

infuse

STEEP YOURSELF IN INSPIRATION, INNOVATION & DEBATE

COVER STORY:

Passion, Persistence, Patience:

Joy Bauer's Secrets
to Success

FEATURE
ARTICLES INSIDE:

+ ***Food Trends from
FNCE 2018***

+ ***Is Your Voice
Being Heard?***

Tips from the Guilt-Free RD

+ ***The FODMAP
Challenge!***

Creative thinking meets
innovation, to better reach
IBS sufferers

DECEMBER 2018

Step *inside*

DECEMBER 2018 ISSUE

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Submit ***your photos*** to *Infuse!*

Dietitian Connection is now accepting submissions of original photographs to be featured in upcoming issues of Infuse.

Snap a pic relating to any aspect of food, nutrition, and/or your work, then send it to:
info@dietitianconnection.com

Infuse it with inspiration, innovation, creativity and, of course, your personality.



infuse

STEEP YOURSELF IN INSPIRATION,
INNOVATION & DEBATE

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Christmas *Gift Ideas*

Let's face it – sometimes finding the perfect gift is such a struggle!

Never fear, we're helping take the pressure out of Christmas this year with these top Christmas gifts for your friends and colleagues, or maybe even a sneaky prompt to share with your partner (who doesn't love a Christmas wishlist)!

1



Simple Food Remedies by Joy Bauer RD.

Available from Amazon,
Barnes and Noble and leading
online bookstores

2019 Dietitians Unite Tickets.

Available online through
Dietitian Connection



2

3



Job Interview Cards for the new graduate.

Available from
Dietitian Connection



4

2019 Wall Planner.

Available from Kikki K



5

Beat The Algorithm with Rachel & Libby (Online course.)

Available online through
Dietitian Connection

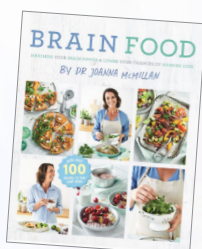


6

Charcoal Companion Corn Holders in a host of styles.

Available from Amazon

7



Brain Food by Dr Joanna McMillan.

Available at Magshop and
leading online bookstores



Trust Your Gut – FODMAP Elimination with Joe Leech (Online course.)

Available online through
Dietitian Connection

8

From the Desk

of Maree Ferguson

Founder & Director, Dietitian Connection



What a year it's been! In looking back and reflecting on all that was 2018, it was certainly a year of growth, expansion and transition.

I would like to take the time to thank each and every one of you as readers of *Infuse* and supporters of DC this year. Without you, we couldn't be the community we are. From reading our weekly newsletters, to engaging on social media, listening to our podcasts, joining a webinar or attending an event – you help make DC the network for nutrition leaders!

Since launching DC back in 2012, I have seen our community grow to more than 7,500 dietitians in just six years. Likewise, over this time, I've seen us evolve from my solo efforts working from home in Queensland Australia, to an international brand working with a global team, to deliver resources for all – be it university students or seasoned dietetics experts.



Image taken at Dietitians Unite, 2018

The success of Infuse has continued this year, and the overwhelming passion from our readers has encouraged us to search high and low, for unique content from around the world. With personalities like dietitian and model Maye Musk, celebrity chef Jamie Oliver, Business Chicks CEO Olivia Ruello, international boxing champion Jeff Horn and his dietitian Sav Manolis, and the widely acclaimed and successful Joy Bauer RD having graced our covers this year, we've seen readership grow not only in Australia and New Zealand, but also in the USA, Canada, UK, Europe and Asia.



Having recently returned from the 2018 Academy of Nutrition and Dietetics, Food and Nutrition Conference and Expo (FNCE) in Washington D.C., I'm truly excited for everything 2019 will hold. So in saying farewell to the year that has passed and looking forward to the year ahead, I share this personal takeaway from the conference from inspirational keynote opening speaker, Bonnie St John, the first African American Paralympics medallist...

"Everybody falls down. Winners get up and gold medal winners get up faster."

Maree

PS. On behalf of the global DC team, I'd like to wish all our readers, a wonderful and safe festive season.

Thank you and Best Wishes

I would also like to express my deepest gratitude to Laura Byrne, who has been with DC since almost the beginning, for everything she has contributed to DC to make it such the vibrant successful community it is today.

Laura has stepped down from the role as Infuse editor to spend more time with her young family. Laura, I will be forever indebted and we miss you!

Passion, Persistence, Patience:

Joy Bauer's Secrets to Success

Joy Bauer is one of America's best-known RDs. The nutrition communications legend is the face millions of viewers of the US national morning show *TODAY* have come to know and trust, as if she's family. (Millions of eyeballs on you: no pressure, right?)

