

400 Restaurant Participants, Impacting X Consumers

Uncommon Alliance
Coke, Nestle, Mars



Market Based Change



- Real Food Approved (CPG)
- Social Finance
- Sugar Index / Credit Suisse

EDUCATE ABOUT REAL FOOD



Consumer Mass Market Science-Based Nutrition Education

SUPPLY SIDE

www.ushfc.org

THREE LEGGED STRATEGY INTEGRATION

DEMAND SIDE

www.responsiblefoods.org

Awareness, Action, Advocacy
Translational Science

BUILD ON/UNDER "REAL CERTIFIED" BRAND

EVENTS
Real Food Fun
Real Food Fabulous (Silicon Valley)

Targeting Key Market Segments Influencers Policy Makers

High Quality – High Impact Content Partnerships
Fed Up
Sweet Revenge
Sugar Coated
Big Fat Fix



100,000 Followers
Content Viewed by Millions of Consumers

Influential Partners
Blue Shield – Health Care Industry
Sugar Litigation – Legal
Swedish Hospital - CME Program
Sugar Summit 2 – Florida
Hypoglycemia Survey - HSF



UNITED STATES HEALTHFUL FOOD COUNCIL



The mission of the USHFC is to increase production and consumption of healthful and sustainable food for all communities.

Through partnerships and innovative solutions, we aim to transform our food system and eliminate the epidemics of diet-related disease.

We exist to shape the way food is produced, marketed and distributed so we can end food-related illness and promote good health.

We are committed and accountable to rigorous scientific approach. And we are committed to a world where improving public health comes before any individual's or organization's financial gain or personal benefit.

PROGRAMS

- Real Certification Program
- Recipe Analysis & Menu Labeling
- Nutrition Consulting & Advisory Services
- Real Awards



PROGRAMS

- Mass Market Nutrition Education
- 10 Day Real Food Challenge
- Nutrition Toolbox
- Real Food Events / Hackathon



Fulfills
"RESPONSIBLE"
"LEADERSHIP"

INSTITUTE FOR RESPONSIBLE NUTRITION

The IRN is converted into an internal structure within the Real Food Alliance: a "Think Tank"

(Strategic & Tactical Intelligence Engine)

This entity is lead by a key staff person, and engages a team of distinguished doctors and scientists within a rigorous structure that conducts analysis of science based nutrition, and producing actionable intelligence, white papers, curriculum, training, indices, etc.

GRAVITAS, SCIENCE, LEADERSHIP



STRATEGIES FOR MASS MARKET EDUCATION, ACTION, AND ADVOCACY

STRATEGIES/TACTICS/PROGRAMS/ RESOURCES/ASSETS/SUB-BRANDS of REAL FOOD ALLIANCE

- Institute for Responsible Nutrition
- Extensive Social Media Presence/Ecosystem
- Nutrition Toolbox
- Real Food Challenge
- Real Food Impact
- Real Food for People Who Really Need It
- Sugar is Killing Us
- Robert Lustig

www.ushfc.org
www.eatreal.org



UNITED STATES
HEALTHFUL
FOOD COUNCIL

HOW WE DRIVE CHANGE IN THE MARKETPLACE



Fulfills
"EPICUREAN"

Real Certified
Master Brand for the
Real Food Alliance

Trusted, nationally-recognized mark of excellence for food and foodservice operators committed to holistic nutrition and environmental stewardship.

SUPPLY SIDE



DEMAND SIDE

Our Foundation:
Science-Based Nutrition

HOW WE EDUCATE



HOW WE ENGAGE & ACTIVATE



PARTNERSHIPS & COLLABORATIONS
Leading National Organizations
Food Industry
(Restaurants, CPG, Wholesale, etc.)
Finance Industry
Health Industry

Real Food Alliance MEMBERSHIP (Non-Voting)
CONSUMERS, Organizations, Professionals (Doctors, RDs, etc.), NonProfits, Agricultural, Education, Government, Finance
Benefits? Engagement Strategies? Newsletter? Education?
REAL FOOD CHAMPIONS, AMBASSADORS, PARTNERS, ADVISORY BOARD MEMBERS, etc.

REAL FOOD EVENTS
Events Designed to Engage Key Audiences in markets around the U.S.

www.responsiblefoods.org
www.realfoodchallenge.me
www.nutritionhub.org



The Real Food Alliance Integrates the work of two organizations as well as aligns forces in the food system market place - consumers, food industry, organizations – who can become part of a "united front" that offers strategies that drive changes in food system on both the supply and demand side.

RE-ORG – METABRAND
"REAL FOOD ALLIANCE"
www.realfoodalliance.org
(The New Nonprofit Entity)

Vision

Create a world where healthful and sustainable choices are the easy choice, so that children and their families' lives are not cut short by diet-related disease such as type 2 diabetes.

Mission

Transform the food environment and improve the health of all by increasing the consumption of healthful, affordable and sustainable food and beverages.

Fulfills
"RESPONSIBLE"
"LEADERSHIP"



INSTITUTE FOR RESPONSIBLE NUTRITION

GRAVITAS, SCIENCE, LEADERSHIP



STRATEGIES FOR MASS MARKET
EDUCATION, ACTION, AND
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