



- Advertisement -

IFPA, FFP inspire dietitians at global show

November 2, 2023

As part of its influencer engagement strategy, The [International Fresh Produce Association](#) and The Foundation for Fresh Produce have left their mark connecting and convening dietitians over the past few weeks during two key initiatives — the [Academy of Nutrition and Dietetics Food and Nutrition Conference and Expo](#) and The Retail RD Immersion Event at IFPA's Global Produce & Floral Show.

The events delivered on the foundation's vision to grow a healthier world by improving access, boosting appeal and forging strategic alliances that increase consumption of fruits and vegetables through engagement, inspiration and tailored education.



Pre-scheduled booth

visits were a hit for the hyped-up group rocking their Have A Plant t-shirts for Friday's expo.

For the first time, IFPA and FFP showed up in a big way with its Have A Plant Booth, featuring fresh fruits and vegetables, Have A Plant t-shirt giveaways, and an engaging 360 photo booth where attendees were able to share videos on their social media channels. The IFPA team engaged with more than 2,000 dietitians during the three-day FNCE Expo, highlighting resources like the go-to resource for all things produce: www.fruitsandveggies.org, the new school breakfast recipe toolkit and the simple message to pass on to their clients, patients and communities: every time you eat, Have A Plant!

FFP hosted 20 influential retail dietitians at its 2023 Retail Dietitian Immersion Event during IFPA's Global Produce & Floral Show, Oct. 18-21 in Anaheim, CA.

For more than a decade, this signature event has provided consumer-facing retail dietitians with access to the latest produce innovations, new research and behavioral insights as well as tools to inspire new fruit and vegetable consumption habits both in-store and online. With four days of education sessions, experiential tastings, an Los Angeles Retail Store Tour of Sprouts, Erewhon, Gelson's and Northgate Market sponsored by Duda Farm Fresh Foods, and networking opportunities, alongside IFPA's general sessions, Women's Leadership Breakfast and Expo Show Floor, the event was deemed a success in the minds of all parties involved.

"The work that the Foundation for Fresh Produce is doing to connect with and educate dietitians is unmatched," said Alex DiNovo, president and chief operating officer of DNO Produce and incoming chair for the Foundation for Fresh Produce. "We're thrilled to champion and continue this work in 2024 to advance the global nutrition narrative around fruits and vegetables and helping to grow a healthier world by changing the trajectory of human health through produce. We could not do this work without dietitians who are on the front lines educating, counseling and communicating with consumers every single day."

Retailers in attendance included:

- AMInc. Healthy Path Market
- Big Y Foods
- Coborn's Inc.
- Fresh Thyme Market
- Gelson's
- Giant Food
- Harmons Grocery
- H-E-B
- Inserra Supermarket Inc./ShopRite
- Kroger
- Loblaws
- Meijer
- Natural Grocers
- Rouses Markets
- Schnuck Markets
- ShopRite | Zallie Family Markets
- Stop & Shop
- The Giant Co.
- United Family of Stores
- Weis Markets

For more information on how to partner with the foundation on connecting with dietitians and other influencers within the Have A Plant Ambassador Network, contact Katie Calligaro, director of marketing and communications at IFPA at kcalligaro@freshproduce.com.

Top photo: Have A Plant Ambassadors connected at the booth to generate excitement with attendees at the 360 Photo booth.

[Print](#)