

FOOD & CULINARY PROFESSIONALS DPG

2025 - 2026 Marketing and Advertising Opportunities

**Food &
Culinary
Professionals**
a dietetic practice group of the
**Academy of Nutrition
and Dietetics**



Reach food and culinary experts effectively and efficiently!



Opportunities Overview

Opportunity	Description	Investment
Member Education and Outreach		
Professional Development Webinar	Online, science-based education	\$4,000 + speaker cost
Member Product Mailing Address	Send product samples and/or information to members	\$20-\$40 per recipient
Website-based Resources	Logo and resource links on the FCP website	\$1,000
Recipe Contest	Open to all members - focus on your product	\$15,000 + prizes
Member Communications		
<i>On the Menu</i> (e-newsletter)	Advertise in our monthly e-update	\$750 - \$2,000
<i>Tastings</i> Newsletter	¼ or ½ ad in our quarterly digital newsletter	\$750 - \$1,500
Eblasts	A variety of options to communicate with members	\$2,000 - \$4,000
Virtual Connections		
EC Focus Group	Showcase your product and have interactive discussion with EC members	\$750
Member Focus Group	Showcase your product and have interactive discussion with EC members	\$1,000

Food and Culinary Professionals Dietetic Practice Group Marketing and Advertising Prospectus June 2025 – May 2026

Reach an Influential Group of Nutrition and Culinary Leaders in the Dietetics Profession.

Are you seeking opportunities to showcase your brand with food editors, chefs, or Registered Dietitian Nutritionists (RDNs) involved in areas that include media, food safety, restaurants, supermarkets, or agriculture?

If so, you have come to the right place. The Food and Culinary Professionals (FCP) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics (the Academy) is the premier culinary organization for food and nutrition professionals, and one of the larger practice groups within the Academy. With almost 1,400 members, FCP leads culinary education and the promotion of food and culinary initiatives within the dietetics profession.

Our DPG offers many exciting opportunities for industry marketing and advertising with our influential organization. Opportunities include:

- ✓ Participation in special events that highlight your products, messaging, and services.
- ✓ Branded advertisement in our member newsletter, *Tastings* (published up to four times per year), as well as our monthly e-update, *On the Menu*, to expand your message.
- ✓ Targeted messages to one or more of our sub-specialty groups (*see page 6*).
- ✓ Lectures, seminars, webinars, and experiential learning activities with a focus on food, nutrition and cuisine that provide opportunities to put your product to work.
- ✓ Popular recipe contests, which offer a way to build relationships with our members and subgroups by leveraging nutrition through grocery, retail, restaurant, hospitality, foodservice, agriculture, and food safety specialties. Results-focused surveys that gather member feedback to measure your messages.
- ✓ Face-to-face opportunities to meet with FCP leadership.

Please review the general marketing and advertising guidelines on Page 8.

Member Education and Professional Development

FCP offers sponsors the opportunity to sponsor one-hour, online, science-based educational webinars. With new Commission on Dietetic Registration (CDR) guidelines, we can work with you to deliver content that is informational and valuable. Sponsors can work with us to customize the webinar content and collaborate on speakers for an agreed upon topic (subject to review). FCP fully manages the promotion and administration of the webinar, including speaker payment. Average registration for the webinars ranges from 125 – 350 participants. Attendance ranges 50-60%. The recorded webinar is available to FCP members for 3 years. Anyone may attend our “live” webinars at no charge.

All FCP members have access to handouts, the webinar recording and CPEU at no charge. The recorded webinar is also available for self-study, expanding the “reach” of the webinar content for three years after the “live” event.

Sponsors will provide a proposed topic and description for preliminary review. Once approved, a date and timeline for the webinar is finalized and we can collaborate on speaker selection.

- Sponsor name is included in email promotions and in the educational event listing.
- Notes/slides and the recorded webinar are posted in the members’ only section of our website.
- Educational event summary is publicized in *On the Menu*, with sponsor attribution.
- There is social media promotion of the webinar, including Facebook, LinkedIn, and Instagram, with specific mention of sponsorship.
- The sponsor may provide up to 3 informational documents that will be shared with webinar registrants who opt in to receive sponsor information.
- Metrics summary is shared with the sponsor after the event.

Fee: Webinar - \$4,000 (excluding speaker costs which must be added)

Member Product Mailing | Sponsor Showcase

FCP welcomes the opportunity to send product samples and/or information to FCP members (all), select subgroups, specific geographic areas, or a combination of set criteria, subject to FCP/Academy review. Product samples and handouts are sent in bulk to the FCP Office for mailing. You can include information on providing product feedback or requesting additional samples. This opportunity is ideal for new product launches to get your brand in front of influential Registered Dietitian Nutritionists. This opportunity includes a post-mailing eblast/survey to all receiving product information.

FCP is piloting an option to mail/ship product information, products, and coupons to members. If you are interested in this option, let’s discuss!

