Happy New Year NJAND members! I hope you all enjoyed a wonderful holiday season with your loved ones. It is my great honor to bring you exciting news as we enter this new decade. On December 16th, The 2019 Dietitian/Nutritionist Licensing Act [A1582/S2625] passed in the full senate and was signed into Law on Monday January 13th, 2020 by Governor Phil Murphy. This is an historical, momentous achievement for the Profession and for NJ, where RDNs are now elevated to the status of practicing as licensed professionals with stringent, legally binding title protections, thus securing patient safety and protecting consumers from fraud and abuse. The legislative sponsors in the Assembly were Herb Conaway, MD & Pamela Lampitt. The Senate sponsor is Senate Majority Leader- Loretta Weinberg. This is a culmination of thirty years of persistence and hard work by past and current NJAND members. We greatly acknowledge the work and support of AMG -our lobbying firm, our intrepid Ambassador team, past presidents and the Academy’s Legal Counsel.

This legislation is the strongest, most comprehensive dietetics licensure bill in a generation, and cements RDNs as the professionals who are best qualified to assess patients' nutritional status and to design and implement nutritional treatment plans in consultation with the patient’s interdisciplinary care team (CMS). This Law
codifies the recognition that the RDN is the single identifiable group of health-care professionals with standardized education, clinical training, continuing education and national credentialing requirements necessary to be directly reimbursed as a provider of nutrition therapy (The National Academy of Science, Engineering and Medicine-formerly the IOM).

December 16th 2019_ Trenton_ NJ. Pictured from left to right_ Rosemary O_Dea_ MA_ RDN_ LDN_ Denise Langevin_ MS_ RDN_ Felicia Stoler_ DCN_ MS_ RDN_ FACSM_ FAND_ Megan Squires_ MS_ RDN_ and Janet Reid-Hector Ed.D_ RDN

Congratulations to recent recipients of the NJAND Spotlight on RDNs/ DTRs and students - Ellen Paterson RDN, Kathleen Carozza MA, RDN & Jeanette Kimszal, RDN NLC. We look forward to celebrating all our Spotlight winners at a special recognition event for National Nutrition Month/ RDN day in March 2020.

Slate of Candidates for NJAND Board 2020-2021
The Nominating Committee has diligently worked to secure an excellent slate of candidates for 2020-2021 Board of Directors. Once approved by the Board, members will once again cast their votes for the next NJAND Leadership team.

Reminder: Submit your expert opinions and questions on the new US Dietary Guidelines. The 2020 Dietary Guidelines Advisory Committee will accept public comments throughout its work, expected to last into May 2020. Please submit comments on protocols marked as "new" by February 7, 2020.
protocols for the scientific questions the Committee is addressing. Submit comments to the Committee and learn about continuing professional education credits for Registered Dietitians attending Committee meetings. View videos and materials from previous Committee meetings 1, 2, and 3. and see updates from each subcommittee. Have questions? Check out the Most Popular Questions page.

Mark Your Calendars: Remember to save the date for the 2020 Annual Meeting and Conference at The Event Center at iPlay America in Freehold, NJ on Friday, May 8th, 2020.

You may learn more about NJAND's strategic plan, accomplishments and annual progress by reviewing our annual report at: http://www.eatrightnj.org. We deeply appreciate the generous contributions of all of our members who are responsible for ensuring NJAND succeeds, and who are making positive changes for the future of our profession. I look forward to seeing you at future NJAND events including our National RDN Day Celebration and on May 8th at our Annual Meeting in Freehold, NJ.

"A new year is like a blank book. The pen is in your hands. It is your chance to write a beautiful story for yourself."

Janet Reid Hector, EdD RDN
President New Jersey Academy of Nutrition & Dietetics-2019-2020

Why Dietitians Should be Focusing on Email Marketing in 2020

Submitted by Jeanette Kimszal, RDN
Some of these links are affiliate links, that means when you sign up or purchase from these links I might receive a small commission at no extra cost to you. However, I only promote products and services I love!

