



2026 Academy Engagement Opportunities

Connecting with Nutrition and Dietetics Professionals

The Academy of Nutrition and Dietetics is the world’s largest organization of nutrition and dietetics professionals founded in Cleveland, Ohio, in 1917, by a visionary group of women dedicated to helping the government conserve food and improve the public’s health and nutrition during World War I.

Today, the Academy represents 112,000 credentialed practitioners — registered dietitian nutritionists, nutrition and dietetics technicians, registered, and other dietetics professionals holding undergraduate and advanced degrees in nutrition and dietetics, and students — and is committed to improving the nation’s health and advancing the profession of dietetics through research, education and advocacy.

Mission

Accelerate improvements in global health and well-being through food and nutrition.

Vision

A world where all people thrive through the transformative power of food and nutrition.

Why Collaborate with the Academy?

We Empower Members to be Food and Nutrition Leaders

Members are kept current on key issues and trends in the food, nutrition and health industries. They are well equipped to achieve both the Academy’s mission and vision dedicated to improving health and well-being.

- Continuing Education Resources
- Networking Opportunities
- Research
- Professional Publications and Resources

We Provide Reliable, Evidence-based Nutrition Information

The Academy’s dynamic website, **eatright.org**, **eatrightPRO.org** and **eatrightSTORE.org** contain a wealth of trusted nutrition information for members and health care professionals.

2025 Year in Review

1,366,774 unique visitors to eatright.org and eatrightPRO.org

eatright.org

811,666 visitors

2,224 average daily visitors

eatrightPRO.org

555,108 visitors

1,521 average daily visitors

The Academy engaged with **1.19 million followers** across 8 social media channels including Facebook, LinkedIn, Instagram, Threads, Bluesky, X, YouTube and Pinterest.

The Academy’s Spokesperson Program responds to the public’s need for credible and objective food and nutrition information through media outreach. The program seeks to establish the RDN as the food and nutrition expert and increases the visibility of the Academy and the nutrition and dietetics profession. In 2025, the Academy’s name appeared in the news **19,500 times** with a total potential reach of **110 billion**.



Registered Dietitian Nutritionists

Optimizing Health through Food and Nutrition

Registered dietitian nutritionists (RDNs) are nutrition and dietetics professionals who translate the science of nutrition into practical solutions for healthy living. Working in a number of practice settings, RDNs advance the nutritional status of their patients and clients.



Expertise

RDNs receive extensive training that combines academic preparation with hands-on, practical patient experience.

RDNs must have a minimum of a master's degree, participate in an accredited practice program involving direct patient interaction, and pass a national registration exam. RDNs are also required to complete continuing professional education to maintain their credential. In addition:

- **29% of RDNs** indicated holding one or more **specialty certifications**

Source: *Compensation and Benefits Survey of the Dietetics Profession, 2024*



Improved Outcomes

Medical Nutrition Therapy (MNT) works. Registered Dietitian Nutritionists (RDNs) and other nutrition professionals, know that providing safe, timely, and effective nutrition care is essential to not only treating and managing many chronic disease and conditions, but it is also a crucial component of preventative care.

Medical Nutrition Therapy (MNT) has been shown to improve health outcomes in conditions such as diabetes, dyslipidemia, adult weight management, celiac disease, cystic fibrosis, and chronic kidney disease, among many others.

Source: *Academy of Nutrition and Dietetics Evidence Analysis Library® www.andeal.org*



Trust

Physicians, clients, patients, industry and government agencies value and trust the contributions of RDNs.