***Fee: To be determined, based on weight of materials to be mailed and size of distribution group.
Estimated cost is \$25 –\$40 per recipient.***

Website-based Resources

FCP welcomes the opportunity to post your logo with a click-through to your website, along with up to three (3) additional resource links, subject to FCP/Academy review. This includes specific links on our Facebook page and on Instagram. These resources can be posted on our supporter page or in a designated area associated with each of our subgroup (restaurant/retail, food safety, supermarket, and agriculture) resource pages.

Fee: \$1,000

Recipe Contest

If you are interested in a recipe contest, we can begin planning for early 2026 and beyond!

FCP offers the opportunity to sponsor a recipe contest open to FCP members, subject to FCP/Academy approval.

- Sponsor works with FCP regarding contest details, focus, theme, and rules
- FCP manages the implementation and contest execution, including finalist recipe testing
- As the sponsor, you select the winning recipe(s)
- The number of recipe entries submitted varies according to the parameters of the contest and generally ranges between 30 and 50. The sponsor receives all submitted recipes and owns the rights to them.

In addition to receiving all submitted recipes developed by exceptional professionals, other benefits include:

- FCP develops and posts a short recipe contest orientation video recording. The recording is posted both on Facebook and the FCP website (as well as promotion via Twitter) and will serve as a contest orientation and inspiration.
- Sponsor branded products used in submitted recipes.
- Opportunity to provide content for one dedicated eblast announcing the contest and include up to two links to the sponsor's website (valued at \$3,000).
- Recipe contest winners will be announced via FCP eblast and on social media channels.
- Opportunity to market directly to the members via a second eblast after the contest winners are announced.
- Sponsor name included in multiple channel promotions, including Facebook, Instagram, LinkedIn, our discussion board, and our monthly *On the Menu* e-updates. These promotions are both throughout the contest submission period and in announcing the contest winners.
- Sponsor name and logo included in the sponsorship section on website and in all promotional materials.

Fee: \$15,000 (excluding expenses related to prizes and award)

FCP provides up to four (4) contest opportunities per year.

Member Communications

FCP offers a variety of communication vehicles to reach members. Whether it is outreach to our entire membership or a sub-specialty group, we can tailor a program to meet your needs. Membership in the sub-specialty groups includes supermarket/retail (537), restaurant/hospitality (488), food safety-science-regulatory (425) and agriculture (390). (5/31/24)

NOTE: FCP limits advertising eblasts to 2 per month, with a possible 3rd to a sub-group. Check with us on availability. All information is reviewed and approved by FCP and the Academy.

On the Menu (E-Newsletter)

Each month, FCP sends an e-update to all members (approximately 2,000). Advertising in a monthly e-update includes:

- Logo and content (up to 250 words) with click-through to your website
- Click-through link to a 1-page fact sheet or opportunity to link to a subscription sign-up (subject to FCP/Academy review/approval)
- Receipt of metrics report (open/read rate and click-through rate by link)

The monthly e-updates are permanently archived on the member side of our website.

The average read rate is 60 – 70%.

Fee: \$2,000

On the Menu (E-Newsletter) Abbreviated

Each month, FCP sends an e-update to all members (approximately 2,000). Advertising in an abbreviated monthly e-update includes:

- Logo and content (up to 100 words) with click-through link to your website
- Receipt of metrics report (open/read rate and click-through rate)

The monthly e-updates are permanently archived on the member side of our website. The average read rate is 60 – 70%.

Fee: \$750

Tastings Newsletter Advertisement

Tastings quarterly, digital newsletter provides an opportunity to include either a ¼-page or ½-page advertisement.

- Advertisement is reviewed and approved by FCP and the Academy
- Copy must be sent ready to insert

Fee: \$750 (1/4 page), \$1,500 (1/2 page)



Member Communications (continued)

Eblast Message or Survey – All FCP Members

FCP welcomes the opportunity to send a company eblast. This opportunity includes a stand-alone eblast message (up to 750 words) or a shorter message (up to 250 words) with a link to a survey subject to FCP/Academy review/approval. The survey results must be shared with FCP/Academy and for internal company use only.

- Click-through link to your website with your logo
- Click-through link to a 1-page fact sheet or a click-through link to a short survey (8 or fewer questions). (Both subject to FCP/Academy review and approval)
- Receipt of metrics report (open/read rate and click-through rate)

Fee: \$3,000

Eblast Message or Survey – One FCP Sub-Specialty Group

FCP welcomes the opportunity to send a company eblast, subject to FCP/Academy review. This opportunity includes a stand-alone eblast message (up to 500 words). Survey results must be shared with FCP/Academy and for internal company use only. While there is not a significant cost savings to conducting a targeted e-blast due to the administrative time involved in the customization, it does provide an opportunity to customize messages to target a specialty group. The average read rate is 55 – 70% with a click-through rate of 15 – 30%.

- Click-through link to your website with your logo
- Click-through link to a 1-page fact sheet (subject to FCP/Academy review and approval)
- Receipt of metrics report (open/read rate and click-through rate)

Fee: \$2,000

Eblast Message or Survey – Customized Banner

If you would like your eblast to have a custom banner (provided by you), this is your opportunity! FCP welcomes the opportunity to send a company eblast. This opportunity includes a stand-alone eblast message (up to 500 words) or a shorter message (up to 200 words) with a link to a survey subject to FCP/Academy review and for internal company use only.

