

REGISTERED DIETITIAN NUTRITIONISTS: How the Experts in Food and Nutrition Can Help

Registered dietitian nutritionists (RDNs) are the ideal candidate within food retail to build consumer trust and loyalty through Food as Medicine initiatives. As credentialed food and nutrition experts, RDNs should play a key role in leading Food as Medicine programs.

A registered dietitian nutritionist's ability to bridge science, public health, food industry and supply chain positions them as natural leaders of Food as Medicine programs in the retail setting, leveraging their educational background, knowledge and extensive training to deliver value added and outcome-driven solutions for food retailers.



Top 10 Ways Registered Dietitian Nutritionists Add Value to Food Retailers:

1

Elevate basket size, nutrition profile and sales through direct and indirect customer interactions.

2

Identify new engagement, revenue, education and loyalty-building services.

3

Drive brand awareness through science-based marketing and communication strategies.

4

Ensure data accuracy and regulatory compliance in product labeling and health claims.

5

Define and curate cross-category product selection.

6

Collaborate with internal and external partners to increase food access and improve nutrition security.

7

Translate evidence-based research into practical meal solutions for customers.

8

Prevent and/or manage many of the chronic conditions driving employer health care costs.

9

Deliver disease-specific nutrition guidance and product recommendations through medical nutrition therapy.

10

Expand access to health services through telenutrition and other digital nutrition solutions.