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Alliance for Food and Farming launches web page for dietitians

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The Alliance for Food and Farming has developed a new webpage at safefruitsandveggies.com specifically for registered dietitians and nutritionists to help them provide information that reassures their clients and consumers about the safety of all produce, both organic and conventionally grown.

The new web page features information about what may negatively and positively affect consumers and produce consumption, the popular pesticide residue calculator, peer reviewed nutrition and toxicology studies, new downloadable infographics to share with clients and consumers and videos featuring registered dietitians, scientists and farmers.

“We have a significant amount of science-based content and produce safety information on safefruitsandveggies.com so we wanted to make it easier for dietitians to find what is most relevant to them,” said Teresa Thorne, executive director of the AFF. “What we really created is a website within a website for dietitians.”

Surveys have shown that consumers find registered dietitians to be among the most credible sources of information specific to produce safety and residues therefore providing this group of influencers with easy-to-share content is an important objective of the AFF, according to Thorne.

The new web page content was created upon request from the dietitian and nutritionist community and was built based on input they provided over the last year.

“Among the most requested content by dietitians was shareable and downloadable infographics,

which communicate the AFF's science-based information in a simplified manner," Thorne said. "We will be continually creating and adding new infographics for dietitians' use in newsletters, websites and social platforms."

"We are looking forward to any additional feedback from dietitians on this webpage," Thorne added. "We view this as their web page and we will continue making improvements and changes based upon their needs."

The AFF launched its Safe Fruits and Veggies campaign in 2010 to counter and correct inaccuracies and misinformation about the safety of organic and conventional fruits and vegetables. The cornerstone of the campaign is the safefruitsandveggies.com website, which provides science-based, factual information to help consumers make the right shopping choices for themselves and their families in the product aisle.

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