From Farm to Label

How Nutrition gets to Point of Shelf Labeling

Supermarket Dietitian Symposium 2012

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Vestcom

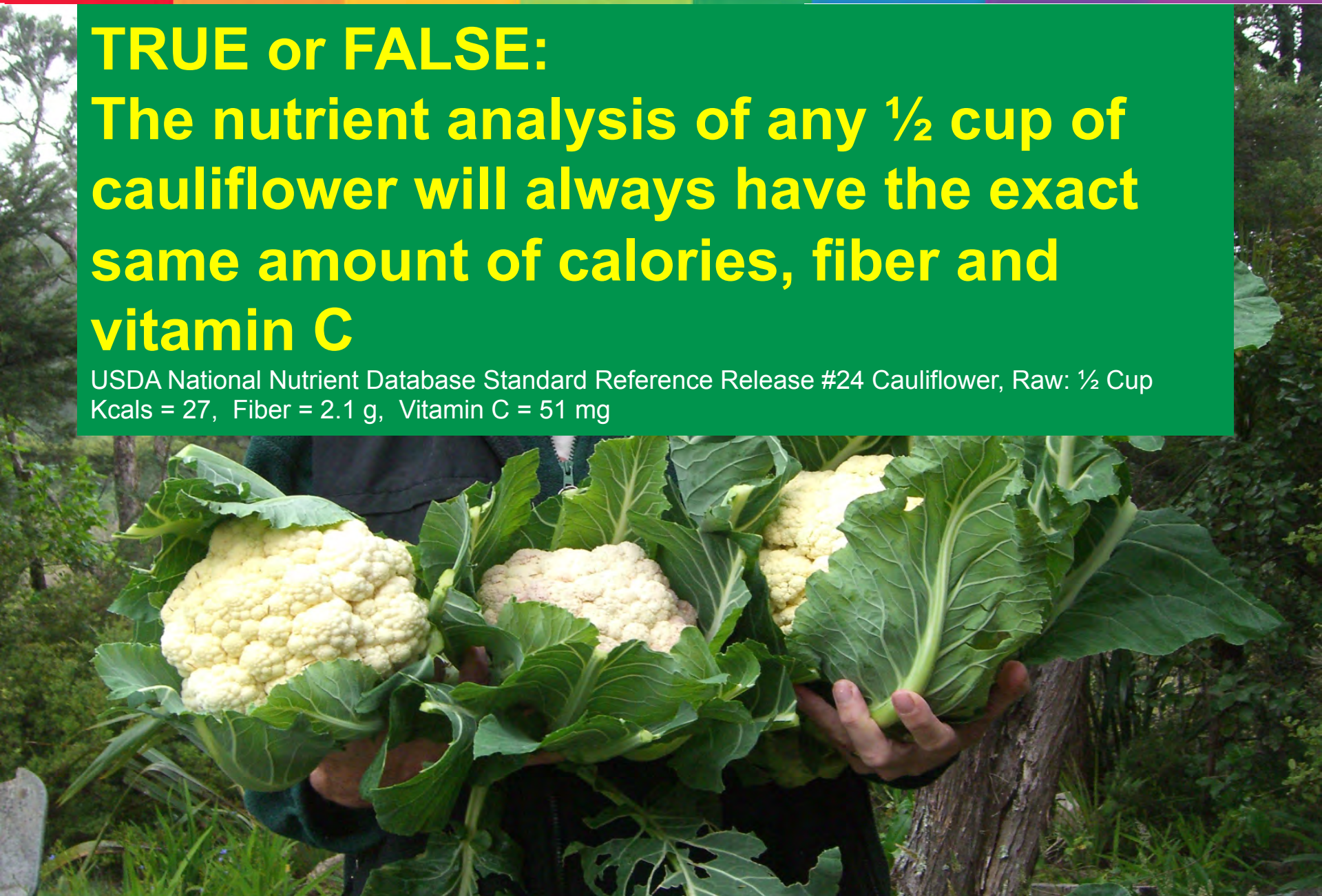
Agenda

- Cover the analysis of food products
- FDA requirements for Nutrition Facts Panels
- Making claims


USDA National Nutrient Database
Standard Reference Release #24
Cauliflower, Raw: ½ Cup
Kcals = 27
Fiber = 2.1 g
Vit C = 51 mg

TRUE or FALSE:
The nutrient analysis of any ½ cup of cauliflower will always have the exact same amount of calories, fiber and vitamin C

USDA National Nutrient Database Standard Reference Release #24 Cauliflower, Raw: ½ Cup
Kcals = 27, Fiber = 2.1 g, Vitamin C = 51 mg



FALSE

The Variance is due to many factors:
Where grown – Florida, California
Nutrients in the soil – Calcium, Potassium, etc.
Weather – Too Dry, Too Wet
Ripeness – Amount of sugar

True or False

Nutrition Facts on a label are always an exact match to the food inside the package.

