

## DEAR REGISTERED DIETITIAN,

As a nutrition professional, you have the opportunity to help individuals eat a balanced meal plan and choose the right kind of fats, and Good Fats 101™ would like to assist you in your efforts.

Consumers have become increasingly health-conscious in recent years, and are paying closer attention to what is in their food. In fact, the 2015 Food and Health Survey from the International Food Information Council Foundation found that 88 percent of Americans have given thought to the ingredients in their foods and beverages in the past year.

We've recently added new materials to help equip you with the best tools for educating clients, customers and colleagues about healthy fats. The following materials are available on the Good Fats 101 website:

- Good Fats 101 Program Overview to help you become more acquainted with the program and the professional resources available.
- Fat & Oils Fact Sheets to help clients, customers or colleagues understand the differences between fats.
- Client Education Materials to support you in your work with clients and coworkers.
- Presentations you can use to help educate clients and colleagues about healthy fats.
- Media Materials to help you promote healthy eating – and good fats – through various media channels.
- Imagery and Signage to help you encourage clients or employees to choose healthy sources of fats.

We would also like to take this opportunity to introduce you to Dow AgroSciences, the company that made this toolkit and the Good Fats 101 program possible. Dow AgroSciences has demonstrated its commitment to public health by developing Omega-9 Canola Oil, which has removed more than 1.5 billion pounds of “bad” fats from the North American food supply since 2005.

Omega-9 Canola Oil features uniquely high levels of omega-9 monounsaturated fat, zero trans fat, the lowest amount of saturated fat among cooking oils. Dow AgroSciences is proud to be a leader in healthier oils and recognizes the importance of a balanced diet rich in good fats.

You can find even more information on our websites at [GoodFats101.com](http://GoodFats101.com) or [Omega-9oils.com](http://Omega-9oils.com).

Sincerely,



Kelli Kennel, MS, RDN

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