes

Calendar

Donate

Shop



### Oldways Is

A nonprofit food and nutrition education organization, with a mission to guide people to good health through heritage.

#### What You Can Do

- Consumers
- · Health Professionals
- · Food Company
- Supermarkets
- · Restaurants & Foodservice
- · Media

### Oldways Programs



#### Mediterranean Foods Alliance

This Oldways program raises consumer awareness of Mediterranean foods and flavors and the remarkably healthy Mediterranean Diet lifestyle.

▶ LEARN MORE



#### Oldways Nutrition Exchange

This online resource provides information for supermarket dietitians to help bring more attention to healthy foods in grocery stores.

▶ LEARN MORE



#### Culinary Travel

Explore food, wine and culinary traditions with Oldways chefs and experts, to learn the true heart of cultures worldwide.



#### Whole Grains Council

The Whole Grain Stamp and other creative WGC programs encourage people to switch to whole grains for better health



Mediterranean Foods Alliance

African Heritage & Health

Whole Grains Council

**Oldways Nutrition** Exchange

All About ONE

ONE Toolkits for RDs

**Culinary Travel** 

Special & Custom Programs

Thanks to Our Supporters



## For Supermarket Dietitians <</p>

Registered ONE members: Log in here to download ONE Toolkits.



#### All About ONE

ONE helps supermarket RDs as they do their jobs, reaching customers and inspiring them to choose healthy foods. Find out how it can help you!

LEARN MORE



#### ONE Toolkits for RDs

Our "Toolkits" gather together resources - newsletter articles, graphics, factsheets, tweets, display ideas, and more - around current themes and trends. We're constantly updating our RD-reviewed resources and adding new toolkits every month.

▶ LEARN MORE

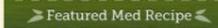


#### Sign up for ONE today!

Registration is free, quick, and easy. Just a few quick questions, and no bothersome username and password to remember when you come back!

REGISTER NOW







▶ GET RECIPE

Glazed Salmon with Avacado Slaw

A perfect centerpiece for a Mediterranean meal, this recipe borrows some flavors from traditional Asian

cooking.



Olive Oil Protective **Against Strokes** June 15, 2011

Older people who consume plenty of olive oil may reduce their risk of stroke by as much as 41%. That's the conclusion of researchers



## SAMPLE TOOL KIT TOPICS = CONSUMER TRENDS/INTEREST

- Whole grains
- Gluten free
- Organic
- Omega 3s
- Store perimeter
- Frozen food
- Eating on a budget
- Easy to prepare

- Sourcing
- Sustainability
- Traditional-ethnic foods
- Healthy fats
- Back to school
- Goodness in a can
- Lunch for Life
- Low sodium





### **Reactions from RDs:**

- Absolutely I would definitely use this resource.
- It would be great to have a fresh source of ideas.
- Having a multitude of toolkits in one place would be heavenly.
- · I would definitely use toolkits for health fairs, in-store promotions.
- Virtual toolkit is great rather than paper.





### More Reactions from RDs:

- You're spot on with developing a resource for RDs and supermarkets.
- More apt to use a piece as written if it's offering tips and ideas that span more than one particular food.
- This will be a great way to connect food manufacturers/producers with supermarket RDs.
- Our magazine is the perfect vehicle to use this resource.





## TOOLKIT CONTENTS - LIKE THE SHELVES OF A STORE

- Newsletter template
- Social media tweets, tips
- Recipes with nutritionals
- In-store talking points
- Store display ideas
- Meal solutions
- Ideas for nutritional activities (in-store)
- Handouts that we can put our logo on

- PPT Presentations
- Downloadable Resources
- Monthly radio, TV show copy
- Shelf talker ideas
- Media interviewing tips
- Coupons





# Food Companies work with Oldways to:

- Connect with RDs in supermarket
- Help sell more of your healthy products
- Add to your health and wellness platform
- Improve health and wellbeing of your customers





### **PARTNERSHIPS:**

**Supermarket RDs:** Ask us how you can sign up as a member of O.N.E., to get useful materials on healthy foods right at your fingertips.

**Food Companies:** Learn how you can get involved and share information about your healthy products with Supermarket RDs across the country.

Contact Sara Baer-Sinnott, 617-896-4848 or <a href="mailto:sara@oldwayspt.org">sara@oldwayspt.org</a>.