From the computers for our electronic nutrition notes, to the phone and video used to chat with clients, technology is utilized in every aspect of our day as a dietitian. One source of technology that is going to be big in 2020 is email marketing.

**So What is Email Marketing?**
Email marketing is a fancy way of sending a commercial message to a group of people using electronic mail. It could include advertisements, solicit sales, donations, or request business. If you have ever emailed your clients, then you have already engaged in this practice. Email marketing is a great way to promote products and services to your clients. Overall, it is meant to create and build loyalty, trust or brand awareness. This establishes a deep relationship with subscribers so they will be inclined to buy your products and services.

**Is Email Still Relevant?**
With all the influencers out there reaching millions with their social media accounts, you may be wondering if email communication method is still relevant. Indeed, email marketing can be a highly effective marketing tactic and should be utilized in today’s technological age. This is due to the high abundance of email users. Think about how you communicate with others. Aside from social media, email is the number one way people send messages back and forth. This is a popular way to keep in touch with others. Can you even remember the last time you sent or received a handwritten letter? Think about your own inbox. Whether it is business or pleasure, email is used on a daily basis. You may look for coupons, sales, updates from friends, resumes, concert listings, and news. Even if you wind up deleting an email, you probably first scan the contents to see if it is something of interest, right?

**Where Will Email Marketing Be in the Future?**
According to Statista in 2017, there were 3.7 billion global email users and by 2022 they expect that number to increase to 4.3 billion users. That means that half the population is using email every day and this is a very viable marketing tactic that should be utilized. Email marketing can also generate profits for your business. According to Radicati, by 2022 4.25 billion email users will maintain an average of 1.86 email accounts. That is a lot of potential clients you could be reaching. In terms of revenue, email is generating good returns on investment (ROI) with $38 for every $1 spent. This makes email 3,800% ROI which is very good.

**How Much Does It Cost?**
Email is a very inexpensive way to advertise and market to a large audience. The best part is that it can be free to use. Prices vary from platform to platform but a lot of companies offer free services up to a certain number of subscribers.

Two such email services are Mailchimp and Convertkit. These platforms enable you to create beautiful professional emails that will convert leads to clients. After you reach the threshold of payment it can vary from $20 a month to upwards of hundreds of dollars depending on how many subscribers you have on your list. Overall, this low out of pocket expense can be a highly effective tool.

Benefits of Email Marketing
Technology is changing every day. Shifts in algorithms on Google, Facebook, Instagram and other social media channels can affect how you reach consumers. The only marketing strategy not affected by these changes is email marketing. Unlike social media platforms, with email you have a direct line of communication with your target audience. That is why utilizing email is so important.

Another benefit of email marketing is that you are not at the mercy of a social media company's success. One day you could be flying high with a huge following and the next a company could go out of business. Along with the death of the platform goes all of your followers. This has been a problem for many influencers in the past. That is why getting them on your email list is essential. Email is the best way to promote your marketing strategies directly to the consumers who you want to purchase from you.

How To Use Social Media To Drive Traffic To Your Email List
Social media is an important way to get your message out to prospective clients. However, with all the changes in algorithms, you may be faced with the challenges of having purchase ads at high costs with little return on investment. Instead, social media should be used as a tool to get people on your email lists and have them share your message online. One of the best ways to get people enticed is by offering them a free item. Whether it is an ebook, one sheet, or some other important piece of advice, you will give them a freebie in exchange for an email address. Once you have that email address, you will have a direct line to them and will not have to worry about losing them on social media.

How to Get Started with Email Marketing
Starting is as easy as collecting addresses. Do you already have a client base? Next time a customer comes in, ask them for their email in exchange to get nutrition tips and updates from you. Next, pick a provider and create your email templates.