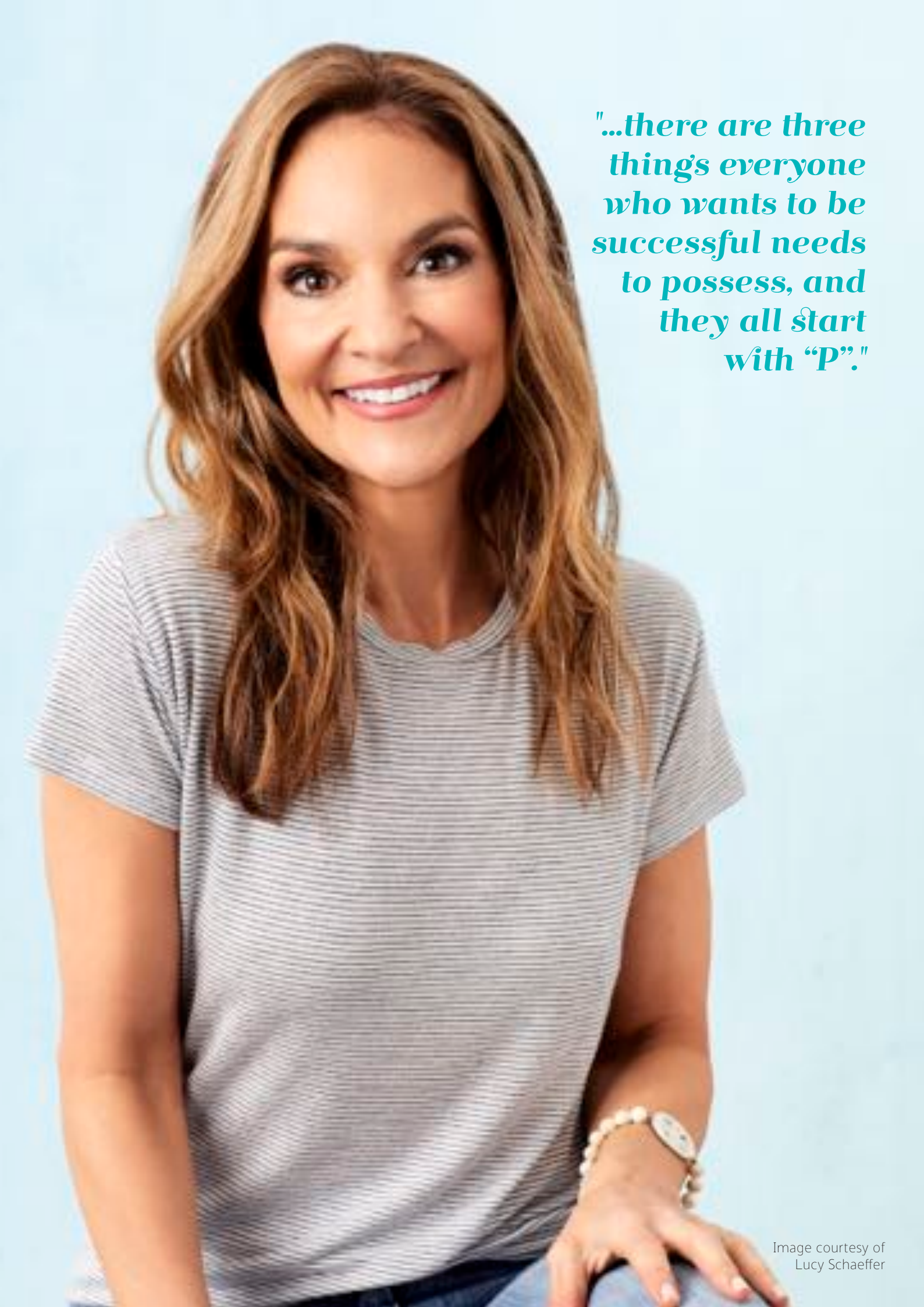
In addition to her ongoing role on *TODAY* and 20+ year career as a Registered Dietitian, Joy is founder of Nourish Snacks, host of the television show *Health + Happiness*, columnist for *Woman's Day* magazine, and creator of JoyBauer.com. But wait – there's more!

Joy has also applied her communication talents to the field of publishing, authoring books on the topic of nutrition that become best-sellers because they're accessible, family-friendly and easy to follow. Her latest is the newly released **Joy's Simple Food Remedies** – more on that below!

In short, Joy's the dietitian that so many aspire to be: confident, respected, well informed, a great communicator, relatable, upbeat and friendly.

We couldn't wait for the chance to ask Joy a few questions about her career, learn how she does it all with such grace – and put her on our cover, so we could share her tips with all of you!

interview continues overleaf...



***"...there are three
things everyone
who wants to be
successful needs
to possess, and
they all start
with “P”.”***

Image courtesy of
Lucy Schaeffer

Joy, what advice do you have for dietitians who want to pursue a career in nutrition communications?

With all the diverse experience I've had—clinical, media, food industry, etc.—I've learned that there are three things everyone who wants to be successful needs to possess, and they all start with "P":

- **Passion.** Everything I have today stemmed from passion. If you're not passionate about what you're doing right now, find something else. I can't stress how important this is. Find what makes your heart sing and start with that.
- **Persistence.** Don't take no for an answer. If you want something badly enough, you have to go after it and fight for it. Be pliable and find ways to make your mission a reality.
- **Patience.** Nothing happens overnight. I've faced every obstacle under the sun in my career – but these struggles and mishaps make the victories that much sweeter.

interview continues overleaf...





Savory Chicken Meatballs with Roasted Grapes

MAKES 4 SERVINGS

1 pound/450g ground chicken
 1 cup finely chopped Swiss chard leaves
 3–4 Tbsp finely chopped fresh basil
 1 Tbsp finely chopped fresh chives
 1 Tbsp finely chopped fresh parsley, plus extra for garnish
 1/2 cup walnuts, ground into flour using a food processor
 1 tsp kosher salt
 1/2 tsp ground black pepper
 1/2 tsp crushed red pepper flakes (optional)
 2 cups red or purple grapes, washed and patted dry

- *Preheat the oven to 350° F/180° C. Line a rimmed baking sheet with parchment paper.*
- *Combine all the ingredients except for the grapes in a large bowl. Do not overmix. (You may want to use your hands here; lightly mist them with oil spray beforehand so the mixture doesn't stick.)*
- *Form the meatballs into 16 golf-ball-size balls, keeping them light and fluffy. If necessary, reapply oil spray to your hands to prevent sticking. Place on the prepared baking sheet and bake for 15 to 20 minutes.*
- *While the meatballs are cooking, add the grapes to a separate bowl and mist with oil spray, tossing to coat evenly. Sprinkle with a dash of optional salt and pepper. Set aside.*
- *During the last 10 to 12 minutes of the meatballs cooking in the oven, remove the baking sheet, and scatter on the seasoned grapes. Place back into the oven until the meatballs are finished cooking and the grapes are roasted and slightly pucker.*
- *Garnish with chopped parsley or basil and walnuts.*



Images courtesy of
 Lucy Schaeffer

*"Keep learning,
listening and
evolving."*



Image courtesy of
Lucy Schaeffer

What's the biggest change you have seen in how nutrition news is communicated to the public?

