

Meat Producers Help Consumers Discover Nutrition

CHICAGO, Ill. — New ways of helping consumers take charge of their nutrition habits will debut during National Nutrition Month® in March, thanks to an effort by the National Live Stock and Meat Board, The American Dietetic Association (ADA) and the Food Marketing Institute. The three organizations have joined forces to produce *The Discover*

Nutrition Tool Kit, a guide for implementing nutrition education programs in supermarkets and restaurants.

The tool kit builds on the ADA's National Nutrition Month campaign, *Discover Nutrition Anytime, Anywhere*. It has been distributed to dietitians, supermarket consumer affairs professionals and state beef and pork

councils for use as a program guide.

Among tool kit features are dozens of "idea starters," including a supermarket tour based on healthful eating. Kit users are shown how to promote the consumer tour and receive an aisle by aisle tour guide, as well as reproducible handouts such as the Food Guide Pyramid. Logos, ad copy,

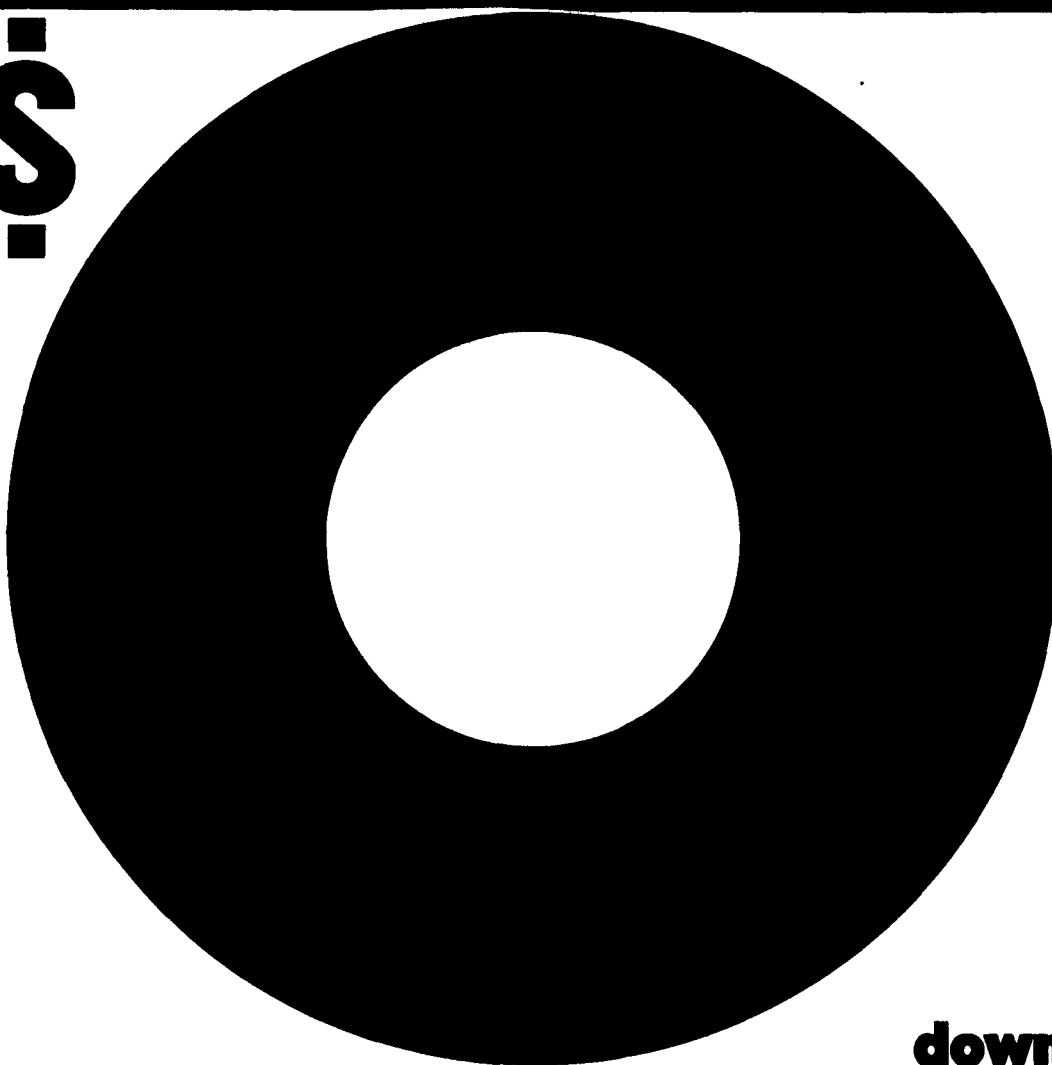
news releases and media alerts are also elements of the kit.

Also included in the tool kit are ways foodservice operations can help educate their patrons. The kit features the Discover Nutrition Lunch Club, with a Discover Nutrition Day that operators can promote. Lunch Club materials included in the kit are four quantity beef and pork recipes, a repro-

ducible membership card and coupon, as well as sample promotional copy and appropriate logos.

Another tool kit feature is a section detailing education efforts at the supermarket meat counter, showing dietitians and others how to demonstrate the nutritional benefits of beef, veal, pork and lamb to consumers.

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