Some Things to Consider About Email Marketing
There are some things to consider in order to do well at email marketing:

Timing is everything - Knowing the best time to send emails is key to efficient marketing. You want to send an email when people are more likely to open it. Research shows that the highest amount of emails opened in a given campaign (known as the open rate) is between 8 and 10 am. Campaigns sent out at this time got a 20.32 percent open rate. This is 5 points above the average number. Emails sent out at 10 am had a 19.83 percent open rate.

Opening your email is just one thing you want your customers to do. You may also want them to click on a link or sign up for a service. When someone clicks a link in your newsletter this is called a click-through. The average number of times this happens is the click-through rate. An average click through rate is about 2 to 3 percent. Email campaigns sent at 8 am had a 7.79 percent click-through rate. As you can see this is well above average.

Other times of day to consider sending out your email campaign is at 1 pm or 5 pm.

Campaigns sent at one in the afternoon had a great overall performance for open and click through rates. This makes sense as people may be on their lunch break and scrolling through their phones for email updates. The downside about the morning is that there were fewer orders received. The morning can be tough since people may be busy with work. They have time to view your message but may not be able to purchase from you.

Another question to ask is “what is the best day to send out an email?”. According to the research company Omnisend, the best day of the week is Thursday with Tuesday coming in second.

**Grab Their Attention with the Subject Line**
Aside from the day and time of your campaign, you want to make sure your subject line is something that will grab the attention of your readers. You want to make it something they cannot help but open. The best approach is to keep it simple. Make your subject short and sweet. Keep it under 20 words and do not put the word newsletter in there. Statistics show that open rate goes down almost 19 percent when the word newsletter is used in subject lines.

Try different things. Use an A/B test. This means sending out two different subject lines to parts of your audience and see which is more effective. Try not to get too loud and spammy. This means avoiding all caps, symbols, and anything you would not open yourself.
Make them timely. Give them the FOMO with a limited time offer that might be gone if they don’t open ASAP. Numbers can be effective. Something like “I helped 20 women lose 50 pounds this year” might be something of interest to a reader.

Make it personal. Have the email state your name so it looks like it is coming from a person and not a spam bot. Segment your audience into different pockets. Do you have various clients with different needs? You can break up your audience so you send specific articles to a targeted group of people. You can break your audience into groups based on any number of factors, including geographical location, age, gender, and more. For example, if you have a program that is just for women you can segment out all of your female readers and send it to only them.

Be Visible but not too Annoying
The worst thing you can do is to leave your list hanging. It bugs me when I get random emails from newsletters once in a blue moon with no consistency. The best thing you can do is email your list once a week. You want your customers to know, like and trust you. This means sending relevant content that can help them.

Do you already write blog posts for your website? Be sure to send them to your list once you hit publish.

How to Tie It All Together
Email Marketing may sound scary and overwhelming but you can learn how to make this low cost tactic an effective marketing strategy in your business. Like anything else, it takes time to learn. Luckily, there are many resources out there that can help you gain momentum.

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Advocacy and Public Policy News
Submitted by Dan Dychtwald, MPH, MS

Public Policy Team News

Ambassador Recognition
Each quarter, we want to recognize the work of one of our many outstanding Ambassadors for the NJAND. This quarter, we recognize Dr. Felicia D. Stoler, DCN, MS, RDN, FACSM, FAND a Public Policy Team member for over 15 years. A graduate of Teachers College, Columbia University, dietetics is Dr. Stoler's third career. Her work includes author, host, influencer and instructor. Most notably, Dr. Stoler was a 2018 candidate for New Jersey's 4th congressional district, running as "The Inclusion Candidate".
Why is Felicia passionate about policy and advocacy? She explains, "I invested time and a lot of money in going back to school... including all the science prerequisites that I never took as an undergraduate. I was shocked to learn that anyone in NJ could call themselves a "nutritionist". Seriously flabbergasted. I just spent a lot of time and money on getting the best education and dietetic internship... it never occurred to me to take a shortcut. Not for one moment. This is where my passion for our professional credential began. There were so few RD's in private practice... and this was back in the day of the Yellow Pages... I was so frustrated by the lack of credentials that other people who were listed under the category "Nutritionist" or "Diet" had. We all know how challenging it is for consumers to differentiate what acronyms at the end names mean.... What I had come to observe the frustration that consumers had after spending a lot of money... and time, with other "nutritionists" who lacked the proper training and education, to help the individual achieve their goal. This is where my advocacy began. It has been a labor of love. There are no shortcuts to becoming an RDN. I am proud to continue to promote the RDN as THE nutrition expert. I wish there were more RDN's in elected offices... because there are so many policies around health that would benefit from our expertise!"