With the growth of social media, everyone now has the ability to weigh in on nutrition news and to do so instantaneously. There's a huge upside to this...but it can also be confusing, because "so-called" health experts, who can be quite charismatic, can publish conflicting, misleading information. Readers are left wondering whom they can trust and what really is best for their health.

How do you balance the delivery of scientifically sound information, while remaining accessible to your audience?

Whether I'm developing content for TV, digital platforms, magazines, books or presentations, I always have to remind myself to think direct and consolidated.

Anyone who knows me knows that I can blab! I remember back to one of my very first TV segments—it was about lowering cholesterol. I had 10+ pages of notes for a four-minute segment (no joke). I wanted to give the audience every single piece of information they could possibly need: the types of cholesterol, numbers to hit, health risks, best and worst foods, info on triglycerides, supplements, medications, and more. Needless to say, I wasn't very effective!

I quickly learned it's vital to focus on just a few key messages, because the audience will walk away remembering only a tiny fraction of what they hear. The lesson: LESS really is MORE.



What would your advice be to a dietitian just starting out in his or her career?

Keep learning, listening and evolving. There's an opportunity to learn something new and grow at every turn; don't miss your chance!

Oh, and another pearl – this might be the single most important piece of wisdom you'll ever receive. When you're out at a dinner party and someone asks what you do for a living...lie. Let on that you're a nutritionist, and you'll be hearing about their diet woes (from carbs to gas pockets) for the rest of the evening!

interview continues overleaf...

Joy, what has been the greatest challenge you've had thus far in your career – and how did you overcome it?

Learning to say NO. I sometimes have a hard time passing on opportunities – there are so many exciting projects that I'm offered, and I love to try new things. The downside, of course, is I find that I'm working 24/7 to meet deadlines and complete my work, leaving me little to no time to spend with my family.

One of the most difficult decisions I made years ago was walking away from a thriving private practice, which I loved, because my media career had started to take off. But I wanted to have more time to be home with my family. It was a tough decision but absolutely the right one.

LEARN MORE:



<http://joybauer.com>



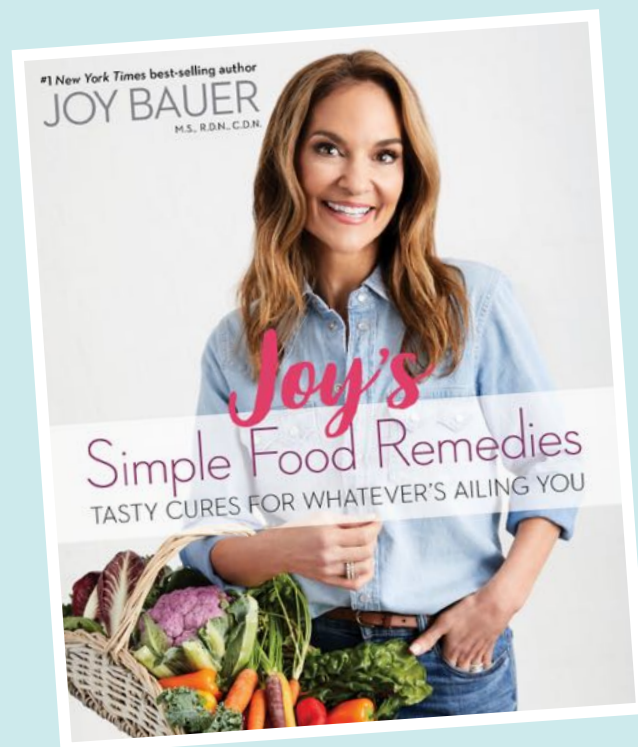
[facebook.com/JoyLBauer](https://www.facebook.com/JoyLBauer)



[@joybauer](https://www.instagram.com/joybauer)



[@joybauer](https://twitter.com/joybauer)



Joy's latest book, just released in October 2018, is **Joy's Simple Food Remedies**.

In the book, she highlights some of the most powerful natural, holistic cures for 20 common everyday ailments (easing aches and pains, combating colds and flu, reducing stress and anxiety, managing high blood pressure, etc.!) and serves up more than 60 mouth-watering recipes featuring these “feel-good” remedies. The book is available via Amazon and Barnes and Noble.

5 Top Food Tips to Boost Energy:

courtesy of Hay House publishing



Purple Grapes – Purple grapes are a super source of resveratrol, a plant compound that has been found to help combat exhaustion.



Dark-meat Poultry

– Dark-meat poultry contains a good amount of iron (roughly double the amount of white meat), a mineral that plays a key role in the formation of hemoglobin, which delivers oxygen to all cells in the body.



Swiss Chard / English Spinach

– Not only does this leafy green contain a nice amount of energy-boosting plant-based iron (called non-heme iron), it also has vitamin C, which increases the absorption of this type of iron.



Tofu – Tofu is a terrific source of plant-based protein, which helps steady blood sugars and provides the body with a sustained source of energy. We all should be looking to cut back on the amount of animal-based protein we eat, so this is a smart substitution.



Walnuts – Walnuts are the only nut rich in omega-3 fats, which has been shown to help fight fatigue. They also provide magnesium, a mineral required for energy production.



