

Dirt Road **DIETITIAN**

MEDIA KIT 2020



Meet Sheri

REGISTERED DIETITIAN AND OKLAHOMA FARMER AND RANCHER



Sheri Glazier, MS, RDN/LD, is a registered dietitian with more than 7 years of experience as a dietitian and nutrition counselor. Her no-nonsense nutrition approach provides realistic, personalized, and practical nutrition solutions for her clients and audiences alike. With a bachelor's and master's degree in nutritional sciences from Oklahoma State University, she has cultivated herself as a nutrition consultant, speaker, and culinary creator.

Sheri and her husband Kyle are raising two small children, along with wheat, sesame, hay, and cattle, in rural Oklahoma. The closest town, Loyal, Okla., holds a population of 79, which gives Sheri a unique perspective on intentional grocery shopping and preparing meals for families.



Get Social

BRINGING FARM LIFE & EXPERT NUTRITION TO MY FOLLOWERS

SOCIAL MEDIA ALLOWS ME TO CONNECT

with my followers right from my rural Oklahoma kitchen, where I can share practical nutrition solutions and inspire their next meal. But it's more than that. My life on a farm and ranch gives me a platform to bring my audience to those who get their hands dirty on the daily, and those who play a unique role in producing food to feed fellow Oklahomans and the world—a humbling, but necessary, connection.

What I share through social media is rooted in seeking and sharing accurate information. Instead of just sharing the role of protein in your diet, I take on sustainability, the powerful role nutrients can have on our health, and talk one-on-one with those farmers and ranchers that live and breathe it every day.

INSTAGRAM



@DirtRoadDietitian

**1.2K
FOLLOWERS**

WHAT MY FOLLOWERS LOVE

Instagram stories, asking for advice and sharing recipes

FACEBOOK



/DirtRoadDietitian

PINTEREST



/DirtRoadDietitian



Rural Roots

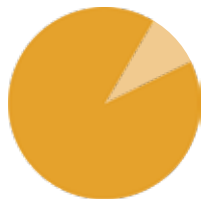
UNDERSTANDING WHERE OUR FOOD BEGINS

“CAN WE COME OUT TO YOUR FARM FOR A TOUR?”

That’s where it all began. It makes my heart sing when consumers want to better understand where their food begins. My day-to-day story is rooted in agriculture. I love what we’ve done for generations and wish everyone had the opportunity to better understand this side of the food story.

I’m a mom, dietitian, and an Oklahoma farmer and rancher, and I’ve made it my job to help share the journey our food takes to get from the farmer’s field and into our grocery carts. But, what do we do with it once it’s home in our kitchens? That’s where you’ll get the most from my tips and tricks, meal planning and prep and even my own culinary creations to keep your palate on overdrive.

Who follows Sheri?



90% WOMEN



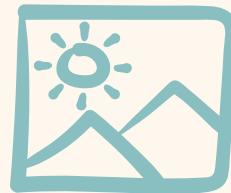
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WHAT ELSE?

They’re fans of boutique clothing, country music, Joanna Gaines, Ellen DeGeneres, and they shop on Amazon and at Target.



What to Expect from Sheri



RURAL VIEWS

Connect with those who get their hands dirty on the daily.



FAMILY LIFE

Stay inspired with my mash-up of all things food, farm and family.



COOKING DEMOS

Watch and learn and bring my recipes to life in your own kitchen.



MEAL PREP & SHOPPING

Don't stumble through the grocery store or stare at the fridge, let's get it right.



CONSUMER EDUCATION

Gluten free? Lactose free? GMOs? Know what's behind the label.



ON THE GO MEALS

Too tired to cook? Fueling your lunch box? Quick and delicious? My kitchen's got you covered.





How Can I Help?

LET'S WORK TOGETHER

SPEAKER

Share your event information and dates, and I will get back to you shortly to begin the conversation on topics and booking your event.

SPONSORED POSTS BRAND AMBASSADOR

Consumers are more likely to purchase based on the recommendation of an industry expert. Reach the right audience with a social media endorsement.

PODCAST GUEST

My practical no-nonsense approach provides realistic nutrition solutions for a wide range of audiences. My life on a farm and ranch gives me a platform to bring my audience to where their food begins.

GUEST COLUMNIST

Is there something I can speak to that benefits your brand or audience? Let me be a guest columnist or contributor to your publication.

COOKING DEMOS

Whether you're too tired to cook or you can't find your way around the grocery store, cooking demos are one of my favorite ways to teach practical nutrition, and inspire meals and creativity in my followers' homes.

SOMETHING ELSE?

Do you have something unique in mind? Let's chat and put your ideas to work.

**HOW TO
BOOK?**

Email:
sheriglazierrdn@gmail.com