- Click-through link to your website with your logo
- Click-through link to a 1-page fact sheet or a click-through link to a short survey (8 or fewer questions). (Both subject to FCP/Academy review and approval)
- Specific reference on FCP's Facebook page
- Receipt of metrics report (open/read rate and click-through rate)

Fee: \$4,000 (all members), \$3,000 (1 subgroup)



Connect with FCP Members via a Virtual Focus Group and/or Advertising Opportunity!



Interested in presenting your product/service information to FCP DPG members? Consider these new opportunities!

Executive Committee Virtual Focus Group

- 30 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with key influential leaders and decision makers in the food and culinary community
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 questions)

Fee: \$750

Food and Culinary Professionals DPG Member Virtual Focus Group

- 30 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with Food and Culinary Professionals DPG members invited to participate (up to 100)
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 questions)

Fee: \$1,000

Marketing and Advertising Guidelines

FCP works with food companies and other organizations to develop opportunities that deliver credible, science-based food, nutrition, and health messages to consumers and to Academy members.

FCP sponsors and advertisers are limited to those who promote products and services that support the advancement of the food, nutrition, and culinary profession. FCP is in alignment with the Academy's approval requirements which include:

- The supporter's vision and mission align with the Academy's Vision, Mission, and Strategic Goals.
- The supporter's product portfolio is broadly aligned with the Academy's Vision: A world where all people thrive through the transformative power of food and nutrition
- The supporter's relationship and product portfolio are broadly aligned with official Academy positions.
- All aspects (such as research, consumer messaging or professional education for members) align with the Academy's Scientific Integrity Principles.
- The Academy does not endorse any company, brand, or company products, nor does the Academy's name or logo appear on any product. Such endorsement is neither actual nor implied.
- The Academy maintains final editorial control and approval of all content in materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.

All opportunities developed will be reviewed in detail for conformance with sound evidence-based science and with FCP member needs and the Academy's positions, policies, and philosophies.

FCP/Academy maintains editorial control and final approval of all materials associated with supporter programs and materials.

Supporters making product statements of properties, performance, nutrient values, beneficial results, etc., should be such that they can be verified by adequate data available in well-accepted, peer-reviewed literature, which is subject to FCP/Academy approval.

Contacts for Sponsorship and Advertising Opportunities

- Sheila Weiss, RD, FAND, FCP Sponsor Chair, sheilacweiss@gmail.com, 202-664-4717
- Emily Krause, MFCS, RD, LD, FAND, FCP Sponsorship Assistant Chair, parente4213@gmail.com, 715-808-5452
- Barb Pyper, MS, RD, FAND, FCP Executive Director, fcf@quidnunc.net, 206-935-5104

About FCP

In 1997, a food-savvy network of registered dietitians formed FCP, a specialized professional group within the Academy of Nutrition and Dietetics. Today, this dynamic group is a driving force in promoting culinary expertise among its own members.

FCP has hosted celebrity chefs, such as Alan Wong, Joanne Weir, Rick Bayless, and Sara Moulton, at the Academy's annual Food & Nutrition Conference & Expo™ (FNCE®) drawing record-breaking attendance. At the forefront of innovative seminars, workshops, and classes, FCP helps food and nutrition professionals hone their professional skills by offering educational events at the Culinary Institute of America – Greystone, the Washburne Culinary Institute – Chicago, Scottsdale Culinary Institute, The Art Institute of Colorado, and other prestigious cooking schools. Additionally, the FCP quarterly newsletter, *Tastings*, our active electronic mailing list, and monthly educational forums help members stay on top of culinary trends in addition to nutrition and food science. FCP has offered an annual international educational trip which has toured Spain, Thailand, France, Greece, Mexico, Ireland, Argentina, England, Sardinia, Chile, Italy, Hungary, Budapest, and the Scandinavian countries.

Highly visible in the culinary community, FCP members are active in several organizations, including the American Culinary Federation and the International Association of Culinary Professionals.

FCP's diverse and influential members include:

- Chefs
- Culinary educators
- Family and consumer sciences educators
- Food and beverage directors
- Food editors from top-ranked consumer magazines
- Food scientists and researchers
- Food writers and cookbook authors
- Public relations executives
- Retail, manufacturer, and restaurant consultants
- Sales and marketing professionals
- Television reporters

Sub-specialty groups within FCP include supermarket/retail (561 members), restaurant/hospitality (508 members), food safety (485 members) and agriculture (418 members). (5/20/22)

Our Mission

Empower members to be the nation's food, culinary and nutrition leaders.

Our Vision

Optimizing the nation's health through food and nutrition.

About the Academy of Nutrition and Dietetics

Today, the Academy has over 100,000 credentialed practitioners — registered dietitian nutritionists, dietetic technicians, registered, and other dietetics professionals holding undergraduate and advanced degrees in nutrition and dietetics, and students — and is committed to improving the nation's health and advancing the profession of dietetics through research, education, and advocacy.