

## Mutrition knowledge feed fourth quarter 2021

### Sharing = Multiplying

Information is everywhere, never been easier to share  
 Ownership versus sharing economy, latter grows in popularity  
 Share 10% of your assets to generate interest in the remaining 90%  
 To share your knowledge, you enable others to build on that = multiplying

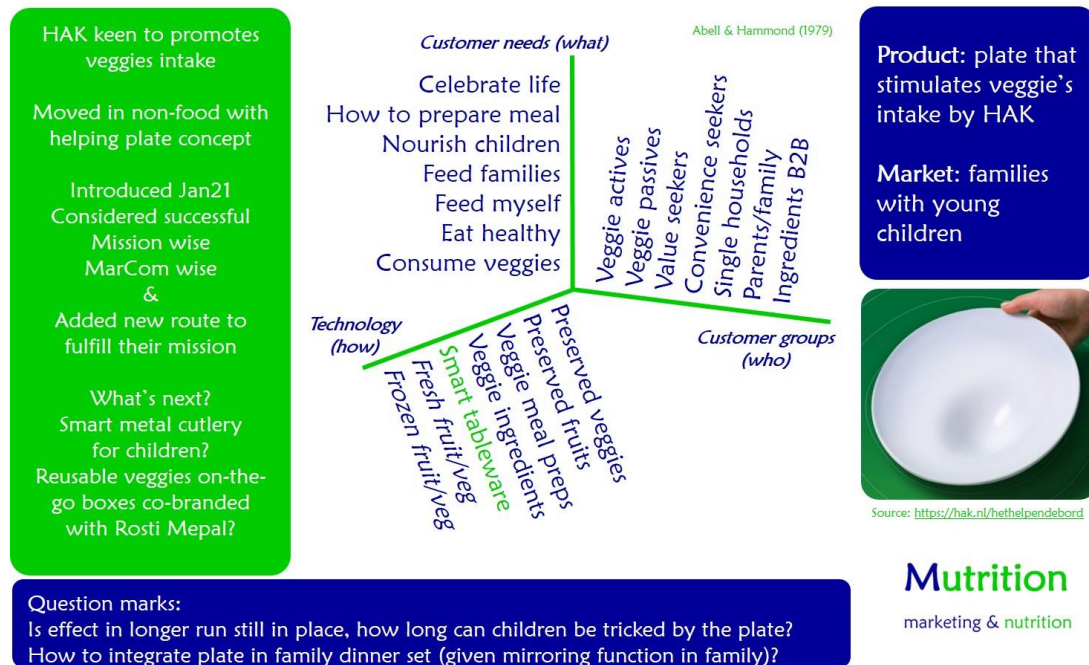
### Mutrition knowledge shared...

To share knowledge a quarterly feed is introduced by Nutrition since 2021 where its theoretical models are explained and applied into the food sectors marketing & nutrition dynamics. In addition 'Mutrition FoodPractices' will be published from 2022 onwards where best and worst practices seen in the food sector will be reflected upon. Food concepts in the market will be applied into marketing models to give insight, increase understanding through marketing and/or provide nutritional context.

A first FoodPractice is shared in this fourth quarterly feed and considered a test, without any logic a non-food example is looked into that however touches on food & nutrition: the helping plate by HAK.

Oct21

## FoodPractice – Helping plate



Mutrition supports professionals at Dutch food companies with strategic marketing, market intelligence and nutritional concepting. Through self-learning consultancy your acknowledged value by uniqueness is secured as well as return on intelligence is optimized.

Interested to more knowledge feeds, see <http://www.mutrition.nl/mutrition-knowledge/>  
 Should you wish to sign out, drop a line to [ruud@nutrition.nl](mailto:ruud@nutrition.nl) and you'll be opt out.