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## Food and Nutrition Research Institute (FNRI), Philippines

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# Food and Nutrition Research Institute (FNRI)

Randi Wilson & Ross Hettinger

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# Purpose of FNRI



- Founded in 1956, the goal of FNRI is to provide relevant technologies and scientific information on food and nutrition.
- FNRI conducts yearly National Nutrition or updating surveys, develops safe, affordable and nutritious food products to sell to entrepreneurs, and provides educational materials to media and educational institutions all across the Philippines

# Purpose of KD (Knowledge Diffusion)

- KD is the arm of FNRI that handles education, communication, promotion, and design.
- KD representatives often travel around the Philippines to various expos and business shows to showcase FNRI products to possible entrepreneurs
- KD also develops educational materials for elementary schools, and maintains contact with local media around the country to address the needs of each

# What I did: Info Bits and Press Releases

- Info Bits are short, one-page informational materials about one topic that are distributed to various media outlets.
- The intended audience is the layman Filipino.
- Press Releases are longer works that cover a single subject more in depth.
- 32 Info Bits
- 2 Press Releases

# Pre-Testing



- I assisted in the pre-testing of elementary education materials in both rural and urban schools.
- Pre-testing is the first step in developing materials for teachers, and provides the first chance for feedback from teachers on the material.

# National Science and Technology Week and Others

- Expos and business fairs, such as NSTW and Negosyo are opportunities for FNRI to market its technologies to potential entrepreneurs.

# NutriComNet



- FNRI maintains contact with regional media outlets through the Nutrition Communication Network, and travels yearly to different regions to address specific needs and interests of the provinces.



# Salamat Po!