Image courtesy of
Lucy Schaeffer

Images courtesy
of Teri Lichtenstein

***"...what has
allowed me to
be successful is
remaining true
to myself in all
my dealings
with people
and building
great personal
relationships."***





The Face Behind FoodBytes:

We Get to Know Teri Lichtenstein

If you read DC's weekly e-newsletter and other communication channels, you know Teri Lichtenstein - and are lucky enough to enjoy her writing!

A highly valued and long-time contributor to our publications, Teri is an Accredited Practising Dietitian and Sports Dietitian, and the Director of FoodBytes, a nutrition and digital marketing consultancy. We thought it was time to "pull back the curtain" and get to know Teri and her work with FoodBytes a little better!

What's the greatest challenge you've faced so far in running FoodBytes?

Like any business, there are many challenges. Something that I encountered often in the early stages of running my own business (and still do): ongoing distractions that come up when working by myself in a home office. Most of my work days are much shorter than a typical 9-5 job because I drop my kids to school and pick them up in the afternoon. In between work, running errands and fitting in exercise, this may mean there are days when I barely get any work done!

interview continues overleaf...

...And what's the success you've been most proud of to date with your business?

I am really proud of what I have achieved in my business in the first 4 years. When I left the security of a well-paid corporate job, I was very apprehensive about an irregular income stream and maintaining a steady work supply. Very early on, I learned the fine art of hustling without overt selling, and I think I have (nearly) refined the knack!

Whilst I have some insanely busy days, overall I love my days, as I get to work with fantastic clients and exciting projects – and at the same time prioritize my family life.

For me, it is about always providing exceptional service to my clients that translates into a meaningful business outcome. Sometimes this means taking on less, given I am raising two young children and I choose to be involved in their lives. The work will always be there, but my kids will only be young once!

"Very early on, I learned the fine art of hustling without overt selling..."





How did you land on the unique marketing story you've created around your brand?

Funnily enough, my unique story and proposition I created for FoodBytes has evolved, and is no longer my core business focus. It's occurred naturally as I found my groove and developed strong networks and long-term clients.



I originally set up FoodBytes with a focus on digital nutrition communications, and whilst almost all the work I do does include some element of digital marketing, I wouldn't say today that it's my business offering.

I disagree to some extent with the notion that you need to be unique. There are many incredible and talented dietitian consultants in the market with a lot of overlap in what they offer. I believe what has allowed me to be successful is remaining true to myself in all my dealings with people and building great personal relationships. I don't set out to try to sell something, but at the same time, I believe I'm always selling, even if it is just an idea or an opinion.

interview continues overleaf...

What do you wish you could go back and tell yourself when you first started FoodBytes?

That I don't have to say yes to every person and opportunity that comes my way. I've learned the hard way that some people will take advantage of you by trying to take more than what was agreed. This requires having some tough conversations, but these conversations are essential to your belief in yourself, your priorities and your business values.



What's a quote you live by?

A few years ago, I attended a wonderful talk by Hugh Van Cuylenberg, who set up The Resilience Project. Hugh volunteered in an Indian orphanage engaging with young kids who came from extremely poor backgrounds, yet he found they lived their lives with much more happiness and joy than many people. Hugh created an incredible school program designed to reduce mental health issues in young children, based on research that guides the principles to develop resilience and deal with life's challenges. Whilst this is not a "quote I live by", there are three guiding principles Hugh teaches that I try to emulate every day. These include daily mindfulness, gratitude and doing acts of kindness simply to be kind.

LEARN MORE:



<http://www.foodbytes.com.au>



[facebook.com/nutritionfoodbytes](https://www.facebook.com/nutritionfoodbytes)



[@food.bytes](https://www.instagram.com/food.bytes)





Teri's Top Tips for ***Productivity:***

1. Each night I write a list of what I want to accomplish the next day.

This allows me to focus on my goals and what I want to get done, without being swayed by competing interests. My short working days force me to avoid procrastination, and I love nothing better than crossing off everything on my list!

2. Every Sunday evening, I take a look at our family's week ahead to see what activities we have and days I have client meetings – then I plan weekly meals accordingly.

I also do a quick run through of my pantry and freezer to manage food waste, and then schedule time in my calendar to prepare and cook our meals. Eating family meals together are a big priority for me, so the time required to plan, shop and prepare food needs to be accounted for.

3. Switching off email and closing browsers has been a big game changer for me.

There is a lot of research showing the significant negative impact on time delays if you have ongoing distractions while you're trying to focus on one job. When I'm working, I set a goal of what I want to complete within a time period; I close emails and browsers and focus on the task at hand. I sometimes even switch off my phone.



Is Your Voice Being Heard?

Tips from the Guilt-Free RD®

Let's face it, speaking to the science, yet still being compelling and engaging with audiences is difficult. Standing out amongst the crowd in the nutrition space is becoming harder and harder, so how do you ensure you're being heard?

Known as the Guilt-Free RD®, Melissa Joy Dobbins is an expert in making an impact and building your brand. With a career spanning more than 20 years in the USA, Melissa has become a renowned media spokesperson, speaker, blogger, podcaster, social media expert, and media trainer. So, we've asked her to help declutter the media space and share her top tips for building your own successful brand – and getting your voice heard!

LEARN MORE:



<https://www.soundbitesrd.com>



@melissajoyrd



@melissajoyrd



[Click here](#) to tune in to an episode of 'Sound Bites'.

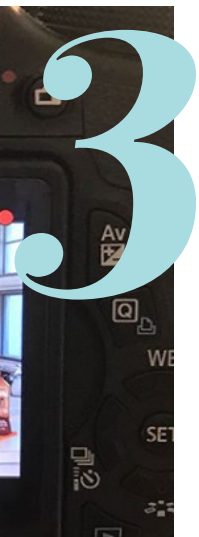


Images courtesy of @melissajoyrd

1 Prepare as Best You Can.
Do the best you can to prepare for each situation. Ask a mentor or other dietitians with experience for advice. Get some real media training and try to build your skills and experience – especially if you want to do more camera facing work.