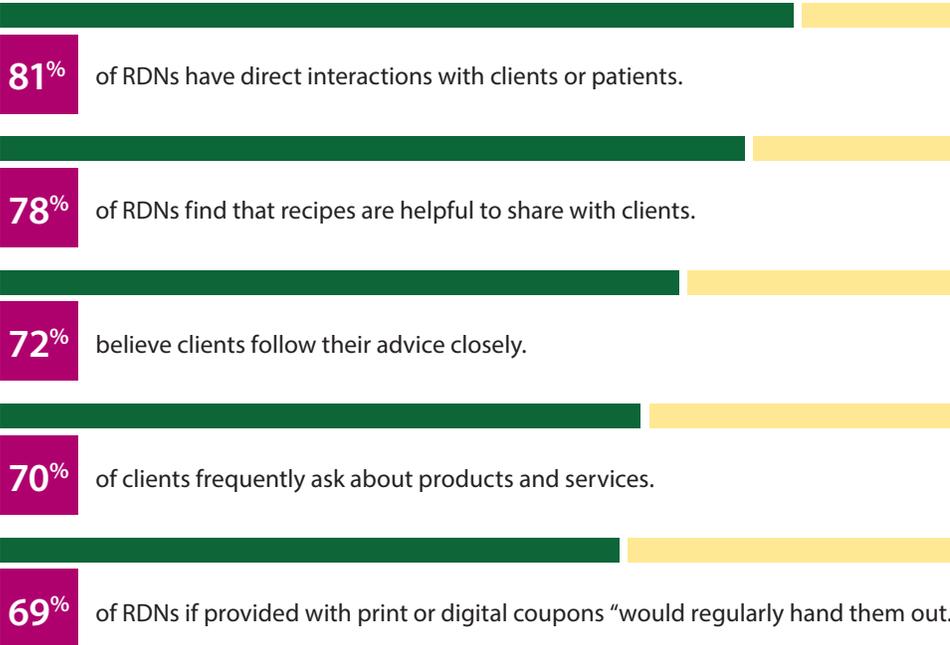
- Over **81% of RDNs** have **direct interaction** with clients or patients.
- Over **72%** indicated that **other health care professionals refer to them.**
- **72% of RDNs** believe their **clients follow their advice closely.**

Source: *2024 RDN Reach and Influence Survey*

Registered Dietitian Nutritionists

RDNs are Influential

Registered Dietitian Nutritionists (RDNs) practice across a wide range of settings and have a meaningful impact on the lives of many each year. Through their work with clients, patients, and communities, RDNs significantly influence purchasing decisions, product recommendations, and the selection of services.

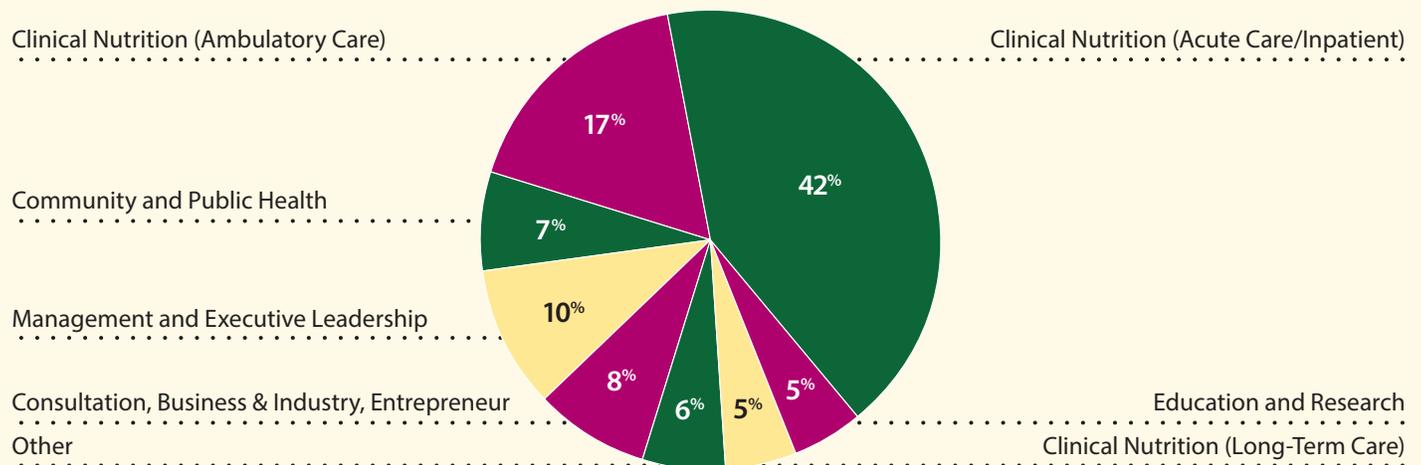


Source: 2024 RDN Reach and Influence Survey

22% of RDNs reported managing a median budget size of **\$334,000**. About **9%** of RDNs report managing budgets of **\$500,000** or more.

Source: Compensation and Benefits Survey of the Dietetics Profession 2024

Practice Area of Primary Position



Source: Compensation and Benefits Survey of the Dietetics Profession 2024



Engagement Opportunities

Sponsorship

The Academy's sponsorship program allows for purposeful collaboration with food and nutrition organizations and helps to advance the Academy's mission of accelerating improvements in global health and well-being through food and nutrition.

The Academy offers a number of sponsorship opportunities for organizations looking for meaningful engagement with experts in nutrition and health. Programs offer access to Academy members, leaders and spokespeople through meetings, educational modules, communication channels and more.

