



HEALTH THROUGH HERITAGE

**A Nonprofit Food and
Nutrition Education
Organization with Practical
and Positive Programs**

*Inspiring Good Health Through
Cultural Food Traditions and Lifestyles*

www.oldwayspt.org





OLDWAYS MEDIA KIT 2017

Oldways is an internationally recognized food and nutrition nonprofit, with a mission to improve public health through education about cultural food traditions and lifestyles. We like to say, “Let the old ways be your guide to good health and well-being.”

With positive and practical programs, and visual tools like the Mediterranean Diet Pyramid and the Whole Grain Stamp, Oldways shares science-based nutrition information rooted in the old ways of eating and living — which benefit human and planetary health alike.

Since its founding in 1990, Oldways has worked to improve public health on both grassroots and public policy levels, connecting solutions-based programming and collaborations with key movers and shakers in food and nutrition. Our expertise spans traditional diets (Mediterranean, African Heritage, Latin American, Asian, Vegetarian and Vegan), whole grains, traditional cheeses, common sense communications about nutrition science, culinary travel, and more.

Find out what’s new at Oldways in 2017; how Oldways can help you; what annual food holidays we curate; and get a comprehensive roadmap to all of Oldways’ programs.

Yours in good health,

Sara Baer-Sinnott,
President



WHAT'S NEW IN 2017

50%+ Whole Grain Stamp

To meet consumer demand for products with higher whole grain content — and to support companies making these products — the Oldways Whole Grains Council has launched a new 50%+ Whole Grain Stamp for products where at least half the grain is whole grain. It joins the existing Basic Stamp and 100% Stamp, already on 11,000+ products in 55 countries.

11 Tips for Reading a Scientific Study

Oldways has compiled a straightforward guide to help members of the media accurately understand the conclusions of scientific studies. As part of Oldways' Finding Common Ground partnership between top nutrition scientists and leading journalists, this guide features advice from two experts at the Harvard School of Public Health.

12 Ways to Use Vegetables Book

Oldways has turned a collection of its most popular resources into a book and e-book! Inspired by the 12 Great Ways to Use... series, the new *12 Ways to Use Vegetables* book contains inspiration for preparing and enjoying 26 vegetables, from artichokes to zucchini.

Ask the Experts Blog Series

Monthly "Ask the Experts" blogs feature seasonal, smart nutrition advice from a group of pre-eminent dietitians and health professionals. Read them for the advice and bookmark them for the healthy-meets-delicious recipes.

HOW OLDWAYS CAN HELP YOU

Oldways can support your research and reporting on a number of topics around food, nutrition, and traditional diets and lifestyles. From sharing the most recent scientific studies to providing quotes, write-ups, and connections with researchers and experts, Oldways is here to help.

Here are just some of Oldways' resources:

- Five Traditional Diet Pyramids available for media use
 - Mediterranean, Plant-Based, African Heritage, Asian, and Latin American
- Meal plans and shopping lists
 - *4-Week Mediterranean Diet Menu Plan & 4-Week Plant-Based Menu Plan* books; Oldways Cart menu plan (see "Oldways Cart" in Roadmap section)
- Large collection of recipes with high-resolution food photos; recipe/menu development
- Reports on consumer attitudes and industry trends



How Oldways Can Help You, continued

- Health Studies database, with easy searching for significant nutrition research
- Clearinghouse of world's top nutrition scientists available for media contact
- Educational materials – both free and for purchase
 - Infographics, TedEd videos, brochures, books, posters, webinars

ROADMAP TO OLDWAYS PROGRAMS

Oldways Mediterranean Program. Since creating the Mediterranean Diet Pyramid in 1993, Oldways has been the trusted source on this gold-standard diet.

Quick Facts:

- Instrumental in bringing Mediterranean Diet foods and science to the United States in the 90s
- Fresh Fridays newsletter shares news, original recipes, and lifestyle tips
- **NEW!** Mediterranean Diet Research Digest updates health professionals on newest studies

Oldways Whole Grains Council. This program strives to increase whole grain consumption by educating consumers, food manufacturers, and the media about finding whole grains, cooking them, and understanding why they're beneficial to health (and to environmental sustainability).

Quick Facts:

- Driving force behind growing awareness and accessibility of whole grain foods
- Curates extensive database of research, incl. ancient and sprouted grain info
- **NEW!** 50% Stamp option augments Whole Grain Stamps already helping consumers identify whole grain products
 - Basic & 100% Stamps appear on 11,000+ products in 55 countries

Oldways Cheese Coalition. At a time when regulatory uncertainty threatens traditional production and aging methods, Oldways supports artisan cheesemaking with unbiased research-based advocacy showing traditional cheese is both healthy and a dietary staple with great cultural importance.

Quick Facts:

- Leading voice in the global effort to protect traditionally made cheeses; e.g. protected raw milk cheeses from FDA-proposed ban in the 1990s
- Our 2nd Annual Raw Milk Cheese Appreciation Day in 2016 featured 632 events in 14 countries; stay tuned for the 2017 celebration on April 15, 2017
- **NEW!** Weekly social media campaigns highlighting stories from the cheese world



Oldways African Heritage & Health. In response to increased rates of chronic disease in African American populations, Oldways created the African Heritage & Health program to help people improve health by reclaiming their heritage.

