

National Nutrition Month



The theme for National Nutrition Month® 2020 is *Eat Right, Bite by Bite*. The concept of this theme is that good nutrition doesn't have to be restrictive or overwhelming. Small goals and changes can have a cumulative healthful effect (like finding new ways to include produce!), and every little bit (or bite!) of nutrition is a step in the right direction.

Mission for Nutrition



ENTER TO WIN!

- Produce for Kid's display contest in honor of National Nutrition Month is back! [Mission for Nutrition](#) was created to help families eat healthier and understand the power of meal planning. During the month of March, whenever you share your display or in-store event using the materials in the kit, you'll be entered to win a **\$1,000 scholarship** to attend a professional retail dietitian workshop or conference of your choice.
- How to Enter:
 - Use the [Mission for Nutrition kit](#) items in your store - create a display, host a recipe demo, utilize for store tours - it's up to you!
 - Snap a photo
 - Share with us on social media using #MissionforNutrition or email to amanda@produceforkids.com

Celebrate National Nutrition Month with different events

- Grocery Store Tours
 - Give customers a refresher with nutrition label reading and provide them with a grocery store tour to help them meet their health goals.
- In-store demo ideas

- DIY Shamrock Shake: Whip up your own version of the Shamrock Shake, but using leafy greens to give it that bright green hue.
- Produce Pick: Highlight produce that is in season using creative recipes
- Ask the RD Day!
 - Let customers know YOU are the nutrition expert and can help them meet their health goals.
 - Or quiz customers! If they get a nutrition question correct, they can get a prize. If not, it's an opportunity to help teach them something new (then, of course, you can give them a prize too!
- Kids program ideas
 - St. Patrick's Day is just around the corner! This holiday is loaded up with lots of green and the dream of finding that pot of gold at the end of the rainbow. Utilize these [fun recipes](#) for holiday theme fun.
 - Stick to the green theme and have a Dr. Seuss storytime and make [Green Eggs and Ham Breakfast Sandwiches](#).

Connect with the Community

- Ask the city mayor or state governor to declare "Registered Dietitian Nutritionist Day."
 - How to request a proclamation from the governor or mayor
- Start a food drive
 - Utilize the Produce for Kids [food drive toolkit](#) to help those in need and bring awareness to what healthy items can be donated to food banks.



For Employees

- Create the ultimate grocery store guide for the employees. Walk up and down each aisle creating a “dietitian’s pick” cheat sheet for them to make healthier choices when grabbing a snack on their break or doing their own grocery shopping after their shift.

What’s In Season

National Nutrition Month is a great time to encourage shoppers to purchase [what is in season](#). This month, we celebrate the official start of spring. As the weather starts to warm up, promote fresh ideas to add more produce to shopper’s plates.

- Artichokes can be very intimidating to shoppers if they never worked with a fresh artichoke before. Utilize these [tips](#) for yourself to help educate customers.
 - Did you know? Technically, artichokes are flowers that have not bloomed yet. If not picked, they develop into a beautiful purple flower.
- Florida strawberry season is in full swing! Clinical research suggests eating just eight strawberries a day may improve the heart, mind, and body.
 - Quiz your customers: How many seeds are on an average strawberry? (answer: 200)
- Asparagus is a very good source of fiber, folate, and Vitamins A, C, E, K, and great to add to meals. Try asparagus roasted in the oven, on the grill or mixed in with pasta salads, stir-fry and more.
 - Highlight that asparagus also can be purple and white too!

Cross-merchandising ideas

- Be visible in all departments. Highlight your “dietitian pick’s” within each department. Make a sign or shelf-talker with a few facts about each item.
- Encourage more eco-friendly shopping by featuring reusable mesh produce bags in the produce department.

.. And don’t forget to celebrate RDN Day on March 11th. You deserve it!

Looking for healthy, family-friendly recipes to share with shoppers? Our recipes are approved by a registered dietitian, taking the guesswork out of planning healthy and delicious meals!

- [BBQ Chicken Chopped Salad](#)
- [Broccoli Tater Tots](#)
- [Super Green Smoothie](#)