

MARIBEL ALCHIN, MBA, RDN, LDN

Member Spotlight



MEET MARIBEL

Maribel Alchin's attraction to healthy eating and all things culinary propelled her toward the decision to pursue a degree in nutrition. However, it wasn't until later in Maribel's career that she would develop a passion for school nutrition.

After completing her undergraduate in nutrition at Northern Illinois University, Maribel worked as a bilingual nutritionist at the Women, Infants, and Children (WIC) program, followed by a career as a clinical dietitian in a hospital setting. A few years later, her desire for education landed her at Benedictine University in Illinois where she obtained her Master's in Business Administration with a concentration in entrepreneurship.

But she didn't stop there.

Her interactions with patients as a clinical dietitian prompted her aspiration to build her culinary knowledge, so Maribel enrolled in a certificate program in culinary school where she acquired her personal chef certification.

MARIBEL'S JOURNEY

Maribel has worn many hats since obtaining her degree in nutrition.

After completing her MBA and personal chef certificate program, Maribel tackled a nine-year role as a supermarket dietitian for Meijer Stores serving as a media spokesperson, educator, chef, menu concocter, and more. She then moved on to become a consultant for the National Dairy Council where she learned more about school nutrition programs, piquing her interest into the world of school nutrition. Her time at the National Dairy Council propelled her into her current role today at the American Egg Board.

“Let me tell you, it’s been an exciting journey for me so far, you know I never really imagined there would be so many opportunities for me to inspire others to live a healthy lifestyle,” says Maribel.



AN "EGGCELENT" ROLE

Maribel took this role head-on saying, “I really decided to pursue this opportunity because, first of all, I love eggs and I grew up eating eggs, so it’s a product I believe in. In this position I am able to utilize my nutrition and marketing-communication expertise to educate and inspire school nutrition professionals... not only school nutrition professionals but reaching parents, students, teachers, you know its much broader than just the school nutrition directors.”



”
Let me tell you, it’s been an exciting journey for me so far, you know I never really imagined there would be so many opportunities for me to inspire others to live a healthy lifestyle.
“

AN "EGGCELENT" ROLE, *CONTINUED*

Through the American Egg Board, Maribel creates culinary marketing materials for school nutrition professionals, crafts social media messages promoting egg nutrition, helps develop and update science-based, egg-centered lesson plans for K-12 teachers, and manages a collection of menus and recipes that center around creative ways to utilize eggs in school kitchens.

“Much of what I’ve done has been to raise awareness, educate and support school nutrition professionals around how to use eggs in their school meals that will fuel student’s bodies and brains so that they’re ready to learn...” says Maribel.

Maribel’s zeal for eggs has incited a mirage of creative ideas including the 5 Days / 5 Ways® program through the Incredible Egg which she works alongside school nutrition professionals to provide innovative ways to utilize egg inventory in a variety of ways across a menu cycle.

“School nutrition professionals are very creative and innovative I have found, and resilient I must say, navigating through these really challenging times,” Maribel says.

THE INCREDIBLE EGG

She imparts her innovative skills to the Incredible Egg in other ways as well.

Maribel assists in developing staff training videos that focus on preparation of various forms of eggs utilizing school equipment - such as cooking shell eggs in a steamer to make hard-boiled eggs. In addition, shares cooking videos, virtual farm field trips, and easily accessible lesson plans which she recently updated with the latest 2020-2025 Dietary Guidelines to support egg nutrition education in farm to school programs.

Whether it’s scrambled eggs with chorizo (Maribel’s favorite) or green eggs and ham, Maribel Alchin's goal is to create excitement and provide support around eggs within school nutrition, and to help increase meal participation through a blend of her culinary and marketing talents.

“I am just passionate about kids and students eating nutritious foods and making a difference,” states Maribel.

For egg inspiration, real school recipes, videos and marketing materials, visit the American Egg Board’s Incredible Egg K-12 website [here](#).

