

Gregory Burbelo on Why Nutrition Advice Is Failing Everyday People

Baltimore nutritionist and entrepreneur Gregory Burbelo argues that complexity, not lack of willpower, is the real barrier keeping people from eating well.

Baltimore, Maryland Apr 20, 2026 ([IssueWire.com](https://www.IssueWire.com)) - The Real Problem Is Not Motivation

Most people who struggle with eating well are not lazy. They are overwhelmed. Gregory Burbelo, a Baltimore-based nutritionist and founder of an online nutrition business, has built his entire practice around that premise. After years of working with major supplement brands and observing how health information reaches consumers, Burbelo concluded that the communication problem was larger than the science problem.

The science of nutrition is not especially complicated. The industry built around it is frequently.

What the Industry Gets Wrong

Burbelo's nutrition background includes a bachelor's degree in Dietetics from California State University and a master's degree in Physiology and Metabolism. That foundation gave him a clear view of the gap between research and practice. Supplement companies, he has noted, have strong incentives to frame health as a problem requiring products rather than as a process requiring habits.

His departure from that world to build his own platform was a direct response to that dynamic. The business he runs prioritizes practical, whole-food-based guidance over supplement reliance and rejects the framing that health requires extreme effort or expensive products.

A Standard Anyone Can Adopt

Through his online platform, Burbelo offers a three-part framework for everyday nutrition improvement. Cook at least four meals at home each week. Add one serving of vegetables to two daily meals. Plan the following week's meals every Sunday. Each of these actions requires no special equipment, no unusual ingredients, and no significant financial commitment.

He has applied the same standard to his personal routine. Burbelo strength trains at least five days per week and describes that consistency as the most credible version of the advice he gives clients.

Making Plant-Based Eating Accessible

One area where Burbelo has been particularly direct is the cost barrier surrounding plant-based eating. Many of his clients have expressed interest in transitioning toward more plant-based meals but face real financial constraints. He has called for more affordable vegan and vegetarian options in mainstream retail, noting that accessibility, not awareness, is the primary obstacle for many people.

What Readers Can Do Today

Burbelo encourages anyone looking to improve their nutrition to start with one change this week. Cook one additional meal at home. Add a vegetable to one meal you are already making. Track what you eat for three days without judgment. Let the data inform the next step.

"Simple, done consistently, changes your life," Burbelo has stated in public interviews.

About Gregory Burbelo

[Gregory Burbelo](#) is a nutritionist and entrepreneur based in Baltimore City, Maryland. He holds a bachelor's degree in Dietetics from California State University and a master's degree in Physiology and Metabolism. After working for major supplement companies, he founded his own online nutrition business at gregoryburbelo.com, where he provides practical dietary guidance, healthy recipes, and science-based wellness content.

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