

From: Carol & Shannon info@sparknutritioncommunications.com
Subject: Trends from the Taste Canada Awards Gala, upcoming webinars and more!
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HOT TOPICS & TRENDS FOR DIETITIANS

Hey shannon,

Whew! What a month!

We delivered three training sessions, developed a new one, hosted an [IG Live on supplement mistakes dietitians might be making](#), and we're working with Doug Cook to develop the content for our 2.5-hour workshop: *Optimizing Cognitive Health: Supplements for Healthy Aging* (December 4th).

Missed out on the early bird savings? Good news—we heard from some folks that they missed the deadline so we've [extended early bird pricing](#) for our "Optimizing Cognitive Health" workshop until November 4th.

Saskatchewan RDs, we have an exclusive new training just for you coming up on November 13th! **Reply to this email** for the soon

coming up on November 14th. Reply to the email for the scoop.

Carol attended the *Taste Canada Awards Gala* thanks to a gifted ticket from [Canada's Food Island](#). No surprise, the food was fantastic, including the best PEI mussels that Carol has ever tasted! Check out the *Trending Now* section for her hot takes on what's trending in cookbooks right now.

-Shannon & Carol

Co-Founders Spark Nutrition Communications

ICYMI (ad by Canada Beef)

Last week was *World Iron Awareness Week*, but it's apparent that we need to make iron a priority nutrition topic to address all year round. With women's health trending WAY up, dietitians can be putting a spotlight on this under-recognized nutrient.

You can access our partner's page, [Iron Matters](#) for the latest research and helpful education resources.

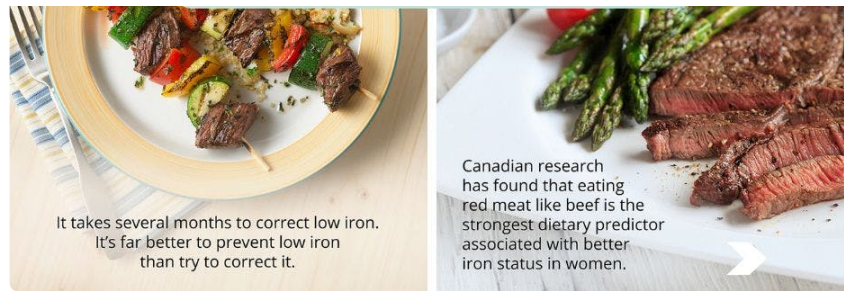
Last week we shared four surprising facts about iron status on Instagram – [see the full post here](#).



1 in 3 Canadian women 19-50 years of age and teen girls are iron deficient.

Eating higher grains (bread, pasta, rice, cereals) was linked with higher iron deficiency.

4 Surprising facts about Iron status



We also shared a Reel showing research by the *Nutrition Bureau of Health Canada* found that rates of iron deficiency are higher than previously reported (and that was *before* the new iron cut offs were set released by *Ontario Health* (Sept 2024)). With the new guidelines, it's likely the number of people diagnosed as iron deficient will go up. 📈

[Watch it here.](#)

UPCOMING EVENTS & RESOURCES ✨

Optimizing Cognitive Health: Supplements for Aging Well Workshop | Dec 4th, 12:00-2:30 pm ET

You asked, we listened! Don't miss your chance to secure this value-packed workshop at the discounted rate of \$89 (\$60 in savings).

Discount extended until November 4th, 11:59pm ET.

Wow, thanks. Sign me up!

Join us for a LIVE virtual session with brain health expert Doug Cook MHS RD. We'll dive into the role of supplements in cognitive longevity, what works (and what doesn't), and provide practical, real-world advice for supporting your clients.

In true Spark fashion, you'll also receive extra goodies:



Workshop Toolkit



Handy Supplements for Cognitive Health Cheat Sheet



BONUS recording of Doug's "Nourish Your Brain, Feed Your Mind" session (updated)!

