2018 Nutrition Education Program
TREND WATCHING
Sustainable Nutrition

Food that tastes good, does good, and doesn’t cost the Earth

“Clean” Meat

Try the Impossible Burger. Meat from plants. Whoa.

Plant-Based

Regenerative Agriculture

Is it better than organic?
MAKING LAMB A PART OF THE CONVERSATION
Goal & Objectives

• **Budget**
  – $120K

• **Goal**
  – Elevate *nutrition influencer* understanding and *appreciation of lamb* as a protein that embodies the modern understanding and image of health/wellness: *a food to feel good about*.

• **Objectives**
  – Develop content targeted to *health professional* audience
  – Engage and educate health & nutrition professionals through in-person events, social media, and direct outreach
Who Are Nutrition Influencers?

Writers, bloggers, editors, social media influencers who develop food & wellness content and health professionals who directly educate consumers.
Our Focus: Culinary Medicine

“Food as medicine” trend impacting the field of medicine, nutrition education, and nutrition communication
At the Forefront: Tulane Medical School

The Goldring Center for Culinary Medicine

TULANE UNIVERSITY

Dr. Timothy S. Harlan, MD   Chef Leah Sarris, RD, LDN
A Tale of Two Trends:
Culinary Medicine & Lamb

- Lamb & Culinary Medicine Immersion Workshops
- Health Meets Food Culinary Medicine Conference
- Social Media Support
  - Maintenance mode
  - FB: 12K+
  - Pinterest: 1.4K+
  - Twitter: 800+
  - Instagram: 600+
- Content Development
Social Media Buzz

manuel.villacorta Learning everything about cooking with lamb. We just made this delicious grilled BBQ Lamb Flatbread Pizza at the Goldring Center for Culinary Medicine at Tulane University #NourishWithLamb

rachaelhartleyrd Played lamb "Chopped" with @cjnutrition and @rebeccascritchfield on my team, and not to toot our horn but I think we were the winners 😊 Made deconstructed lamb fajitas with a coffee-cumin rub and mango salsa AND lamb-chickpea meatballs served three ways: with the BEST classic tomato sauce, over sweet potato hash and with a Jamaican curry. So much fun, although now I'm that girl who smells like lamb in the airport 😓 #sorrytowhoveverisin33C #nourishwithlamb #sponsoredtrip

betsramirez Loco Lamb Tacos w/ Sweet Potato Spread, Cowboy Caviar, & Cado Creme

NOURISH WITH LAMB
betsramirez Had a blast cooking with these awesome ladies today (hairnets and all)! @lizspittler @mckenziejonesrd
nourishwithlamb @nourishwithlamb

rebeccascritchfield Shots from today's @nourishwithlamb culinary medicine immersion event. We met a shepherd, butcher, and worked with chefs to create balanced, delicious meals for a joyful eating experience.

angelalemond What a phenomenal 2 days playing in the kitchen 😊. Thank you @thewildhive and @culinarymedicine for the generous hospitality! Here is our custom creation! Moroccan Lamb & chickpea stew with a kale & arugula salad.
mediterraneandiet nourishwithlamb funinthekitchen
I enjoyed the lamb trip so much. This was my favorite nutrition trip to date! It was so well planned and the content was so applicable and interesting. It was great to have Jim with us and I so appreciated his candid answers to all of our questions! The team at the Culinary Medicine school was incredible and I walked away with such a better grasp of different ways to cook lamb.

~ Willow Jarosh, MS, RD
I would love to include lamb in my next book. I am planning to add it on my table of protein choices. Also, I will include the Moroccan Stew we made for the “Fall” season chapter and the Grilled Chops for the “Staples” chapter.

~Manuel Villacorta, MS, RD

Thank you so much for allowing me to be part of this wonderful experience! I’ve been on a lot of these immersions, and I really do think this one was one of the best. For so many reasons, but I especially liked the intimacy of the group, the hands-on culinary experimentation and the culinary medicine piece just sent it over the top.

~ Angela Lemond, RDN, CSP, LD
nourishwithlamb.com