

FOOD AND CULINARY GUIDANCE



2012

Portfolio of Services

We translate the science of nutrition using the tools and art of the kitchen to create customized health-supportive food, recipe and meal plan solutions for each and every individual

ABOUT

Food and Culinary Guidance is **the new paradigm** in customized culinary-nutrition solutions for individuals, families and organizations. A nutrition prescription or health advice is only as valuable as our ability to translate it onto our menus or plates and into our mouths. We recognize that for so many people, translating healthful advice into our lives and onto our plates is the most difficult journey to make. So we work in this no man's land - the space between expert advice and getting it onto the plate. We do this work in deeply personal health-supportive, nourishing, flavorful, affordable and doable ways.

WHY WE'RE DIFFERENT

As experts in food, nutrition and culinary transition, we understand all sides of the nutrition conversation. We've been in the expert chair. We've been in the kitchen. We've taught practitioners. We've guided patients. After 17 years, we've learned that **people need us most** is in the space that exists after the expert's door closes and your refrigerator door opens.



***Simply put, we work in
a unique space***



WE'RE THE TRANSITION TEAM

We' do health-speak and kitchen talk. We know the language of the practitioner and the mind of the chef. We're the people who walk your nutrition prescription into your kitchen and translate it all onto your plate. We don't shop for you or cook for you. We plan, guide and show you. Then we put everything together in a Personal Nutrition Portfolio that connects the dots you've been looking for.

And what makes us truly different is that no one is doing what we're doing, in the way we're doing it!

WHAT WE DO - IN A NUTSHELL

- We translate your nutrition prescription and health advice and show you how to put in on your plate in your home space.
- We develop highly personalized health-supportive recipes and meal solutions containing the ingredients and nutrients you need to support or restore your health.
- We custom fit our work to reflect your health requirements, palate, flavor and texture preferences, cuisine-type, cooking skills, lifestyle and budget
- We teach you how to prepare the recipes we create, if you choose culinary coaching
- We develop a unique **Personal Nourishment Portfolio** for you. Your Personal Nourishment Portfolio contains visual blueprints (*we call them roadmaps*) illustrating how the ingredients in your custom recipes and meal plans link to your personal health and wellness goals and/or treatment plan.
- We work closely with your health/medical management team to marry their advice with your goals and onto your plate
- We build our work on a foundation of science
- We support, advise and teach you

We are an answer to the request: tell me what to eat, tell me how to fix it, design me a meal plan – and then I'll do it.



HOW WE HELP

HEAL, RESTORE, REBUILD HEALTH

- We work in conjunction with your health care team to ensure our recipes and menus support your treatment and rehabilitation goals
- Customized recipes, meals, menu plans to rebuild health following illness or treatment
- Food education and shopping advice for health-supportive ingredients and foods

HEALTH, WELLNESS & NOURISHMENT FOR LIFE CHANGE

- New ideas to expand your recipe and meal repertoire
- Build vitality and energy through food
- Tweak your diet or work new foods into your life
- Custom recipes and menu plans to support a new life, or transitional life changes
- Targeted recipe development and menu planning to include key nutrients for sport/competition

FAMILIES

- Recipes, meal ideas and culinary coaching to support a busy family
- Recipe development, meal ideas and culinary coaching for a family member or relative with health needs
- Recipes and meal concepts customized to the needs and abilities of individuals living with physical limitations or adaptations

WOUNDED WARRIORS

- We believe that being able to nourish ourselves and prepare meals for ourselves is fundamental to living a fulfilling and independent life. Through service to our country, some of our military service members have sustained physical injuries that impact their ability to prepare nourishing meals or their favorite meals. Each year we make our services available to wounded warriors and their families, free of charge, as much as we are able. It is our full intention to grow the number of families we can assist. Please contact us to discuss how we can help you. *Amanda Archibald, R.D., is the spouse of a 27 year veteran of the US Armed Forces*

CUSTOM SERVICES

* PERSONAL NOURISHMENT PORTFOLIO

We match your personal health or wellness plan to individualized recipes and mix and match meal options, developed specifically for you. You'll receive a **Personal Nourishment Portfolio** containing your recipes, meal options and supportive online learning and knowledge resources. You'll also receive our detailed trademark "roadmap" illustrating how the recipes and meal options we choose and develop, translate to your personal health or treatment plan. Additional supportive roadmaps are always included in your portfolio and may feature expanded information about nutrition, ingredients and food knowledge. Package includes 2 one hour meetings and all mentioned resources.

