



Welcome and Keynote Speaker

**Amanda Archibald, RD**

Born in Europe and educated in both the UK and the U.S., Amanda Archibald has dedicated her career to creating meaningful food education experiences for professionals and the consumer at large.

Amanda's contribution to food education is channeled through her nationally acclaimed company, Field to Plate®. This innovative company creates dynamic, rewarding and memorable food education experiences for the professional and corporate marketplace.

In addition to Field to Plate, Amanda Archibald retains her seat at the table of food, restaurant and health trends. For more than a decade, she has tracked, and reported on, who is doing in what in food throughout the U.S., and Europe. As a senior analyst for the Mintel Group, Amanda has been instrumental in tracking menu and forecasting ingredient and flavor trends for the U.S. marketplace. Over the years, she has also authored many market intelligence reports and articles exploring the arenas of food and health. Her knowledge and accomplishments have been duly recognized at both industry and professional levels through her many speaking engagement at national and international venues.

Amanda is an accredited continuing education provider for the Commission on Dietetic Registration and a lover of food and its artisans, literally from the Field to the Plate.

**Food Choices in America: Why American Eat What We Do**

In a dynamic marketplace, food and lifestyle choices are being shaped increasingly by socio-economic and environmental factors. The evolution of food products, food services and the menu itself, also reflect a rapidly changing consumer in America today. Understanding the factors that influence food choice in America is critical to our continued success as food and nutrition experts. This fact packed presentation will shed light on why Americans make the food choices they do today, what they might do in the future, and how we can best prepare ourselves to meet their needs.

## Learning Objectives

1. Describe how a rapidly changing social and economic environment impacts food choice in America today
- 2.
3. Identify how rapidly diversifying consumer demographics influence new food products and menu
- 4.
5. Learn which tools you can access to keep yourself in touch with the dynamic marketplace

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