

High Quality – High Impact Content Partnerships Fed Up Sweet Revenge

Fed Up Sweet Revenge Sugar Coated Big Fat Fix



100,000 Followers Content Viewed by Millions of Consumers Blue Shield – Health Care Industry Sugar Litigation – Legal Swedish Hospital - CME Program Sugar Summit 2 – Florida Hypoglycemia Survey - HSF







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 foodrelated 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







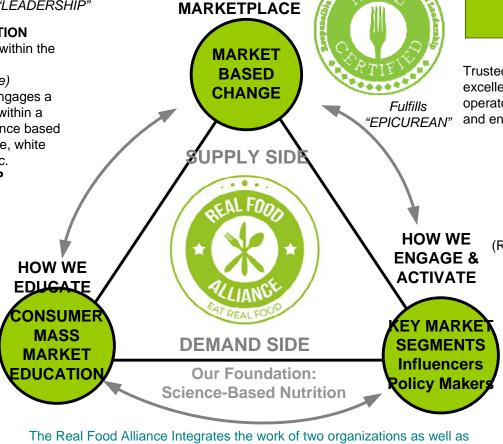
STRATEGIES FOR MASS MARKET EDUCATION, ACTION, AND ADVOCACY

# 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 Lustiq

www.ushfc.org www.eatreal.org





**HOW WE DRIVE** 

**CHANGE IN THE** 

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 dietrelated 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.

# 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.

# 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, Agricuttural, Education,
Government, Finance
Benefits? Engagement Strategies?
Newsletter? Education?
REAL FOOD CHAMPIONS,
AMBASSADORS, PARTNERS,
ADVISORY BOARD MEMBERS,
etc.

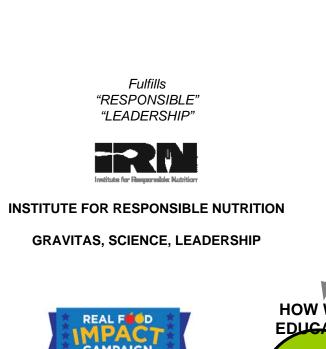
### **REAL FOOD EVENTS**

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

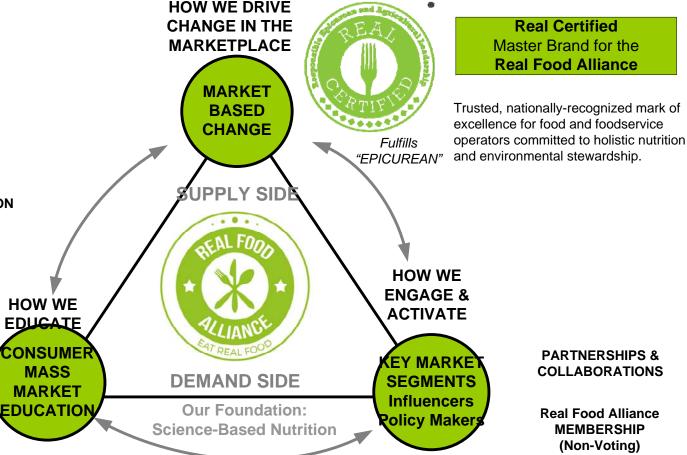
www.responsiblefoods.org www.realfoodchallenge.me www.nutritionhub.org



Institute for Responsible Nutrition



Nutrition



STRATEGIES FOR MASS MARKET **EDUCATION, ACTION, AND ADVOCACY** 

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(Non-Voting)

**PARTNERSHIPS &** 

**COLLABORATIONS** 

Real Food Alliance

**MEMBERSHIP** 

**REAL FOOD EVENTS** 

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