* EXPANDED PERSONAL NOURISHMENT PORTFOLIO

We recommend our **Expanded Personal Nourishment Portfolio** for individuals seeking customized recipes and menu plans for healing and restoration. This portfolio focuses more specifically on custom recipe development and meal planning to maximize your intake of nutrients to support healing. We will work in conjunction with your health/medical/nutrition team to translate their expert advice to your palate and plate. This service includes all elements of the Personal Nourishment Portfolio, plus an expanded meal plan, recipe package and supportive roadmaps in your Portfolio. Package includes 2 one hour comprehensive assessment and education meetings, plus one follow up phone call.

* PERSONAL FOOD AND CULINARY GUIDANCE PORTFOLIO

A service we provide for people who literally want us to tell you what to eat, plan what to eat and show you how to make it all! This service includes all the features of our **Personal Nourishment Portfolio** plus one-on-one culinary guidance. With your permission, we will confer with you and your nutrition professional or medical professional to ensure that the recipes and meal plans we include in your portfolio and culinary coaching match your established health plan. Then we'll get to work in developing, planning and teaching!

***HEALTH-SUPPORTIVE CULINARY COACHING**

We provide in-home side-by-side culinary support and instruction. We'll focus on preparing recipes and meals of your choice with a health-supportive focus

***HEALTH-SUPPORTIVE FOOD EDUCATION/PANTRY REHAB**

If you're just looking for a little food guidance at the grocery store, we're happy to meet you there and personalize a tour just for you. If you need help gently moving your pantry or refrigerator to a more health-supportive destination, we're glad to help you too.

ADDITIONAL SERVICES

***SUPPLEMENTAL RECIPE DEVELOPMENT**

For current customers seeking to expand their health-supportive recipe repertoire

- When we develop an initial recipe portfolio for individuals, we get frequent get requests to develop more! This service focuses on supplemental recipe development for current customers who are seeking to expand their health-supportive recipe repertoire. We develop recipes according to your requests.
 - Create more one-pot meal recipes for me
 - Develop more 30 minute soups for me
 - Give me more ideas for lunch wraps and sandwiches

ADDITIONAL SERVICES

*CUSTOM RECIPE & MEAL PLAN DEVELOPMENT

Perhaps you are not a health or wellness client of ours, but you are looking for assistance in fine-tuning existing recipes, or making over recipes you currently have. Maybe you need some help with organizing breakfast ideas into some menu options you can pick and choose from. We're glad to help you!

Examples of this service may include:

- Recipe makeovers for family favorites and comfort foods
- Expanding smoothie options containing health-supportive ingredients I need
- Developing health-supportive recipes for lunchboxes and brown bags
- Health-supportive recipes and meal options for breakfasts

*CUSTOM MENU REVIEW AND DEVELOPMENT

Are you looking to build deeper nourishment into the meals you offer? Seeking ways to ramp up nutrient density and flavor and integrate more whole foods into your menus. Our Custom Menu Review and Development service supports **small, local organizations** seeking health-supportive culinary and nourishment guidance. Call us or see website for more details

- We offer a full review of your menu(s) and provide guidance on cost-effective ways to improve the nutrition, flavor and satisfaction value of your menu.
- Our focus is less on meeting caloric or standard nutrient guidelines, and more on delivering a whole food experience that is satisfying, rewarding, deeply nourishing and appealing.
- We also include the option of building health-supportive food education initiatives into menu to build nutrition awareness and menu acceptance.

HOW WE MAKE FOOD MAKE SENSE

The world of food, nutrition, science and health is complex. When facts and science are linked to solutions and recipes, the result is a pile of handouts, books, URLs, recipes and lists. And we all know what happens when we're given a pile of "stuff" to sort through! It stays in a pile, shuffled from one place to another.