Please join me in congratulating Felicia and all our ambassadors for their contribution to our profession and the NJAND. Next quarter, we will be profiling another ambassador. If you are interested in becoming an ambassador or would like more information on the program, please contact Rosemary at rosemaryodea@comcast.net.

Ambassador/Policy Updates
How can we begin without thanking each and every ambassador for their work in helping make licensure a reality? CONGRATULATIONS! We could not have done this without any of you. Between the phone calls, emails, letter writing and the in-person meetings, our ambassadors represented the NJAND and the profession flawlessly and graciously! We cannot thank Rosemary and the team enough.

However, while licensure was our focus, it was not our only work. The policy team also worked on several initiatives regarding school meals, including bills to reduce lunch shaming, ensuring access to healthy meals, and shifting all students eligible for discounted meals to the free eligibility. This shift not only makes school meals more affordable for hundreds of New Jersey students, it also reduces school meal debt and the burden on our school districts. While this bill only affects us in New Jersey, the Academy has endorsed proposals in support of universal free school meals as a part of Childhood Nutrition Reauthorization (CNR). The Academy is also supporting changes to and expansion of reimbursement for Medicare and Medicaid recipients. You can stay abreast of Academy initiatives via our website or weekly e-blasts.
Seven Diets You’ve Never Heard Of
Okay, maybe you’ve heard of one or two, or more, if you routinely interact with folks asking about every last weight loss fad. Some of these are older, but are rising in the land of Google searches. Be in the know with this 2020 trending diet (or refresher) cheat sheet!

Keto 2.0
You already know keto, and 2.0 is a more health-focused version. Based less on bacon, steak, and butter and more on fatty fish, nuts, and avocados, Keto 2.0 will appeal to folks craving the keto experience while supporting cardiovascular health. Not for everyone, this diet is an improvement over traditional keto but still relatively restrictive, largely reliant on processed foods (if keto bars, powders, sugar alcohols, etc. are utilized, as they often are), and metabolically manipulative.

The Abs Diet
Not new, but never seeming to go away, The 6-week Abs Diet, created by the former editor in chief of Men's Health magazine, has followers eating six times a day, no counting calories, carbs or fat. Governed by portion size and specific "powerfoods," followers alternate larger meals with small snacks; typically you'll have a snack two hours before lunch, another one two hours before dinner and one more two hours after dinner. Each meal must contain at least two of the diet's magical "powerfoods," such as almonds, beans, spinach, eggs, peanut butter, raspberries, olive oil and whole grains. While refined carbs and saturated fats are discouraged, followers get a "cheat meal" once a week.

The Sebi Diet
A vegan diet variant, the Sebi diet encourages foods that are alkaline which are said to support cellular health by eliminating toxic waste in the body, thereby decreasing disease risk. The diet forbids any animal foods, wheat, beans, or alcohol and requires several proprietary supplements. No formal studies support the Sebi diet, although the foods it contains (i.e. whole plants) certainly are health supportive. There is no scientific evidence that the specific additional restrictions are necessary, nor that the supplements provide specific benefits.

GOLO
GOLO (read: "Go Low"), is an online membership-based weight loss program whose primary focus is around metabolism and insulin resistance with an emphasis on hormone balance. Its signature product, GOLO Release, is purportedly designed to regulate blood sugar levels and keep cravings and hunger at bay. The plan encourages whole foods, exercise and portion control (principles we know are already effective),
although an online community may boost success by additional motivation and engagement.