Own Your Brand. I think all dietitians are their own brand, whether they know it or not. Put thought into the different keywords or key phrases you hear yourself saying a lot, and start owning them. Incorporate these words into everything you do. Understand what you're really passionate about, why you became a dietitian and what your unique food philosophy is. Take the time to clearly define your brand and own it.





Don't Wait Until the Stars

Align. The perfect opportunity is never going to present itself. It's important to just get your voice out there, whether it's writing a blog or through social media, traditional media, or whatever opportunities you can create. It's hard to put yourself out there, but you'll never have the perfect plan or roadmap of how to do it, you just have to start now.



Show Your personality.

As dietitians, it is important we speak to the science but still sound compelling. One of the most effective ways to do this, is to be yourself. Don't feel like you need to fit into a box, and definitely don't be boring, or bland. Know your brand, what you stand for, and let your personality shine.



Consider Podcasting.

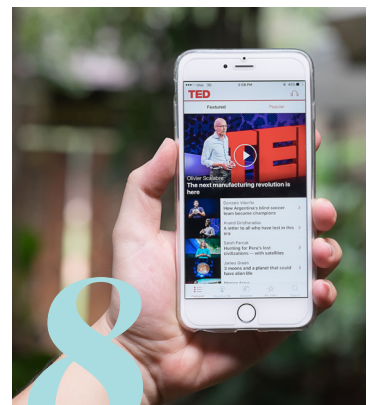
There aren't enough dietitians doing it and it's a cost-effective way to get your voice out there. It's like having your own radio show and like all things, the only way to learn it – and get better – is to do it. There are lots of resources out there, and you can do as much, or as little of the technology as you want. Of course, the more time you free up to focus on content, and let other people do the technology, the better for you.

5



Say Yes.

If a media opportunity presents itself, say yes. It's kind of scary – especially the first time – but if you don't take the chance when it presents, somebody else will (and they may not be a dietitian, sharing helpful, evidence-based messages).



Watch TED Talks.

A great way to learn how to be compelling and communicate better is watching TED Talks. There's a science behind the 18-minute rule – just long enough to be meaningful, yet short enough to hold people's attention. They prove you don't need an hour to make your point.

7

Avoid Information Overload. Whether it's for a 30 second TV spot, a print media article, a podcast or a 30-minute presentation, boil your information down to three main points and then use sub-points (depending on the time you have) to further explain. If you try to cover too much, you'll lose the audience. In addition, consider storytelling as it can really help get your message across in a powerful way.

“Express, engage, and empower.”



Images courtesy
of Dineamic

What does a Chef, Dietitian and Footballer have in common?

A belief that great tasting, nutritious food can power great performance – both on and off the field!

I *t might seem unique, but Dineamic truly began with a chef, a sports dietitian and a professional footballer. Combining their expertise ten years ago, they committed to providing elite sporting teams in Victoria, with nutritionally balanced food for training and recovery.*

Through this, they saw an opportunity to revolutionize a market segment by bringing the right nutrition to everyday Australians – not just top athletes, but also young professionals, working households, and time-poor parents who find themselves under increasing pressure to prepare delicious, convenient and healthy meals.

Sports Dietitian Karen Inge, spoke with us recently about the evolution of Dineamic, as they continue to make Australians healthier, one dietitian-designed and chef-prepared meal at a time.

How has Dineamic adapted over the years as the public focuses more on specific dietary concerns, such as vegan, dairy free, gluten free, etc.?

Working with athletes, Dineamic always concentrated on specific dietary requirements, being one of the first meal producers in Australia to offer gluten free and low FODMAP meals. Over the last five years, we've further focused on satisfying specific consumer dietary and 'clean' food concerns.

We don't create dishes for specific, strict dietary guidelines, but we've evolved our meal plans to suit every dietary or lifestyle group. For us, it's important we offer flexible solutions to assist our customers with their dietary goals; whether it be dairy free, vegan, low carb, high protein, gluten free, fructose free or low FODMAP.

What's been your proudest success to date with Dineamic?

Over the years, at Dineamic we've achieved wonderful growth while retaining integrity of produce and nutrition quality. We continue to work directly with many of the same farming partners we began with in 2008. We have proven people no longer need to sacrifice flavor or convenience for health. However, we are most proud of how our team has been able to take a healthy meal and put this on someone's table, whether down the road from our kitchen, or around the country.

interview continues overleaf...



Top 3 Dineamic Chef recommendations to eat well:

- ***Start with the finest produce.*** It makes a huge difference to the taste.
- ***Flavor!*** Lower salt, but 'spice up' meals with an array of Middle Eastern, Indian and Mediterranean spices and herbs, plus more vegetables and EVOO.
- ***Presentation.*** How food looks on the plate enhances its appeal. Take time to ensure meals are not only nutritious and tasty, but also attractive to eat.



(L-R) Dineamic ambassadors Katie Brennan and Daisy Pearce.

Dineamic have added acclaimed footballers Daisy Pearce and Katie Brennan as ambassadors!

Dineamic works with many ambassadors who are first and foremost passionate consumers of Dineamic meals, and who also personally epitomize the brand ethos of life balance.

You have a proclaimed lifelong passion for food, which you've brought to Dineamic. How do you ensure your food offerings are both delicious and nutritious?

We work directly with our produce partners, and take the same care and attention to detail you'd expect in a high-end restaurant or even your own home, just on a larger scale.