*So at our parent company, [Field to Plate](#), we decided to simplify the process and revolutionize the way you connect the dots between nutrition science and your plate. Our unique culinary-nutrition services include a **Personal Nourishment Portfolio**. Your unique **Personal Nourishment Portfolio** contains visual blueprints – or **roadmaps**- that navigate every piece of our advice to your personal place.*

A LITTLE MORE ABOUT OUR ROADMAPS

Our Roadmaps take complex ideas and simplifies them – visually. We start with a food, nutrition, health or cooking topic. We think through what a person really needs to know. Then we lay it out in a visual picture.

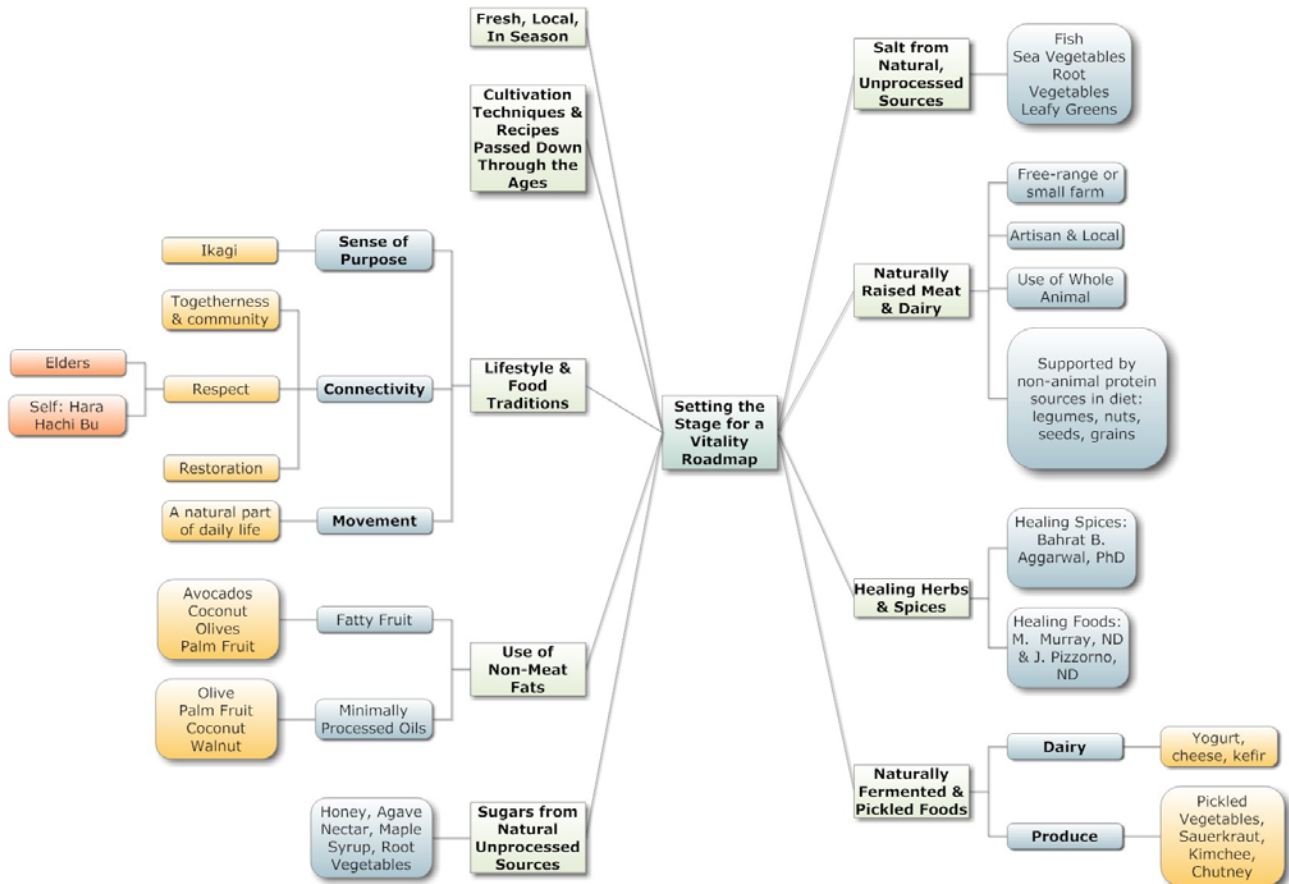
Your **Personal Nourishment Portfolio** will contain

- A Master Roadmap illustrating how nutrition science links to your *personal* health goals.
- A Nutrition Roadmap illustrating how the foods and ingredients we recommend/use in your plan actually link to your health goals.
- Additional relevant supportive Roadmaps containing information about foods, ingredients, nutrients and recipe expansions to support your healing or wellness journey.