The 5:2
This is one of the many varieties of intermittent fasting. The 5:2 approach means eating only about 25% of your calories on two non-consecutive days each week. This program works because it cuts calories. For some, this plan is sustainable over the long term, allowing a bit more flexibility during the other five days. However, there are no guidelines as to the source of those calories, so followers need to use a bit of common sense to make it work for their health over the long term. Also, followers need to be careful not to make it about feast and famine which is pretty much like miniature yo-yo dieting week in and week out. A variation on the plan, the 16:8, is simply eating only during eight set hours each day, essentially extending your nightly fast to 16 hours between dinner and breakfast.

The Daniel Plan
"Faith, food, fitness, focus, and friends" are the essential components of the Daniel plan. Based on the 2013 book "The Daniel Plan: 40 Days to a Healthier Life" by Rick Warren (a pastor), Daniel Amen (a medical doctor), and Mark Hyman (a preventive lifestyle physician), the plan is about dedicating your body to God. ("Daniel" refers not to the co-author but a biblical character who refused junk food and challenged a king to a health contest.) Their web site offers downloads that church leaders can use to promote the plan. Essentially, it is a common-sense plan based on minimally processed foods and controlled portions. The "secret sauce," according to Warren, is faith and friends: those on a health journey together are more successful than going alone.

Dukan Diet
People talking about "attack," "cruise," "consolidation," or "stabilization" phases are likely referring to the Dukan Diet which was created in the 1970's by French physician Pierre Dukan. Essentially, this is another variation of the low-carb diet and quite similar to Atkins and Stillman, but seems to have made a bigger splash in France than the U.S. The bestselling Dukan Diet book was published in 2000 and gained a loyal following. The plan is heavily meat-centric and limits both carbs and added fats. It also emphasizes oat bran as an essential daily food. Like similar diets, followers adhere to rigid rules in the first two phases (including selected vegetables on selected days) which are designed for weight loss; and less restrictive guidelines in the later phases which are designed for maintenance. Healthy fats like nuts and avocados are completely eliminated, and only two servings of starches/starchy vegetables per week (including whole grains, sweet potatoes, beans, and lentils) are permitted, even in the maintenance phases. Dukan sells its own line of diet foods, supplements, and of course, oat bran.
**20+ Scientific Studies** Support the benefits of recovering after strenuous exercise with the high-quality protein and nutrients found in **Chocolate Milk**

**Lowfat Chocolate Milk:**

- **Is a natural source of high-quality protein** to build lean muscle

- **Has the right mix of protein and carbs,** scientifically shown to refuel exhausted muscles and help return to peak potential

- **Provides fluids and electrolytes** - like calcium, potassium, magnesium and sodium - to rehydrate and help replenish critical nutrients lost in sweat

Finish strong with chocolate milk. To learn more about the science behind the recovery benefits of lowfat chocolate milk log on to BuiltWithChocolateMilk.com.
Gastroparesis is a disorder causing delayed gastric emptying. It is characterized by nausea, vomiting, early satiety, postprandial fullness, bloating, and abdominal discomfort. This condition is commonly seen after a gastric or pancreatic resection. It can also occur in patients with diabetes. It can lead to imbalances in hydration and electrolyte status. It can also lead to malnutrition due to intolerance of an enteral or oral diet.

Under normal conditions the gastrointestinal tract utilizes the smooth muscle to relax and contract. This process is known as peristalsis. Peristalsis are the waves of muscular movement that move food forward throughout the GI tract. The movement of food from the stomach is regulated by the pylorus.

In the critically ill patient, a decrease in propulsive force (peristaltic flow) and/or increased resistance to flow, identified as an ileus, is commonly observed. This condition, if sustained for an extended period, is a frequent cause of enteral nutrition intolerance. An assessment of gastric residuals >250-500ml, abdominal distension, bowel sounds, and stool output are commonly used to identify patients at risk of gastroparesis. However, there is no single marker that can be used to identify gastroparesis and subsequent feed intolerance.