Because we have a team of qualified chefs (led by Group Executive Chef Michael Rodenberg), they know how to respect the ingredients and pair them with spices and herbs to enhance flavor. When passionate chefs cook with real food of the highest quality, the nutritional foundation looks after itself. Similarly, when we create dishes, our dietitians follow the principles of Australia's Guide to Healthy Eating to ensure our meals are correctly portioned and balanced.

It's exciting to see Katie and Daisy join the team, as women striving for success through their elite sporting pursuits in the VFLW and AFLW. What strikes even more as truly genuine with both Daisy and Katie is their commitment to helping others: Daisy as a full-time midwife, and Katie with her personal training studio.



Images courtesy of @Dineamicfood

What's ahead for Dineamic?

We're in the process of increasing our cooking capabilities in a new purpose-built facility so we can get our food on even more tables around Australia. Once we have settled into our new kitchen, we will then begin working with preferred retail partners to provide our meals locally and throughout the country.

Beyond Australia's shores we have begun working with partners in the U.K. and Europe to produce Dineamic meals with their local partners following the same cooking and locally sourced produce ethos. At the end of the day, we want to help people all over the world get healthier – one meal at a time.

LEARN MORE:



<http://www.dineamic.com.au>



[facebook.com/dineamic](https://www.facebook.com/dineamic)



[@dineamicfood](https://www.instagram.com/dineamicfood)

Food Trends from FNCE 2018

by **Kate Agnew**, Marketing and Communications Director, Dietitian Connection



The Academy of Nutrition and Dietetics, Food and Nutrition Conference and Expo (FNCE) is over for another year, and what an incredibly successful and enjoyable conference in Washington D.C. it was!

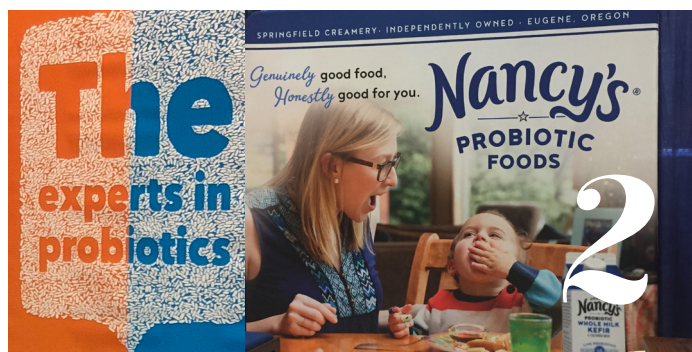
For anybody who has ever attended, one of the most exciting aspects is the expo hall. Picture a room with thousands of dietitians (scary, I know!) buzzing with excitement and laughing with their colleagues as they try new food products, learn about the latest innovations in dietetics and immerse themselves in all things nutrition.

It took me a good five hours (seriously!) and too many laps to count; to really experience what the expo hall had to offer. Making my way through the lines at the popular stands, to chatting with brands about new innovation, there was so much to take in! Across all the products being shared, my eager eyes noticed some particular food trends:



1. It's Plant Power Time:

chilled superfood soups, freeze dried fruit, legume snacks, seed and nut butters and bars, and plant mylks. Driven by the increasing desire for plant-based diets, numerous companies were offering beverages, ready made and on-the-go snack products for busy people to better meet their fruit and vegetable RDI.



2. Microbiome Health: as we learn more about the microbiome and it's role in many diseases and overall health, we're seeing a burst in gut health innovations. From pro and prebiotics, to microbiome measurement tools, and even "ancient" remedies like kefir are making a comeback.



3. Protein Continues to Dominate: it seems like protein remains the best thing since sliced bread. Whilst this trend has been around for some time, there is no sign it's slowing down. We're seeing "high protein products" continue to emerge in popularity – quark (and other yoghurts), high protein milks and plant mylks, sports recovery bars and even pancakes and pasta.

4. Claim Overload:

Think "non-GMO, grass-fed, vegan, gluten-free, organic" to name a few. These products were all over the expo hall this year, promising to deliver products "free-from" certain ingredients or allergens, but not free-from nutritional value or taste.



"And whilst all these trends are exciting, equally exciting is the role of the dietitian who gets to further adapt and innovate in this food and nutrition space!"

Catch a Rising Star:

Nutrition Business with Libby Rothschild

With a rapidly growing reputation, the always-smiling Libby Rothschild is one of those success stories you can't help but love! With a successful career as a personal trainer and registered dietitian, Libby found herself inspired by talented and dynamic global dietitians to develop her own unique brand.



Image courtesy of @nutrition_business

"When I first started posting on social media (mainly Instagram), I knew I needed to get focused, but didn't understand to what extent. Because I am a registered dietitian myself, I saw that using registered dietitians as my target audience could be a good idea since I relate well with my colleagues."

"The first step to building my brand was getting out there and posting consistently. The second step included defining my target audience and the third and most important step, included niching down. Where my target market was clear (registered dietitians), finding my niche was a little harder. The moment of truth came following a very real conversation with my then friend, and now business partner, Rachel Paul of @collegenutritionist."

Libby explains how during a conversation with Rachel, she asked for advice on how to make her Instagram content better, to which Rachel calmly responded, "What value do you provide registered dietitians and nutritionists?" Answering this critically was something only Libby could do – she had to find the answers herself through honest self-reflection and testing.



Image courtesy
of Libby Rothschild

"The first step to building my brand was getting out there and posting consistently..."

"After some experimentation and the confidence in knowing I'd previously created two successful businesses, I decided to focus on offering business skills to registered dietitians. I realized, creating my online niche meant having found an expertise, sharing this and being known for it."

interview continues overleaf...

**Libby's
No# 1 Tip
to Grow Your Social
Following:**

Niche down – get clear on your target audience and be very strong about your opinions online. When you have a clear and authentic voice you stand out automatically.

