

Registered Dietitian Nutritionist

Optimizing the Public's Health Through Food and Nutrition

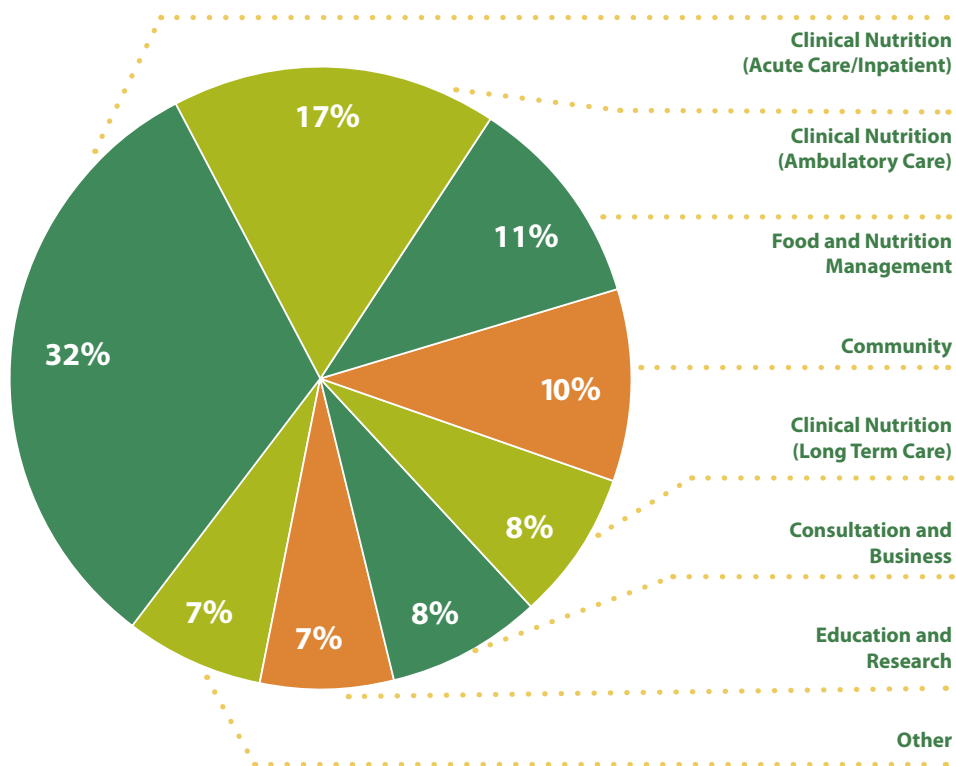


Registered dietitian nutritionists (RDNs) are food and nutrition experts who translate the science of nutrition into practical solutions for healthy living. Working in a number of areas, RDNs advance the nutritional health of Americans and people around the world.

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 AND BENEFITS SURVEY OF THE DIETETICS PROFESSION, 2015

Practice Area of Primary Position



RDNs are Experts

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.

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.



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Registered dietitian is the most trusted source for types of food eaten and food safety. Even with the addition of new options to choose from, trust for Registered Dietitians/Nutritionists remain high.

■ Types of food you should be eating ■ Food safety

Registered Dietitian/Nutritionist



Your Personal Healthcare Professional



US Government Agencies



Health-focused Website, such as webMD



A Friend or Family Member



Fitness Professional



Farmer



A Food Expert on TV



Health, Food and Nutrition Bloggers



Food Company or Manufacturer



Nutritionists and registered dietitians are by far the most trusted on what foods you should eat and the safety of foods/ingredients, besides a primary physician.

■ What foods you should eat ■ Safety of the foods and ingredients you eat

Nutritionist



Registered Dietitian



Wellness Counselor



Physician's Assistant



Health Coach



Registered Nurse



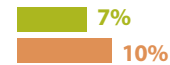
Nurse Practitioner



Naturopath



None of the Above



SOURCE: 2016 FOOD AND HEALTH SURVEY, IFIC



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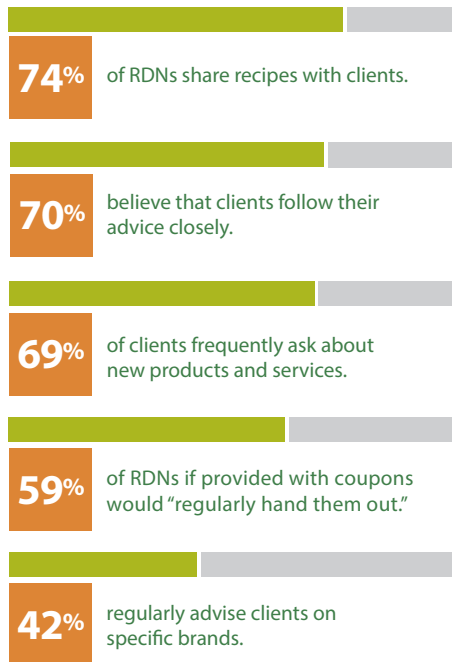
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RDNs are Influential

Registered dietitian nutritionists (RDNs) are a major influence in purchasing, recommending and specifying products and services.

Academy of Nutrition and Dietetics members influence clients. 76% of respondents confirmed that they "speak with groups about nutrition or food choices". The same survey points to the various interactions RDNs have with clients.



of RDNs in food/nutrition management are involved in making purchases for their organizations.



About **25%** of RDNs reported managing a **median budget size of \$374,000.**



About **11%** of RDNs report managing **budgets of \$500,000 or more.**

SOURCES: JOURNAL OF THE ACADEMY OF NUTRITION AND DIETETICS 2014 READER SURVEY, ACADEMY OF NUTRITION AND DIETETICS CORPORATE RELATIONS SPONSOR SURVEY 2015 AND COMPENSATION AND BENEFITS SURVEY OF THE DIETETICS PROFESSION, 2015

RDNs have Reach

Practicing dietitians are everywhere and touch the lives of many. Estimates show that registered dietitian nutritionists counsel approximately 20.4 million clients/patients a year.

The Academy of Nutrition and Dietetics Spokesperson Program responds to the public's need for credible and objective food and

nutrition information through media outreach. The program also establishes the RDN as the nutrition expert and food authority, and increases the visibility of the Academy and the dietetics profession. The Academy's news coverage totals more than 20 thousand media stories every year.



**Registered dietitian nutritionists impact lives.
They are experts, they influence consumers and they have reach.**

