



**A HEALTHIER NB:  
THIS IS MY  
ONE CHANGE**

**Shelley's one change is more support for  
New Brunswick entrepreneurs who provide  
healthy food.**

"There is no movement to create a more proactive approach to health. It's always reactive. From a marketing perspective, celebrating success of real people in a community can have a huge impact. Because what that says is 'I can do that too.' You've got a jaded consumer because they start eating things that they are told are good for them, only to find that they're not. Then they're just annoyed, and they start to say, 'What's the point?' They want to see results.

I think there is an excellent business opportunity here. For example, I saw that one of the food trucks sells a frozen banana dipped in dark chocolate...and that's not bad. So why not more? You need to identify where the fads exist, and try and build on that. I think that part of the education is showing that healthy doesn't just mean salad. It's about better choices and being aware of what you're eating."

**Shelley Rinehart, Saint John**