From this, Libby's third business was born – Nutrition Business. In doing so, one of her partnerships included her friend Rachel, and together they've helped dozens of registered dietitians from around the globe (including Australia) niche down, focus their message online and implement systems to make money.

And just as Libby helps to coach others, she's open and transparent on how she continues to build her own success with coaches of her own. "I have multiple coaches and they have all contributed towards my focus as an entrepreneur. I enjoy the support and external accountability of my business coach (Amy Sowards @dietitianinstitute), my speaking coach (Sonja Seltzer), and accountability partner (Gisela Bouvier @corporatenuitritionist)."

"I have multiple coaches and they have all contributed towards my focus as an entrepreneur."



Images courtesy of @nutrition_business

One of the offerings that has really helped Libby's brand grow since 2017, is her weekly podcasts, where she attributes market research as the key to getting content right. "I ask people via comments and conversations online and when I find a topic that my audience wants to hear, I address it as soon as possible."

With almost 14,000 Instagram followers, a waitlist for her coaching sessions, and a host of speaking engagements on all things business and online marketing for nutrition professionals, it's no wonder Libby Rothschild is a rising star!

So, what's ahead for Nutrition Business? "I'll be launching a new site, increasing prices for my coaching package, and creating more content online that my ideal client wants to see" said Libby. "In 2019, I want to focus on growing my email list and really leveraging my podcast to grow my personal brand. And of course, I want to double my income and impact."

LEARN MORE:



<https://www.libbyrothschild.com>



@nutrition_business



[Click here](#) to access an episode of 'Nutrition Business with Libby Rothschild'.



Being Your Own Boss

We love Libby's tips for staying focused and growing profits and opportunities:

- ***Set weekly SMART goals and hold yourself accountable.***
- ***Do your market research – find out what current and ideal customers want.***
- ***Continually review your revenue (quarterly) and make adjustments.***
- ***Forward plan and critically evaluate how best to spend your time to achieve the greatest impact and profit.***

The FODMAP Challenge!

Creative thinking meets innovation, to better reach IBS sufferers

Chloe McLeod is an Advanced Sports Dietitian, author, and specialist in IBS, food intolerances and anti-inflammatory eating. In order to better help those suffering from gut health concerns, she created The FODMAP Challenge!



We had the chance to sit down with Chloe to learn more about this great online initiative being used around the world, from Argentina to the UK and back down under to where it all started.

Can you please tell us a bit more about The FODMAP Challenge, and what inspired you to create it?

For those not aware, The FODMAP Challenge is an online course designed to help people with IBS better determine their triggers, and empower them with the confidence to reduce their IBS symptoms for a better quality of life.



A healthy attitude is contagious but don't wait to catch it from others. Be a carrier.

~ Tom Stoppard



Image courtesy of @thefodmapchallenge

So I thought – *how can I best take the information to the people?* As health professionals we know it's better for them to have credible, evidence-based information, but making it appealing can be challenging. I decided to create an online course that takes them through an actual process, and all the while empowers their learning and understanding of their condition. Whilst taking the challenge, people are further encouraged to take a one-on-one session, (with us or another local dietitian), to improve their gut health.

How does The FODMAP Challenge work?

It was inspired for a couple of reasons. Firstly, it was about understanding the difficulty some people have in being able to get access to specialists for their health concerns. Growing up in the country myself, I firmly believe geographical location shouldn't be a barrier to accessing the best quality care. And secondly, it was facing the reality that today people typically get their health information online, before visiting the doctor, dietitian or physiotherapist, courtesy of the ever-friendly Dr. Google.

It's really quite simple. It uses instructions and learning similar to what a patient would encounter if having one-on-one sessions with a dietitian. At the start we strip down the diet and commence the elimination phase where high FODMAP foods are removed. We then move through the challenge process, where we test one type of FODMAP at a time to see what symptoms appear. If symptoms return, we can ascertain it's something the person is sensitive to, and, depending on when during the challenge phase this happens (start or end), we can better determine how sensitive someone is.

interview continues overleaf...

I do recommend in most cases, people revert to a low FODMAP in-between each challenge phase, rather than leaving something in the diet if there was no reaction, because of potential cross-reactivity and simplicity. That said, sometimes we recommend leaving things in. An example being those following a vegan or vegetarian diet, where I'd recommend to do the galacto-oligosaccharide challenge first to see if we can leave in foods to help them meet protein needs.

Do you give them recipes to follow?

Yes, we do provide recipes and meal plans to follow. However, the way we've set up the challenge is with flexibility, so that if other recipes are desired they can be easily included. Also, written and verbal instructions on how people might modify their own recipes to make them low FODMAP are provided. For example, if they have a "go-to" stir-fry, it'll be easier for them to just swap ingredients in and out.

There are so many great websites with low FODMAP recipes, so I often encourage use of these to help with variety and meal ideas.

You mentioned earlier, there's a bunch of information available online for IBS, most of which isn't evidence-based. Do you think people are learning more about FODMAP?

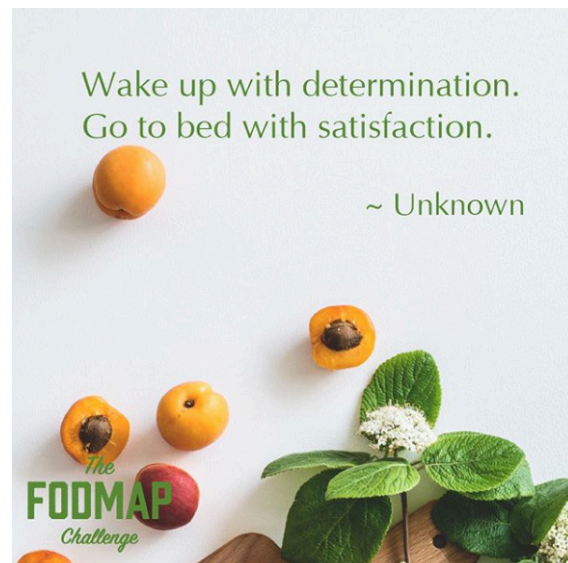


Image courtesy of @thefodmapchallenge

Definitely. It's uncommon for someone to not have done some research into IBS. Most people have been online to see what FODMAP, is whether it's because their doctor mentioned it or they have read something.

