



ACCELERATING IMPACT. HOW DIETITIANS CAN LEAD THE SUSTAINABLE NUTRITION MOVEMENT.

The joint crises related to public health, food insecurity and climate change are driving urgency toward a more sustainable food system. We need collaborative solutions that help keep people well, enhance food access and minimize further environmental impacts in order to nourish our growing population without depleting natural resources. Nutrition experts, including registered dietitians, can lead the charge and drive education toward the adoption of practical, healthy, sustainable diets that are good for people and the planet.

TOP BARRIERS TO ADOPTING SUSTAINABLE DIETS

COST

There is a perception that healthy, sustainable eating is expensive or that it requires a lot of time or effort. Some may even wonder, "If it's all plants, why are we still paying so much?"

CONFUSION

People don't often connect their individual choices with making a larger impact, they don't know where to start, and when shopping at the store, can get overwhelmed with different claims and labels.

CULTURE

Communities need to see their cultures and foods represented to make sustainable change.

CONVENIENCE

Sustainable choices need to meet people where they are. They should be simple, accessible and deliver other benefits, including taste and enjoyment.

4 WAYS DIETITIANS CAN ACCELERATE CHANGE

01

FOODSERVICE

"The best way to elevate sustainability is to tie it to the business case."

Deanne Brandstetter, MBA, RD; Vice President Nutrition and Wellness at Compass Group



Focusing on the highest value leverage points in your menu can have significant impacts across the entire system. Leading with flavor and quality cues while emphasizing plant-forward menu items can save money up front, while also being on trend and appealing to customers. Innovating to reduce food waste, or feature nutritious but underutilized food components can also boost revenue, and improve health and wellbeing.

02

FOOD INDUSTRY & CONSUMERS

"RDs can help reinforce that nutritious, and sustainable eating doesn't have to be inconvenient or expensive to be impactful."

Casey Lewis, MS, RD; Director of Nutrition Strategy at Clif Bar & Company



Label literacy is critical to help shop supermarket deals, identify better options and prepare simple, nutritious, and affordable sustainable meals at home. Three things consumers can look for when shopping: 1) Plant-based foods or ingredients; 2) Third-party sustainability certifications, like USDA Organic, Fair Trade or Rainforest Alliance Certified; 3) Brand or company actions and values aligned with sustainability.

03

COMMUNITY OUTREACH

"Recommendations need to be attainable to be sustainable."

Ashley Carter, RD, LDN and Jasmine Westbrook, MS, RD, LDN; Co-Founders at EatWell Exchange, Inc.



Be prepared to adapt dietary guidelines or frameworks to fit diverse ways of eating to promote healthier, more sustainable habits to meet your community's needs. The people you serve should be able to have action items they can repeat and do, like sharing food safety tips, cooking healthy recipes with familiar cultural foods, planting or growing a home garden.

04

POLICY & ADVOCACY

"Sustainable choices need to be the easy choice for everyone."

Sarah Reinhardt, MPH, RD; Lead Food Systems & Health Analyst, Food & Environment Program at Union of Concerned Scientists



Dietitians have the opportunity to advocate for local and national food and nutrition policies that consider sustainability's role in supporting public health. Engagement via national professional associations like the Academy of Nutrition and Dietetics or the American Public Health Association or on a personal level can have a positive impact on the plates of millions of Americans.