There are many factors that can lead to gastroparesis including diabetes, Parkinson’s disease, spinal cord injury, intra-abdominal surgery and hyperglycemia. Certain medications such as opiates, analgesics and catecholamines/vasopressors can also contribute to gastroparesis.

Treatment of gastroparesis includes the use promotility agents and the use of post pyloric feeding into the jejunum. Post pyloric feeding can be through a jejunostomy tube or a gastrojejunostomy tube. The gastrojejunostomy tube has a port for medications and to decompress the gut, and a jejunostomy port for feeding.

It has also been proposed to consider alternative approaches to the traditional 24 hour infusion feeding in the presence of gastroparesis. One approach is to prescribe daily feeding volume 20% higher (120%) than target volume. This method places the patient at risk for overfeeding. Another method would be to empower the RN and prescribe enteral nutrition based on total volume of formula to be delivered in 24 hours. This method is complicated by the risk of
calculation errors and may not be appropriate for patients at risk for refeeding syndrome or patients who require vasopressor support.

It is important to complete a nutrition assessment in the critically ill patient within 24-48 hours to identify those at risk for gastroparesis. Once identified, close monitoring of feed tolerance, along with an interdisciplinary collaboration, can help to identify and improve intervention strategies and achieve the patient's enteral feeding goal.

References:

The Impact of Licensure on the DTR Credential

Submitted by: Patricia Gibbons, BS, NDTR

For more than three decades, members of the NJAND have been seeking licensure in the State of New Jersey and it has been a daunting task with quite a bit of pushback from other nutrition professionals in NJ. On Monday, January 13, 2020 this Act was signed into law by Governor Phil Murphy. Congratulations to all who have pushed to make this feat a reality. Over the past four years, as DTR representative for the NJAND, I have been proactive in assuring that the DTR credential is protected in this process. I have outlined key facts regarding The Dietitian/Nutritionist Licensing Act below.
The purpose of licensure of RDN's is crucial to protect NJ consumers from receiving "fraudulent services provided by potentially unqualified or incompetent practitioners" in an effort to "reduce the risk of harm to the public". "Dietetics licensure laws are specifically designed to protect the public and ensure people receive safe and effective medical nutrition therapy...". Licensure has nothing to do with offering routine advice about eating well. Rather, it protects the public by ensuring that those with specific health issues such as kidney disease, gastrointestinal issues, cancer, etc., only receive medical nutrition therapy from a qualified, licensed professional.

The Dietetics and Nutrition Licensing Act was specifically written to protect the public with regard to Medical Nutrition Therapy (MNT). That being said, Section 8 of the bill states that a person shall not provide MNT, whether compensated or not, "except that nothing shall be construed to: (6) prohibit a nutrition and dietetic technician from providing nutrition services under the supervision of a licensed dietitian nutritionist or licensed nutritionist; (7) prohibit an individual from providing nutrition care services under the direct supervision of a New Jersey State licensed health care provider who is legally authorized to provide nutrition care services for the purpose of treatment or management of a disease or medical condition". More easily stated, a Dietetic Technician can provide nutrition services under the supervision of a licensed Dietitian Nutritionist or a licensed Nutritionist. Additionally, nutrition care services for the purpose of treatment and/or management of a disease or medical condition is allowed only under the supervision of a licensed Dietitian Nutritionist or licensed Nutritionist.

These conditions sited in the law for the protection of the DTR and NDTR credentials align with the scope of practice criteria in the Journal of Nutrition and Dietetics. This is the full text link for your review: https://jandonline.org/article/S2212-2672(17)31628-3/fulltext. The National Academy of Nutrition and Dietetics has been dedicated to considering the roles of DTR's and NDTR's throughout the development of our National Licensure Strategy, and that commitment to our credential has been considered in an effort to enhance and protect our credential in the State of New Jersey.