FALSE

Study in the Journal of the American Dietetic Association*

- Researchers at Tufts University recently looked at 29 restaurant meals from casual dining establishments such as Wendy's and Ruby Tuesday and 10 frozen supermarket meals like Lean Cuisine, Weight Watchers, and Healthy Choices.
- The frozen meals averaged 8% more calories (24 -30 kcals) than the calories listed on the nutrition label.

*The Accuracy of Stated Energy Contents of Reduced-Energy, Commercially Prepared Foods, Lorien E. Urban, MS; Gerard E. Dallal, PhD; Lisa M. Robinson, RD; Lynne M. Ausman, DSc, RD; Edward Saltzman, MD; and Susan B. Roberts, PhD. *Journal of the American Dietetic Association*, Volume 110, Issue 1 (January 2010),

Why is this News?

How Accurate Are Food Nutrition Labels?

Use food labels to know what you're eating?
There's a 1 in 4 chance they're wrong

Fitness Magazine
Question: "How accurate are nutrition labels? Can you really trust the numbers?"

The New York Times

Counting of Calories Isn't Always Accurate

Analysis of 10 frozen meals averaged 8% more than the calories listed on the nutrition label.

Mixed Dishes and Size of Portions

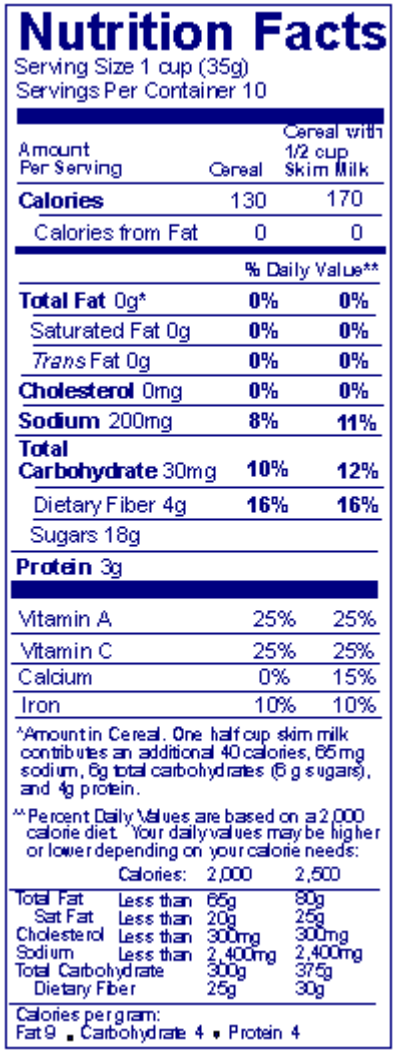
How are Foods Analyzed for the NFP?

Title 21 of the Code of Federal Regulations (21 CFR 101.9(g))

- FDA analyzes food samples that have been randomly collected from a day's production.
- The sample for nutrient analysis shall consist of a composite of 12 subsamples (consumer units), taken 1 from each of 12 randomly chosen shipping cases.
- The 12 samples are then combined and made into one homogenous composite test sample.

Label Development

- Raw data is rounded
- Daily Values are determined
- All labeling data is as packaged, not as prepared
  - As packaged includes popcorn, muffins, cake mixes, etc
  - As prepared labeling is optional
- Nutritional claims is based on as packaged labeling



Nutrition Facts

Serving Size 1 cup (35g)
Servings Per Container 10

Amount Per Serving	Cereal	Cereal with 1/2 cup Skim Milk
Calories	130	170
Calories from Fat	0	0
		% Daily Value**
Total Fat 0g*	**0%**	**0%**
Saturated Fat 0g	**0%**	**0%**
Trans Fat 0g	**0%**	**0%**
Cholesterol 0mg	**0%**	**0%**
Sodium 200mg	**8%**	**11%**
Total Carbohydrate 30mg	**10%**	**12%**
Dietary Fiber 4g	**16%**	**16%**
Sugars 18g		
Protein 3g		
Vitamin A	25%	25%
Vitamin C	25%	25%
Calcium	0%	15%
Iron	10%	10%

