

Michigan Apple Committee NEWS



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Steinbach Named Official Dietitian for Michigan Apples *Shari Steinbach, MS RDN partners with MAC for nutrition information*

LANSING, Mich. — Shari Steinbach, MS RDN is the official dietitian of Michigan Apples, the Michigan Apple Committee has announced.

“Shari will assist MAC in sharing the message with consumers that apples are an important part of a healthy diet,” said Diane Smith, executive director of the Michigan Apple Committee. “With her vast knowledge and experience with nutrition and meal-planning, she will support MAC’s healthy living campaign and will help us to reach our key audiences.”

Steinbach is the president of Shari Steinbach & Associates, LLC and previously worked as a dietitian for major retailers in the Midwest, including Meijer, for 26 years. In her retail roles, Shari has managed consumer health communication, health influencer partnerships, nutrition programs, and solution-selling strategies.

Steinbach will develop content for the Michigan Apples website including health tips and meal plans. In addition, she will create retailer resources and serve as a media spokesperson on topics related to health and nutrition. To view Steinbach’s web content, visit <http://www.michiganapples.com/Healthy-Living/Healthy-Living-Blog>.

Steinbach has served as a nutrition expert and corporate spokesperson, providing food and nutrition advice through monthly television spots on ABC, NBC and FOX affiliates and local radio segments. She has also conducted numerous educational presentations to community groups and professional organizations throughout the country. Her timely nutrition and food product information and strategic social media messages have reached millions of consumers.

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The Michigan Apple Committee is a grower-funded nonprofit organization devoted to marketing, education and research activities to distinguish the Michigan apple and encourage its consumption in Michigan and around the world. For more information, visit www.MichiganApples.com.

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