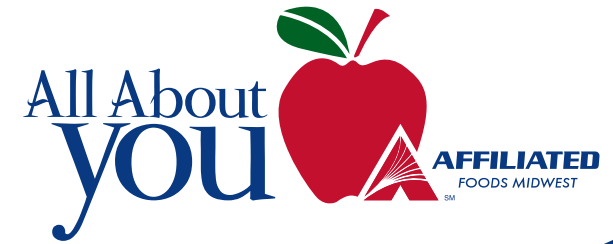




Affiliated Foods Midwest Cooperative is excited to reinvigorate our comprehensive health and wellness program, All About You, by bringing on board an experienced and highly qualified Registered Dietitian, Jessica Walls. Jessica will provide a wealth of valuable services to our retailers and their customers, and we are pleased to have a nutritional expert leading this important cause.

**Martin W. Arter, President**  
**Affiliated Foods Midwest**

For more information about All About You, visit our website:  
**[www.afmidwest.com](http://www.afmidwest.com)**



Affiliated Foods Midwest Cooperative's  
**health & wellness program,**  
featuring Registered Dietitian...

**Jessica Walls**  
**RD, CD**



An **educational program** for  
Affiliated retailers, consumers, and employees.



**Jessica Walls**, the Affiliated Foods Midwest corporate dietitian, is a Wisconsin native who leads the “All About You”

comprehensive health and wellness program. Jessica offers a wealth of nutrition and food knowledge and a keen sense of how to navigate the extensive and ever-changing world of health and wellness. Her background as a Registered Dietitian is in the community, educating and inspiring people of all ages and backgrounds.

Jessica completed her Bachelor’s in Dietetics at the University of Wisconsin-Madison. She then completed an American Dietetic Association Internship at Mount Mary College in Wauwatosa, Wisconsin, where she is currently pursuing her Master’s in Dietetics with a concentration in Sports Nutrition. During the Dietetic Internship she served as a graduate assistant for the City of Milwaukee Health Department in Milwaukee, Wisconsin, advising community and church groups on health and wellness as well as helping to further develop the program to include youth of the community.

## Program Overview

Affiliated Foods Midwest’s “All About You” program spotlights monthly health and wellness-related topics and themes in the weekly Affiliated Foods Midwest ad circulars. Jessica is available to the public via consumer and employee brochures and presentations, the “All About You” website, and public relations efforts via newspapers, radio, and television.

Wellness themes, which include participating brands, act as the basis for store and community events to educate consumers on nutrition and healthful living.

Jessica’s store nutrition tours, cooking demonstrations, talks, and event appearances provide personal interaction to consumers and various groups.

Jessica also works with the internal Affiliated Wellness Committee as the primary source of nutrition information and healthy-living guidance.

The “All About You” program educates, encourages, and enables consumers, retailers, and employees to lead a healthy lifestyle with focus on nutrition and overall wellness. Retailers and participating brands benefit from in-store appearances and media exposure through print, radio, and television. Jessica Walls is also available to retailers for grand openings and re-openings, community events, and anniversary events.



Additional information from Jessica is available on the Affiliated website under the “All About You” sidebar link and collateral marketing pieces. The “All About You” section of the Affiliated website includes:

- Detailed program information for retailers and vendors
- Calendar of in-store appearances
- Recipes and meal solutions with participating brands
- Monthly feature articles
- Participating brand information and web links
- Link for retailer feedback
- Email link for consumer questions
- Internal Affiliated Foods Midwest employee wellness section

For more information, e-mail Jessica at:

**[JWalls@afmidwest.com](mailto:JWalls@afmidwest.com)**

