

Michigan Apple Committee NEWS



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Michigan Apple Retail Dietitian Kit a resource for retailers

LANSING, Mich. — This fall, many retail dietitians will have a new resource in their toolbox. With the release of the Michigan Apple Committee Retail Dietitian Kit, MAC has armed retail dietitians with a turnkey tool they can use to educate customers about the health benefits of regular apple consumption.

“We worked with Shari Steinbach to develop the retail dietitian kit as a way to provide nutrition resources to retailers. Consumers often look to their local supermarket as a source for information about healthy eating, recipes and solutions for their families. The Michigan Apple kit will be invaluable as a way for retailers to reach their shoppers, particularly in the fall time frame,” said Diane Smith, executive director of the Michigan Apple Committee.

The kit includes information about the Michigan Apple industry; varietal, usage and storage information; and copy for social media posts, television segments and blog posts for retail dietitians.

“Shari Steinbach did a wonderful job of tapping into her years of experience as a retail dietitian to pull together concepts and information she knows dietitians need. Her expertise in planning and writing the content as well as connecting us with dietitians across the country to share it with, has been tremendous. I am confident retail dietitians will find this to be an in-depth, useful tool,” said Smith.

To obtain a hard copy or PDF file of the Michigan Apple Retail Dietitian Kit, contact the Michigan Apple Committee at Staff@MichiganApples.com.

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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