



Dr. Merrill Eisenberg

Health food isn't a fad. It's something to be celebrated, and Tucson Meet Yourself wanted to do exactly that.

Sometimes known as Tucson Eat Yourself, it became imperative for the festival to promote healthy and delicious food, while supporting the living traditional arts and expressions of everyday life of the multi-national Arizona-Sonora region.



Customers at Tucson Meet Yourself Festival buy crepes at Planet of Crepes, a participating Vendor with Smart Choices with Healthy Dining.

That's why they asked MenuTrinfo®, with their high level of expertise and extensive database, to develop nutritional criteria for healthy meals and snacks for fair-goers to enjoy.

"At the time, thinking about those sorts of things was a new concept, and Betsy Craig, CEO of MenuTrinfo, was at the cutting edge of it," said Dr. Merrill Eisenberg, an assistant professor and coordinator with Arizona University School of Public Health and leader of the policy team for the Communities Putting Prevention to Work Grant for the the Pima County Health Department. "Betsy was a pleasure to work with," she continued. "She was responsive, competent, and flexible in meeting all our needs."

Going through the recipes of the various street vendors with items that ranged from crepes to pierogi to burritos, MenuTrinfo was able to establish important facts such as calorie counts, total fat, saturated fat, trans fat, and sodium.

"Betsy was very successful in making healthy food options, whether it was by tweaking recipes or helping with portion size. She was very thorough. It was difficult getting recipes from so many vendors, some of whom didn't know their own recipes, but Betsy persevered."

When a recipe did not meet the minimum healthy requirements, MenuTrinfo helped change the recipe to fit the standards without sacrificing flavor. Even traditionally fatty foods, such as fish and chips, were able to meet the standards through some minor ingredient tweaks. If vendors didn't understand requests, MenuTrinfo was glad to conduct follow ups and explain everything.

As for MenuTrinfo's success? Well, the results speak for themselves. MenuTrinfo was able to make all vendor's snacks healthy, and Tucson Meet Yourself continued to use MenuTrinfo's nutritional criteria after their tenure there.

MenuTrinfo®

For more information:

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