



## Consumers and the Food Industry

Registered Dietitians play an important role in the food industry. Many food companies and commodity marketing boards such as the Canadian Egg Marketing Agency, the Canadian Turkey Marketing Agency, the Dairy Farmers of Ontario and the Flax Council of Canada work with dietitians to help promote clear, credible nutrition information about their products to consumers. Dietitians within these organizations work in a variety of areas including regulatory affairs involving control and governance of the food industry, product development, marketing, sales and communications.

A dietitian's role and specific duties in the food industry may vary considerably. In all cases, the dietitian's sound knowledge of science, food and nutrition helps guide the food industry to provide safe and nutritious food choices to consumers. In addition, they work with companies to guide them in their marketing and product development projects. Key roles include:

- Assessing the food, nutrition and eating habits of consumers through research;
- Making recommendations to food companies to help them meet the nutrition needs of consumers;
- Verifying that products (old and new) comply with both federal and provincial legislation for food and product labelling;
- Providing accurate and reliable nutrition information in marketing materials and advertising;
- Helping consumers make sense of food and food information through consumer care and information lines (1-800 numbers).

Many dietitians working in the food industry will have advanced training and knowledge in marketing and communications, business and regulatory affairs. They have achieved these skills through work experience and through advanced education.