[Click here for your \\$60 discount!](#)

Webinar: An Interprofessional Approach to Obesity Care | November 13, Today's Dietitian

Effective obesity management requires a comprehensive, collaborative approach among care team members. This training will highlight each team member's strengths to foster synergy needed to capture the right combination of integrated nutrition interventions and medical treatment. We appreciate the inclusion of case studies—always helpful for learning to put strategies into practice. [Register here.](#)

Sweet Insights: Consumer Preferences and the Roll of Food Science in Sugar Reduction | November 14, IFIC

Discover insights from the *International Food Information Centre Spotlight Survey*, including consumer habits and challenges in reducing sugar. Consumer research is always helpful as we try to better understand our audiences. We think it will also be interesting to hear about the "exciting opportunities that lie ahead" to reduce sugar in the diet. [Register here.](#)

PARTNER SPOTLIGHT ✨ (ad by Ana Reisdorf)

Are you a registered dietitian interested in freelance writing as a way to boost your income or as a full time opportunity?



Our friend, Ana Reisdorf, is a registered dietitian who has made freelance writing her full time career for over 10 years! She has an amazing Facebook group called [RDs Who Write](#) where she teaches other RDs to become freelance writers and regularly posts job opportunities to the RD community.

If you are ready to get started with this profitable and flexible career opportunity, Ana also offers a FREE 5-day course for new writers with ways to get started. Grab the [free course here](#).

TRENDING NOW 🔥

✨ Cookbook Trends from the Taste Canada Awards Gala ✨

Carol attended the Gala Awards night in Toronto at the Fairmont Royal York, courtesy of *Canada's Food Island* who sponsored our attendance.

In the nutrition space, the shortlisted cookbooks we saw focussed on:

- Veggie-forward recipes ([Chef Micheal Smith, Farmhouse Vegetables](#))
- Mediterranean inspired recipes ([Dietitian Vanessa Perrone, Everyday Mediterranean](#))
- A banana bread cookbook – yes, just on banana bread! ([Hubert Cormier, PhD Nutrition, Complement Banane](#))

Carol sat beside Hubert at the gala and he shared that he blitzes the banana peel and uses that as an ingredient to add more nutrients and fibre.

We see SO MUCH opportunity for dietitians to shine in this culinary nutrition space

IN THE NEWS

Superguts Target expansion underscores new retail play book for addressing Ozempic era demands, Food Navigator

The launch of a Target-specific GLP-1 line of gut-friendly products – prebiotic snacks, shake mixes and supplement powder – is just one example of retailers leveraging the “Ozempic era” to meet consumer demand and protect their bottom line. GLP-1 foods and supplements is something we think dietitians need to be watching as use of these meds rises.

How to fact check health information on social media, US News & World Report

It's great to see some of our dietitian colleagues quoted in this article that sheds light on some top social media myths and how to tell if health claims being shared are legit. Janet Helm, the dietitian author, also lists some credible people to follow on socials—great follows for dietitians too!

Canadian food sentiment index, Dalhousie University

Dalhousie University's Agri-Food Analytics Lab released its first Canadian Food Sentiment Index. It covers Canadians' views on food affordability, security, and trust. The report also reveals food beliefs, including low belief in the health benefits of organic, gluten-free, and plant-based milks. [Get the full report here.](#)

Made With Local Protein Nut Butter Cookies, Canadian Grocer

Just for fun: Protein nut butter cookies? We're intrigued! We love that this Canadian company sources many ingredients from local Canadian farmers and food producers. With basic ingredients and 16 grams of protein plus 10 grams of fibre, we could see this one taking off.

FOOD & FARMING HOT TOPIC

Direct to consumers: imperfect fruit and veggies, at a discount

Do you buy “ugly” fruits and veggies or promote them to your clients or communities as a way to reduce food waste and save money?

Grocery stores offer “ugly” fruits and veggies on the discount racks and food rescue apps alert you to deals too.



Ugly fruits and veggies help your clients save money!

We’ve just discovered *Odd Bunch*, a service that delivers misshaped or scarred produce straight to your door at a good discount.

[Odd Bunch](#) aims to divert farmers' “ugly” produce from waste. According to the company website, they work with farms, greenhouses and distributors to buy produce that grocery chains do not want. They then sell it in small, medium and large size boxes either as mixed produce, fruit only or veggie only box options at a discount of up to 50% off.

We know dietitians are interested in sustainability and helping clients to eat well in budget-friendly ways, so we’re going to give this service a try and report back to you! Stay tuned.

P.S. Did your friend or colleague forward you this email? Don't miss our next value-packed email by joining our subscriber list [HERE!](#)



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