Protected Titles: "No person, business entity or its employees, 48 agents, or representatives shall use the titles, "dietitian nutritionist," "dietitian," "dietician," "nutrition counselor," "nutrition specialist," "LDN," "LD," "LN," "nutritional therapy practitioner," "nutritional therapy consultant," "certified nutrition therapy practitioner," "master nutrition therapist," "licensed dietitian nutritionist," "licensed nutritionist" or any other title, designation, words, letters, abbreviations, or insignia indicating one as a provider of medical nutrition therapy ".

With regard to educational requirements for the DTR/NDTR credentials,
the Commission on Dietetic Registration mandates those requirements nationally and nothing with regard to those education and continuing education requirements has changed with licensure.

I hope that this information assists in dissuading any rumors regarding additional educational requirements for our credential. If anyone has further questions regarding licensure, feel free to email me at healthyfoodcounts@gmail.com.

Have a healthy and prosperous New Year.

Best regards,
Patricia Gibbons, BS NDTR

Food Trends in 2020
Submitted by Monika Mahajan

Opportunities multiply as they are seized.
-Sun Tzu, The Art of War

Food trends in vogue for 2020:

Plant based diet: This trend is hot and gaining more popularity than ever before. Plant-based diets have been around for centuries/decades in places such as India; and the Mediterranean diet continues to be the gold standard around the world. As more people become vegetarians and vegans for a variety of reasons, it appears that this trend is here to stay! Important considerations include the science as well as the emotional aspect of growing up believing that meat is required for strength and fitness. According to the International Food Information council foundation, about 32% of the population follows a plant based vegan diet and about 30% are following a diet of minimally processed plant-based foods, with limited consumption of animal meat, egg and dairy consumption.

Sustainability: One of the reasons why people are turning towards veganism or vegetarianism is because of how our food system is impacting the environment. With the ever-increasing acceptance of climate change, more conscientious eaters are turning towards locally grown, sustainable options. Considering the gravity of the situation, people are becoming more responsible and accountable for
their actions. Eating locally and seasonally reduces food waste and plastic usage and, thus, the carbon footprint. Many are using recyclable, reusable and or decomposable containers. This is also driving industry behavior to produce more environmentally friendly products and packaging.

**Cauliflower is the new kale:** In the last few years cauliflower crust pizza has become popular, but this year we are seeing the industry use it in place of kale. It is replacing items like breadcrumbs and flour as well as being added to recipes. Many restaurants are offering it as a main course or as a side dish. It has everything going for it. Cauliflower has great nutritive value, satiety and fiber, and is low in calories. It may help reduce waist size making it everyone’s best friend! More power to the cauli!

**Full fat or not!** Keto is clearly here to stay: According to global market sales the keto market is poised to grow by $1.11 billion over the next few years. The new version of keto, aka the Keto 2.0, aims to resolve some of its previous limitations by allowing more carbs and emphasizing healthier plant-based fats. These changes make it more accessible and flexible enough to follow long term. In a traditional keto diet, 75-90% of the calories come from fat, about 5% from carbs, and the remaining percentage from protein. (On a 1600-calorie diet, that is just 80 calories from carbs, or 20 grams.) But the new version is closer to traditional diets like the Mediterranean diet, possibly making it more nutrient friendly.

**Nootropics:** If you haven’t heard the term "nootropic", you probably soon will! It is a trend gaining popularity. But what does it mean? Nootropics, aka cognitive enhancers or smart drugs, are a heterogeneous group of compounds of diverse chemical composition and biological function that allegedly facilitate learning and memory or overcome natural or induced cognitive impairments. In the past you might have found nootropics only on Grandma’s bedside table. Today, many of the nootropics found in the grocery aisles can also be found in the book bag of a Gen Z er or the briefcase of a Millennial. Examples include ginkgo biloba, rhodiola rosea, turmeric, creatine, resveratrol, ginseng, ashwagandha, and yes, even caffeine.