Quick Facts:

- Oldways' African Heritage Diet Pyramid reflects healthy culinary traditions from the diaspora (Africa, the Caribbean, parts of Latin America, & American South)
- A Taste of African Heritage (ATOAH) cooking classes brings the pyramid to life
 - Held in 160+ locations with 2,000+ participants nationwide since 2012
 - 63% lost weight during course (average 3.9 pounds); 31% saw a decrease in their blood pressure; 50% lost inches around their waist
- **NEW!** Sustainable ATOAH partnerships with Georgia Farmer's Market Association, Indiana Department of Public Health, The Free Library of Philadelphia, Diabetes Health & Wellness Institute in Dallas, TX, and more

Oldways Culinarias. Twice a year, Oldways organizes one-of-a-kind travel itineraries with the belief that the heart of a culture can be illuminated by exploring its food, wine, and culinary traditions.

Quick Facts:

- Each trip guided by Oldways, local experts (restaurateurs, food/beverage producers), and James Beard Award-winning chefs, art historians, and more
- Past highlights include Morocco, Puglia, Turkey, Emilia Romagna, and Greece
- **NEW!** Spring 2017: Liguria, the Italian Riviera and Menton, France with Chef Barbara Lynch and European Art Curator Ronni Baer

Oldways Cart. Mostly plant-based, with small amounts of meat and dairy, the Oldways Cart menu plan models what a healthy grocery cart looks like. Includes a shopping list and meal plan of easy recipes for a week's worth of meals for two adults.

Quick Facts:

- Aligns with dietary recommendations from leading scientists — including the [Finding Common Ground experts](#) & 2015 Dietary Guidelines [Advisory Committee](#)
- Move over MyPlate: The Oldways Cart helps shoppers picture an overall healthy diet and the colorful, appealing foods that can be part of it

Oldways Plant-Based Network. Through careful research, developing tools like its Plant-Based Diet Pyramid, and collaboration among nutrition and culinary experts, Oldways promotes the health benefits of traditional plant-based diets, as detailed on the following page.



Quick Facts on the Oldways Plant-Based Network:

- Developed the Vegetarian and Vegan Diet Pyramid
- Creates educational materials: e.g. Plant-Based Diet Pyramid, *4-Week Plant-Based Meal Plan* book, guides to plant-based nutrient resources
- **NEW!** *12 Ways to Use Vegetables* book features innovative, easy ways to cook 26 different vegetables

Oldways Supermarket Dietitian Symposium. This annual event recognizes the critical work supermarket dietitians do, offering them a chance to connect and strategize with food and commodity board partners.

Quick Facts:

- The oldest event of its kind, this Symposium features a global network of health food leaders
- Attended by 50 of the country's premier supermarket dietitians and health & wellness professionals, who reach millions of consumers daily

OLDWAYS NATIONAL & WORLDWIDE FOOD HOLIDAYS

Looking for a timely tie to talk about healthy eating? Peppered throughout the year, Oldways food holidays provide opportunities to celebrate good food while connecting with experts, partners, and consumers.

FEBRUARY | African Heritage & Health Week (February 1 to 7)

Coinciding with Black History Month, a weeklong celebration of a flavorful and healthy cuisine; [details here](#)

MARCH | Whole Grain Sampling Day (March 29, 2017; last Wednesday in March)

Supermarkets, schools, and food businesses across the country offer samplings of whole grain products and menu items; [details here](#)

APRIL | Raw Milk Cheese Appreciation Day (April 22, 2017)

Exclusive events held at cheese shops, creameries, restaurants, and more locations around the world to highlight raw milk cheese; [details here](#)

MAY | International Mediterranean Diet Month

Celebration of the history, foods, and science behind this healthy and delicious way of eating; [details here](#)

SEPTEMBER | Whole Grains Month

Special events and promotions with whole grains in the spotlight; [details here](#)



BONUS! STORY IDEAS

Mediterranean Program

- The Mediterranean Diet is So Sustainable, Effective, *and* Flavorful it Hardly Feels like a Diet. That May Be Why It Works.
- The Science Behind the Mediterranean Diet's Multitude of Benefits, from Head to Toe (Literally!)
- How Eating a Mediterranean Diet Could Help to Save the Environment

Whole Grains Council

- The Real Story Behind Ancient Grains [or Gluten; or Sprouted Grains; or Fiber]
- Whole Grain Breakfast Recipes that Pack a Protein Punch — without Packing the Bacon
- Want an Environmentally Friendly Diet? Ditch the White Bread and Go for Whole Grain
- Beyond Wheat, Beyond Kansas: A new breed of farmers growing heritage & local grains
- Changes in the food supply encouraged by the Whole Grain Stamp

Oldways Cheese Coalition

- The Mothers of the American Cheese Revolution: US Cheese is a (Wo)man's World
- Surprising cheese pairings for any season, any palate

Oldways African Heritage & Health

- Why African Heritage Cuisine is the Next Big Food Trend: It's Loaded with Flavor, Mostly Plant-Based, and Ultra-Healthy
- Successes and long-term benefits of local cooking classes, especially those that connect culture and cooking (Oldways' A Taste of African Heritage)

OLDWAYS

HEALTH THROUGH HERITAGE

Programs

