

INTERVIEWS WITH NUTRITIONISTS/ DIETITIANS



Description of the activity

- Interviews with nutritionists and dietitians provide an in-depth exploration of the nutritional aspects of agri-food products.
- This initiative aims to educate consumers on the nutritional benefits, health considerations, and dietary impacts associated with specific food items.
- Collaborating with nutrition experts ensures the accuracy and relevance of the information shared, fostering informed decision-making among consumers.

Easy operations to be replicated

1. **Identify nutritional insights:** Research and highlight the nutritional profiles, health benefits, and dietary implications associated with key agri-food products. Focus on providing scientifically-backed information to convey the nutritional value to consumers.
2. **Develop educational content:** Create informative content such as articles, videos, and infographics that translate complex nutritional concepts into accessible insights. Emphasize evidence-based practices and practical dietary recommendations derived from expert interviews.
3. **Collaborate with nutrition experts:** Partner with accredited nutritionists, dietitians, and researchers specializing in food and nutrition to ensure the accuracy and depth of the content. Incorporate their expertise to provide comprehensive explanations and interpretations of nutritional data.
4. **Showcase practical applications:** Feature meal plans, dietary tips, and nutritional guidelines recommended by experts to demonstrate the practical application of nutritional knowledge. Provide actionable advice to help consumers integrate healthy food choices into their daily lives.
5. **Promote across channels:** Utilize diverse communication channels including websites, social media platforms, and newsletters to disseminate educational content. Utilize visually engaging formats and interactive tools to enhance consumer engagement and understanding.
6. **Engage your audience:** Foster interaction and dialogue with consumers interested in nutrition and health-related topics. Host live Q&A sessions, webinars, or workshops with nutrition experts to address consumer inquiries and encourage active participation.

Expected outcomes

Purpose	Added value	Target Audience
Expand participants' culinary horizons by exposing them to a wide range of flavors and cuisines., as well as to position your brand as a leader in nutritional education and advocacy within the agri-food industry, promoting health-conscious consumer behaviors.	Establish trust and credibility by providing scientifically accurate and expert-reviewed information sourced from interviews with reputable nutrition professionals.	In particular, consumers who pay particular attention to their health, athletes and partners with whom long-term cooperation is possible.

Type of experts to be involved

- Nutritionists/dietitians
- Researchers
- Content creators

Requirements

Geographical requirements	Type of products	Legal requirements
Tailor content to highlight local, regional, and global nutritional considerations to appeal to a broad audience.	Ensure a diverse range of nutritional insights and dietary recommendations are represented to reflect the multifaceted nutritional benefits associated with different agri-food products.	Establish clear agreements with collaborators regarding content creation, usage rights, and promotional activities to ensure legal compliance and protect intellectual property.

Tips & tricks/successful case study

1. **Build relationships:** Cultivate ongoing relationships with nutrition experts to maintain access to the latest research and insights.
2. **Visual storytelling:** Use visuals such as charts, infographics, and videos to simplify complex nutritional concepts and engage consumers visually.
3. **Interactive content:** Develop interactive tools or quizzes that allow consumers to assess their dietary habits and receive personalized nutrition advice.
4. **Community engagement:** Encourage community participation through forums or social media platforms where consumers can share their experiences and learn from each other's nutritional journeys.

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