



## AMANDA ARCHIBALD, RD Founder, Field to Plate

**Amanda Archibald** is a visionary in the national dialog about food, food choice and food education. The way she looks at, thinks and talks about food sets her apart in the field of food and food talk. Her trailblazing food-centric educational concepts, forums and ideas are literally redefining the food and culinary conversation, from the field to the plate.

Uniquely trained as both an analyst and a food and nutrition expert (Registered Dietitian), Amanda understands the challenges of distilling complex ideas into relevant, easy to teach and easy to digest concepts.

### **Amanda focuses her work in two principle areas:**

#### **Food-centric Workshops, Educational Tools and Solutions for the Food, Nutrition and Health Professional**

Understanding the time and energy constraints of all practitioners and educators, Amanda develops experiential learning forums and food-centric tools that translate to the individual needs of each client or community served. Working side by side with some of America's brightest minds in nutrition, science, medicine and the culinary arts, Amanda has developed innovative tools and meaningful learning experiences that are literally changing the way Americans understand food, food choice and their kitchens. Her ground-breaking work in Flights of Flavor, Culinary Roadmaps, Nutrition Roadmaps and Food Choice Pathways are a few of the tools that experts across the country now consistently use to change the nutrition conversation from handout to plate.

#### **Explaining the State of the Nation's Plate**

As an analyst growing up in the international environment, Amanda has garnered an extensive knowledge and understanding of food and health in the U.S. and global marketplace. Amanda's unique approach moves beyond current trends and "what's hot" to explaining how socio-economics, psychographic variables, politics and the environment deeply shape consumer choice and subsequently the state of the nation's plate. Amanda's extensive interaction with experts and artisans throughout the supply chain (literally from Field to Plate) provides her with unique perspectives that have engaged audiences for years.

Amanda was educated in the UK and the USA and has lived and worked in 5 different countries. She is a member of Les Dames D'Escoffier and the American Dietetic Association and serves on the National Advisory Board for Cooking Matters™, the acclaimed culinary education program of Share Our Strength. She is an accomplished cook crediting her culinary knowledge and palate to human curiosity, extensive culinary coaching in the USA and a strong home economics foundation established in Europe. From this foundation, Amanda co-produced the visionary 2010 Food Solutions series in New York in partnership with DKNY's Urban Zen and The Palette Fund. She is a passionate advocate for the disadvantaged and underserved, and a lifelong supporter of professionals and organizations who dedicate themselves to serving the causes of those whose voices may otherwise go unheard.

### **Amanda Archibald**

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