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**Nutrition, Health, and Wellness Trends:**

**Adaptogens**

Submmitted by Grace Engels, RDN

When was the last time you were stressed out? Was it at a recent gathering when your relative brought up impeachment? Or perhaps an
event at which you had to partake in public speaking? Or, is there an ongoing situation that has been nagging at the back of your mind for months, maybe years? With innumerable sources, stress can be benign and beneficial, but it can also have detrimental effects on our health causing things like jaw clenching, headaches, fatigue, and weight gain, among others. It is a natural human desire to avoid that which we find to be stressful, so therein lies an opportunity for capitalization. Consider the last expo you went to at the gym where that woman was pitching essential oils to you. Or look at advertisements for luxurious, relaxing spa treatments at Crystal Springs. Or sign up for a yoga class package that is designed to help you unwind after your long day of work. Here to be added to the milieu of items and services that can potentially help you manage stress is the lovely adaptogen.

Adaptogens have been used by us humans for thousands of years, and you have likely heard of some of them. Their ranks include ashwagandha, rhodiola, bacopa, and ginseng. Coming from plants, herbs, and mushrooms, adaptogens appear to be able to help normalize body functions and improve the functions of systems that may be impacted by stress (for those who are interested, this site goes over potential mechanisms of action). The definition has been further narrowed by virtue of enacting three criteria that one such substance must meet. To qualify as an adaptogen, a substance must be 'non-specific' and help our body "resist a wide range of adverse conditions," contribute to homeostasis in our body, and have no adverse effects on our body. They are regulated as dietary supplements by the FDA and, therefore, do not fall under the same level of scrutiny as, say, pharmaceutical drugs do.

It appears that adaptogens will continue to increase in popularity in 2020. They are already available as supplement capsules and powders, but keep an eye out for the rise of new foods and beverages such as Four Sigmatic's Ground Adaptogen Coffee or GT's adaptogenic teas. If your clients come to you with questions about adaptogens, urge them to be critical of the product they are considering. While these substances have been in use for millennia, it is important to seek products with claims that are supported by empirical, unbiased research if possible. Additionally, clients should always consult their doctor if they are considering using an adaptogen in tandem with a medication.
NJAND is now posting employment opportunities on our website. This is a free service for members and is something members are requesting. Jobs must be nutrition and dietetics related. They will be posted within four business days of receipt and stay posted for a minimum of two weeks.

Find and Post Jobs Here!

**Professional Networking Groups and Listservs bring members together!**

The number of professional networking groups has grown to ten throughout the state. We have the following covered, but are open to more! The purpose is for RDNs and NDTRs as well as nutrition students to get to know each other better, develop professional relationships and talk about life and the profession.

- African American (meeting primarily in north jersey)
- Central Jersey
- Essex County
- Greater Morristown Area
- Hunterdon County
- Hudson County
- Jersey Shore
- South Jersey
- Bergen County
- Union County

**Listservs now focus on four professional practice areas as follows:**

- NDTR
- School Nutrition
- Functional Medicine
- Pediatrics

The purpose of the listservs is to share information about particular areas of practice using electronic means. Sharing information, answering questions and supporting each other in practice allows for professional growth, especially for those feeling isolated in their area of practice. Members interested in joining a professional networking group or listserv can email Megan Squires, MS, RDN at: executivedirector@eatrightnj.org.

If you are interested in forming either a new Professional Networking
Academy Resources for Members and the Media!

Get the most out of your membership!

Did you know the Academy provides updated media information, sample public service announcements, and info-graphics for your use?

*Follow the link, [EatrightProMediaResources](#)*

Upon following the link, click on the menu tab, then on "Trends and Reviews“ where you will find reviews of nutrition related apps and books!

Looking for graphics to use for your social media or nutrition education material? Did you know the [USDA Agricultural Research Services](#) offers a variety of food, farm and nutrition related graphics and pictures that are free and legal to use?

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