TAKE PEEK AT A ROADMAP ...OVER THE PAGE...

A PEEK AT A ROADMAP — HOW WE MAKE FOOD MAKE SENSE

field to plate. **Nutrition Roadmaps**



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Extrapolated and adapted from the original work of Daphne Miller, MD, The Jungle Effect & Observations from Dan Buettner, The Blue Zones & Thrive

You'll receive this type of roadmap in your Personal Nourishment Portfolio. Some roadmaps focus on nutrients, while others may focus on ingredients. Importantly, one of more roadmaps will illustrate how the ingredients we use in the recipes we create, match your health goals or wellness destination. **That's what makes our work unique**

WHERE WE PROVIDE SERVICES

* IN THE WASHINGTON DC – FREDERICK - BALTIMORE METRO AREA

- Services are provided by Amanda Archibald, R.D. with collaborative practitioners and chef-partners.

* OUTSIDE OF THE WASHINGTON DC – FREDERICK - BALTIMORE AREA

- Amanda leverages the power of the internet, Skype, web-based meeting technology and streaming video to allow us to “meet,” visualize and translate your needs.
- In-home culinary coaching and teaching is provided by collaborating chef partners.
- We support our services with a personalized digital information kit containing supportive articles of interest, streaming video clips, podcasts, and resources to support your continued journey towards healing, wellness and vitality.
- As with any of our services, we are very happy to work with your current health, medical and/or nutrition expert to translate your nourishment needs and provide the support you need. **Distance no longer separates meaningful solutions!**

FEES

Our services are customized to your individual needs. Since we frequently team with chefs and practitioners to develop custom packages for you, our fee structure and inclusive services may vary. Contact us to discuss your needs.

AS GENERAL GUIDANCE

- Our basic **Personal Nourishment Package** is \$299 inclusive of assessment, individualized recipes, a basic mix and match meal plan and a Personal Nourishment Portfolio with in-depth education
- Our **Expanded Personal Nourishment Package** mirrors the Personal Nourishment Package and is \$399. We recommend this package for clients seeking culinary-nutrition services and support for healing and restoring health. This includes more nutrient-specific customized recipes and individualized meal plan.
- Our **Food and Culinary Guidance Portfolio** includes a choice of our Basic or Expanded Personal Nourishment Packages plus 2 hours of in-home culinary guidance. Add \$150 to either package + food cost*
- In-home **Culinary Guidance Services** start at \$95/hour for a minimum of 2 hours + food cost*.
- **Health-Supportive Food Education/Pantry Rehab** is \$125/hour
- **Recipe Development** is billed at \$95/hour + food cost*
- * we minimize food waste by purchasing the amount of ingredient you need via bulk dispensing at whole food grocers and coops

MORE ABOUT US

AND WHO WE WORK WITH

Food and Culinary Guidance is an affiliate of the nationally acclaimed edible education company, Field to Plate, founded by Amanda Archibald, RD.

Food and Culinary Guidance represents a new paradigm in food, nutrition and health education services. We marry the science of nutrition with the art of the kitchen to develop customized culinary and nutrition solutions for each and every individual. Our work is part of the movement and the science that believes that Food Is Medicine.

OUR COLLABORATIVE TEAM

Amanda Archibald works one-on-one with individuals in the Washington DC -Frederick-Baltimore, MD metropolitan area. The nature of her work also allows her to use web-media and visual technology to also provide personalized guidance to individuals and families across the nation To extend our services and reach across the nation, we are working with a group of collaborative partners.

CHEFS

In home, personal culinary instruction is provided by trained chefs and/or accredited nutrition professionals with a solid foundation in health supportive cuisine and culinary teaching. We partner with chefs in recipe and menu development

PRACTITIONERS

We collaborate with licensed/accredited nutrition experts who specialize in functional nutrition. These practitioners provide continuous expert guidance to us. They are the practitioner team we refer clients to when additional medical nutrition therapy or counseling is advised.