I think one of the difficulties with FODMAP specifically, is it's still relatively new for those outside the dietetics world. One of the most common complaints from clients is the number of contradictory food lists available. I usually take the time to explain it's because foods are still being tested, more research is coming to light, and not all the information you read online you can trust.

It must be quite overwhelming for clients who haven't heard of FODMAP before and don't have a nutrition background to work through all that information?

Totally! I often have to remind myself of this. I find taking a slower approach helps. Letting people settle into it and get comfortable. I think that's another reason why the online course has worked so well – it allows people to learn from home in their own time, at their own pace. We also have a private Facebook group people can join for this same reason of working through information. For those that use it, the feedback reinforces the value a sense of community makes for people to feel they're not alone.

What's next for The FODMAP Challenge?

I'm really excited to see where it goes and how it might continue to grow over the coming years. I've got a really nice team working on the challenge at the moment, which is a lot of fun. We're working to make it even more mobile, and hope to further refine the online course (and all the supporting resources) for users. We also managed to do a low FODMAP dinner at a restaurant in Sydney about 18 months ago and I'd love to be able to run more of these around Australia.

LEARN MORE:



<https://fodmapchallenge.com>



facebook.com/thefodmapchallenge



[@thefodmapchallenge](https://instagram.com/thefodmapchallenge)

The
FODMAP
Challenge

Chloe's biggest FODMAP lessons:

1. Symptoms impact a client's quality of life. It's unusual for someone to walk through the door of a consult or commence the FODMAP challenge, without having already tried eliminating something at some point.

2. Positive change is happening in the IBS space. There is a huge community of people working to make IBS more manageable – health professionals, researchers, clients / patients, the food industry and even some within the hospitality industry.

3. Knowing you can make a difference. It's so incredibly satisfying and humbling to see the change in quality of life that people can experience. It is a good reminder of why I became a dietitian.



dietitians Unite

15 MARCH 2019, SYDNEY

In 2019, Dietitians Unite is back and we're taking it to a whole new level. Expect to be inspired, challenged and truly excited to be part of your profession!

This year we're headed to the vibrant hustle and bustle of Sydney! From shopping in Paddington, to a morning swim at Bondi Beach, or a Harbour Bridge climb, there is so much to see and do in Sydney.

Experience a taste of what Dietitians Unite has to offer. Reserve your seat for 2019, so you don't miss a moment!



"Dietitians Unite is an annual event that unites remarkable, like minded Dietitians.

For me personally it inspires the passion in my heart, stimulates me to continue to dream big, think strategically and offers remarkable perspectives from thought leaders in business and health."

"I left the day feeling upbeat, enthusiastic and positive and immediately thinking of ways I can improve my practice of dietetics."

"Dietitians Unite is a wonderful event for any forward thinking dietitian.

The speakers are phenomenal and the event offers plenty of opportunities to network with other like minded dietitians."

"It was simply fantastic. I took something from every session and came out feeling..."

"Excellent speakers, content and food! It was great to be in a room with so many passionate dietitians and be reinvigorated about the future."

Feedback from
Dietitians Unite 2018

2019 Speaker Line-up:



Dr Andrew Davies

supported by **Baxter**



Peter Greste



Taryn Brumfitt



Dr Joanna McMillan

supported by **ProNourish**



Kate Marsh



Melissa Adamski



Kellie Allen



Tobie Puttock & Amy Smith

The Good Foundation



Olivia Ruello



Lyndi Cohen



Philip Bonanno



Emma Stirling



Rhiannon Barnes

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CLINICAL STREAM:


BUSINESS STREAM:

HOW TO GET
THAT JOB:

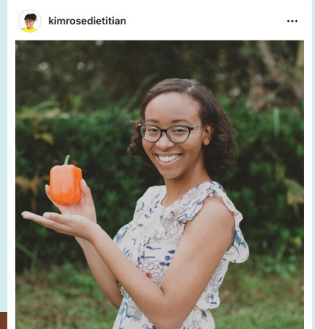
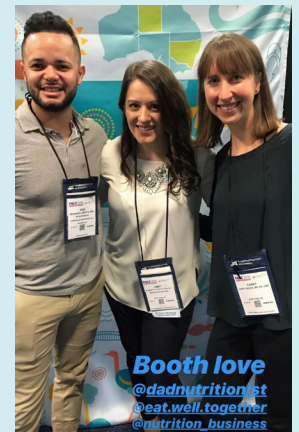
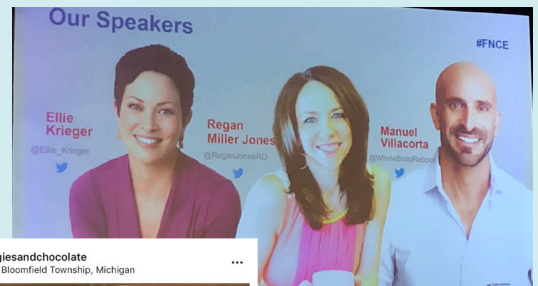
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" I ALONE CANNOT
CHANGE THE WORLD,
**BUT I CAN CAST A
STONE ACROSS THE
WATERS TO CREATE
MANY RIPPLES. "**

Mother Teresa