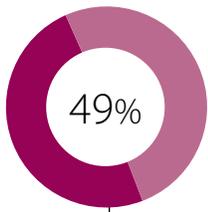


Registered Dietitian Nutritionists: Optimizing the Public's Health Through Food and Nutrition

Registered dietitian nutritionists are food and nutrition experts who translate the science of nutrition into practical solutions for healthy living. Working in a number of areas, RDNs advance the nutritional health of Americans and people around the world.

RDNs impact lives

Registered dietitian nutritionists draw on their science-based education and experience to provide vital food and nutrition services while helping individuals make positive lifestyle changes tailored to their unique needs.

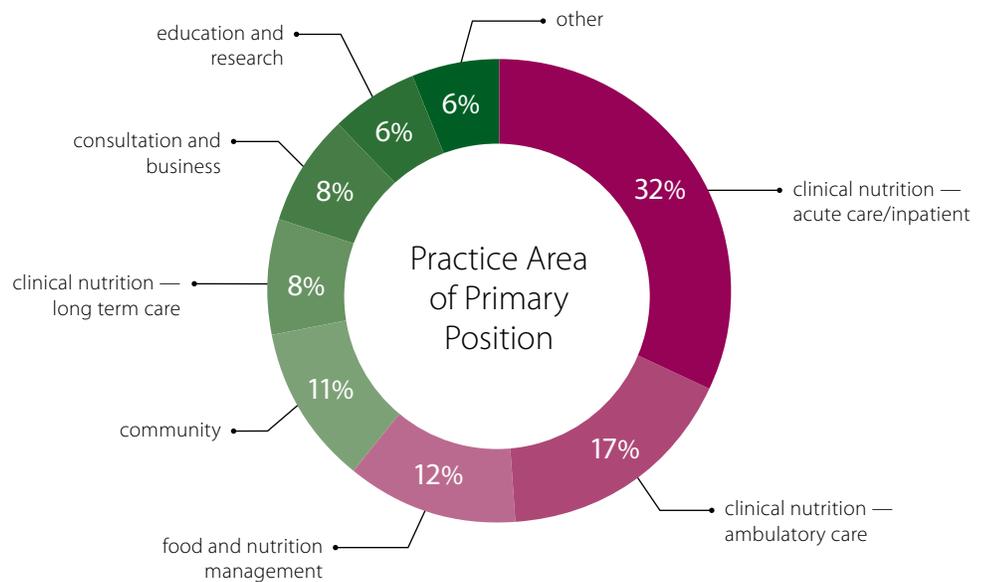


49% of consumers say the main reason to consult an RDN is to "be healthier and eat better," validating that RDNs are the true source of trusted, accurate and timely nutrition advice.

SOURCE: ACADEMY BRAND STUDY 2011

RDNs are diverse

From providing medical nutrition therapy to offering preventative nutrition counseling, the RDN is committed to improving the nutrition and health of their patients and clients.



SOURCE: COMPENSATION & BENEFITS SURVEY OF THE DIETETICS PROFESSION 2013

RDNs are experts

RDNs receive extensive training that combines academic preparation with hands-on, practical patient experience. They must complete a minimum of a bachelor's degree, participate in an accredited practice program involving direct patient interaction, and pass a national registration exam.

Physicians, clients, patients, industry and government agencies all understand and value the contributions of registered dietitian nutritionists. Academy surveys point to this expertise.

93% of physicians refer to RDNs on an aided basis

75% of physicians refer to RDNs on an unaided basis

71% of consumers view dietitians as credible saying they were "very credible"

SOURCES: ACADEMY BRAND STUDY 2011, NUTRITION AND YOU: TRENDS 2011 SURVEY