

# OLDWAYS SUPERMARKET RD Symposium

Savannah • February 29-March 2, 2012



## Introducing **O.N.E.** **O**ldways **N**utrition **E**xchange

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.



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.

### 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.



## Oldways Nutrition Exchange

This one-stop online resource provides supermarket dietitians and others with creative tools to help bring more attention to healthy foods in grocery stores.

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 ➤

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](#)



#### Whole Grains Council

Working to increase the consumption of whole grains for better health and wellness.

► [LEARN MORE](#)

### ➤ Featured Med Recipe ➤



#### Glazed Salmon with Avacado Slaw

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

► [GET RECIPE](#)



#### 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 [sara@oldwayspt.org](mailto:sara@oldwayspt.org).

**Thank you!**