

May is **Food Allergy Action Month**, when the Food Allergy & Anaphylaxis Network shines a spotlight on the seriousness of food allergies and to improve public understanding of this potentially life-threatening condition. By increasing awareness in the retail marketplace, we can encourage respect, promote safety, and improve the life of those affected by food allergies and anaphylaxis.

While you are likely aware of food products and label allergy statements found in the grocery store, there are a few things you can do to help educate your audience as they navigate the grocery aisles for allergy-free products.

### In-Store Activities

**Work with a store manager to conduct one or all the following activities:**

- **Label reading station:** Have sample food labels with and without alternative names for allergic trigger ingredients so customers can become aware of these names. This includes cross-contamination warnings and products that have been manufactured or packaged in the same facility as an allergenic food.
- **Taste test station.** Conduct a formal taste testing of different types of fresh fruits and vegetables, encouraging store patrons to find a new fresh food their family enjoys.
- **Create signage to help customers with food allergies navigate the grocery store.** For example, signage could be placed near open bins with dried fruit and nuts, or food offered near the deli, salad bar, or bakery.
- **Host a "lunch and learn" session** on food allergies and cross-contamination for employees.
- **Conduct grocery store tours** to provide label reading opportunities and information about allergen-free choices. This would be great for those recently diagnosed or for parents of children with food allergies.
- **Offer a special tour for kids** focused on selecting new fruits and vegetables, and replacing an allergic trigger food with a safe food.

**Email Katie at [katie@produceforkids.com](mailto:katie@produceforkids.com) with questions or more info about Food Allergy Awareness Month.**



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Katie Serbinski, the official RD for Produce for Kids, is mom of three children under the age of four and a Registered Dietitian from Detroit, Michigan. She's the founder of Mom to Mom Nutrition, a healthy food and lifestyle blog where she share her "me time" with other health-minded parents. On her blog you'll find simple, family-friendly recipes, tips for new moms, and realistic nutrition advice. Through Mom to Mom Nutrition, Katie shows her readers that raising a healthy family is achievable, even when you have a toddler throwing food across your kitchen table and a baby wanting to nurse around the clock.



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