FREQUENTLY ASKED QUESTIONS

Q: What's the difference between what you do and a nutritionist?

A: Well Amanda is a nutritionist – an accredited nutrition professional, a Registered Dietitian! She can speak not only the language of an expert practitioner, the language of nutritional science, but also the language of the kitchen. Through Food and Culinary Guidance, however, Amanda has chosen to focus on the solutions side of nutrition. This means she translates nutrition counseling and health advice into meaningful food and meal solutions that you can immediately import into your life.

Q: Should I see you or should I see a nutrition professional?

A: Ideally, both. You see we have worked with the nutrition and health community for a long time. We know from our fellow professionals that they cannot teach you how to translate the nutrition advice onto your table. They focus on developing evidence-based nutrition guidance for you. We focus on translating that guidance or prescription into actual recipes, meal solutions and portfolios that literally walk your health or medical prescription onto your plate. We figured that we could not do both counseling and culinary design and do both well. So we chose the culinary part!

Q: Can you give me any kind of nutrition advice or counseling?

A: Yes, but we have defined our boundaries. If you have medical issues that require medical nutrition therapy, we request that you receive counseling from an accredited nutrition or health professional first. Once you receive that guidance, we will confer with your practitioner or doctor and begin to develop solutions for you. This is what makes our work so powerful. Working side by side with practitioners across the nation, practitioners have clearly identified that the deepest need they have for their clients and patients, is the translation of their guidance into recipes, meal plans and menu solutions. So if you have issues that require medical nutrition therapy, please see a practitioner before you see us. If you are looking for custom recipes, menu and meal planning to reach health, wellness and vitality goals, you can see us right away.

Q: Can my doctor, dietitian or healthcare provider refer to you

A: Yes, of course. We also collaborate with many practitioners. So if you need additional health-supportive assistance, we can refer you to collaborators across the nation. We seek out practitioners who are experts in functional nutrition to fulfill nutrition intervention and counseling services whenever we can.

Q: I don't live in the DC area. I live in the Mid-west. Can you help me?

A: Yes. We have purposely designed our services to be relevant and meaningful when we cannot visit with you in person. We can "meet" with you via internet-based technology. We can literally show you how we have developed recipe and menu solutions using visual technology. You can see us. We can see you. You can see what we design for you. For in-home culinary guidance, we partner with chefs across the nation. A local chef will be contacted to provide culinary guidance in your home, using the recipes we have developed for you.

Q: Do you provide personal chef and in-home catering services?

A: Currently, no. Our focus is helping you prepare your own nourishment solutions. We believe that food is medicine. The best medicine you can take is the food that you prepare for yourself. We believe deeply in the role of the kitchen in health and healing. As such we choose to teach you how to manage your health through the food you buy, prepare and eat. It doesn't have to be every day or every meal, but for the sake of your health, you need to know how to prepare basic foods that restore, support and heal.

ABOUT AMANDA ARCHIBALD

Amanda's contribution to food and nutrition is channeled through her nationally acclaimed company, Field to Plate® and its affiliate Food and Culinary Guidance.

Amanda Archibald is a game changer. Her unique training as an analyst and a nutritionist (RD), combined with her food knowledge and culinary expertise has

enabled her to develop a new lens through which we can understand the food , nutrition and science conversation.



Across the nation, Amanda has worked side-by-side with practitioners, educators, chefs and

Amanda's trailblazing work is redefining the food, nutrition and cooking education footprint in ways that are understandable, meaningful and fundamentally achievable for all Americans

growers to find new and innovative ways to present food and nourishment in digestible bites. Her work in mind-mapping and visual technology is literally changing how we are translating the science of nutrition via the tools of the kitchen to put health-supportive food on America's plate. Her work has been showcased nationwide and includes co-developing and producing the acclaimed 2010 [Food Solutions](#) Series in New York. Accolades for Amanda's pioneering work resound loudly across America

Amanda was educated in the UK and the U.S.A. She is a Registered Dietitian, a member of [Les Dames d'Escoffier](#) and sits on the National Advisory Board for [Cooking Matters™](#).

She believes that food and the soil it grows are the foundations for health. Amanda is an outspoken advocate for the [food as medicine](#) movement and a passionate voice for the hungry and disadvantaged whose seat is so often vacant

at our nation's table.

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