FNCE[®]: Food & Nutrition Conference & Expo[®]

Each fall, the Academy of Nutrition and Dietetics sponsors the world's largest meeting of nutrition and dietetics professionals.

FNCE[®] provides an unmatched resource for gathering the latest information, science and innovations related to food, nutrition and dietetics — an exclusive, once-a-year opportunity for nutrition and dietetics professionals and the food and nutrition industry to meet face-to-face. Attendees represent a number of employment settings including clinical nutrition, consultation and private practice, education/research, community/public health and more.

Build business relationships, increase brand awareness and highlight new science or innovative products and services at FNCE[®]. Don't miss out on your BEST opportunity to connect, engage and network with the most influential decision makers in the food and nutrition industry!

FNCE[®] 2026 Sponsorship and Branding Prospectus >>
Learn more about FNCE[®] >>

FNCE[®] 2026

Food & Nutrition Conference & Expo[®]

San Antonio, TX | October 24-27

Engagement Opportunities

National Academy Spokespeople

Academy Spokespeople serve as the media's trusted source for accurate, timely and science-based food and nutrition information. The Academy offers engagement opportunities with this influential audience to showcase new research and products, host a focus group, and share science-based resources and information on emerging consumer/nutrition trends.

2026 Nutrition Science Forum (April 14-15, 2026): The Forum will bring together Academy Spokespeople, Academy leaders, and Food as Medicine experts to share new research, identify evidence gaps, and explore connections across food production, access, and health care systems to advance population health.

Webinar Series: Custom webinars highlighting science-based content and the latest research to support Academy Spokespeople in communicating evidence-based messages.

[Learn more >>](#)

For more information on sponsorships, contact Kathleen Griffith at kgriffith@eatright.org

Sponsored Education On-Demand

The Academy's very popular Education On-Demand program offers members free and discounted CPE and non-CPE education activities, funded by sponsors. Distance learning is the **#1 rated member benefit**. This program offers funders **several** opportunities to educate and connect with influential Academy members.

[Learn more >>](#)



Academy of Nutrition and Dietetics Foundation

The Academy of Nutrition and Dietetics Foundation is the only charitable organization devoted exclusively to supporting nutrition and dietetics.

The Foundation funds people and innovative nutrition solutions through scholarships, awards, fellowships and research grants. The Academy and Foundation's programs make a significant impact on our members in the areas of prevention and well-being, health care and health systems, and food and nutrition safety and security. Accelerating these efforts through partnerships and collaboration provides opportunities for credentialed food, nutrition and dietetics professionals throughout the world. Partner with the Academy Foundation and invest in making a difference.

For more information on Foundation opportunities, contact Susie Burns at 312-899-4752 or sburns@eatright.org

[Learn more >>](#)

Engagement Opportunities

Advertising

Monthly Spotlight

The Monthly Spotlight Email Series offers a powerful, stand-alone promotional platform designed to put your organization front and center. Each month, one featured partner receives exclusive visibility through a dedicated email delivered directly to our highly engaged audience—ensuring your message is showcased without competing content.

This opportunity also includes the option to integrate a custom audience survey, giving you direct access to expert-level insights. Capture meaningful feedback, validate new ideas, and better understand your target audience—all within the same high-impact communication.

[Learn more >>](#)

Or contact Jeanine O'Dowd at 312-899-1778 or jodowd@eatright.org



List Rental

Food and Nutrition Professionals

List rental (mail and email) through InFocus Marketing is an effective way to access thousands of food and nutrition professionals including Academy members and CDR credentialed practitioners. What's more, multiple selections and regular updates make it easy to deliver your message to your exact target audience and maximize response rates.

[Learn more >>](#)

Education Email Promotion

The Academy's very popular Education On-Demand program offers members free and discounted CPE and non-CPE education activities, funded by sponsors. Share your CPE-accredited or non-CPE educational activity with this highly-engaged audience, all of whom have opted-in to receive education updates to support their professional goals.

[Learn more >>](#)

Or contact Kathleen Griffith, RDN at kgriffith@eatright.org

Academy Spokespeople

Each year, the Academy's national network of media Spokespeople conducts well over 2,500 interviews in print, TV, radio and electronic media, reaching tens of millions of people in the U.S. and increasingly around the world. The Academy offers organizations the opportunity to distribute information to our network of national media Spokespeople.

[Learn more >>](#)

Or contact Kathleen Griffith, RDN at kgriffith@eatright.org