Introducing O.N.E.
Oldways Nutrition Exchange

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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.
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What You Can Do
- Consumers
- Health Professionals
- Food Company
- Supermarkets
- Restaurants & Foodservice
- Media

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

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.

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!

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.

Thanks to Our Supporters

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!

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

Glazed Salmon with Avocado 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 sara@oldwayspt.org.

Thank you!