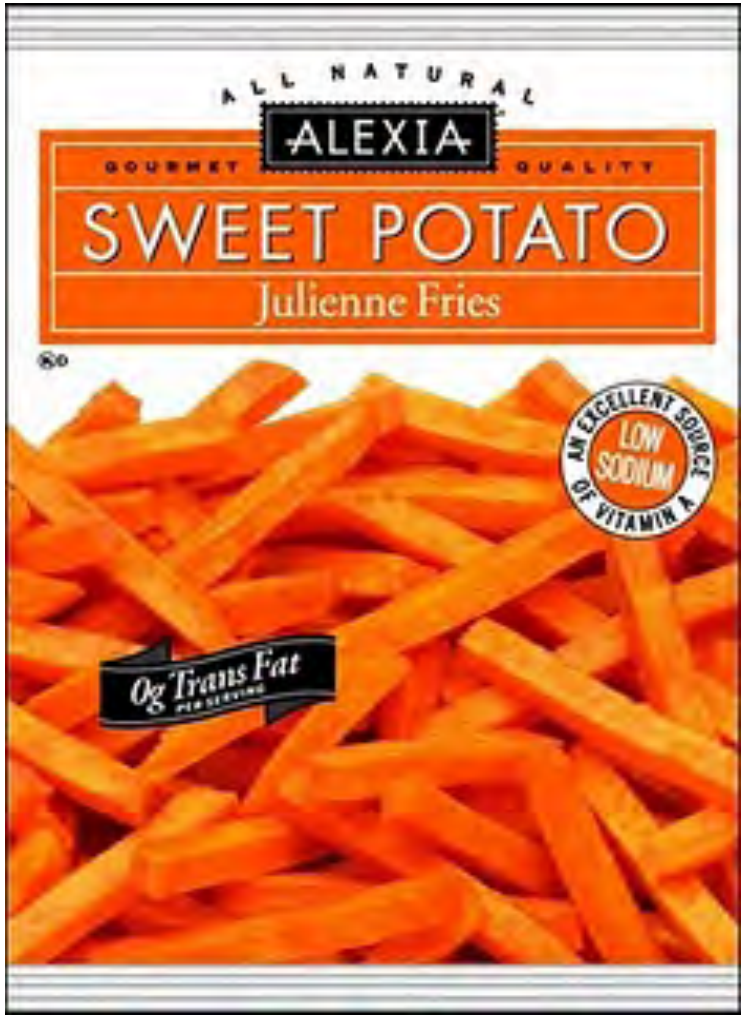
*Amount in Cereal. One half cup skim milk contributes an additional 40 calories, 65mg sodium, 6g total carbohydrates (6 g sugars), and 4g protein.

** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Sat Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2,400mg	2,400mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Here is an Example of a Claim



Serving Size:	3oz (84g/about 12 pieces)
Calories [per serving]	140
Total Fat	5.0g
Saturated Fat	0.0g
Trans Fat	0.0g
Poly- unsaturated Fat	1.0g
Mono- unsaturated Fat	4.0g
Cholesterol	0.0mg
Sodium	140mg

Bringing Claims to Life on Shelf

Anissa Buckley
Senior Director, Marketing
Vestcom

Who is Vestcom?

healthyAisles.

Vestcom

- Largest health & wellness shelf-edge provider in the U.S. working with 25 Retail Chains representing 7,800 stores.
- Vestcom's nutrition database program, **healthy**Aisles® , provides nutrition data in which FDA nutrition claims are determined on the food based products
  - 3 of the top 5 grocery retailers use **healthy**Aisles®

healthyAisles® uses:

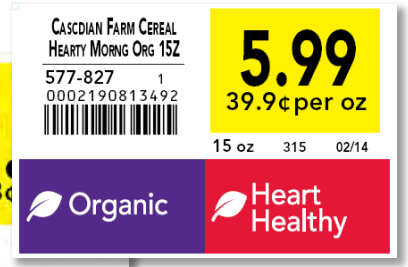
- State-of-the-art proprietary data capture technology
- Dedicated IT & Database Management team
- Five Registered Dietitians

healthyAisles

Benefits of at shelf call outs:

- Establishes credibility with shoppers that the brands involved are “better for you”
- Builds relationships with shoppers
- Allows for targeted messaging:
  - By store, by aisle
  - By nutrition theme
  - By chronic condition

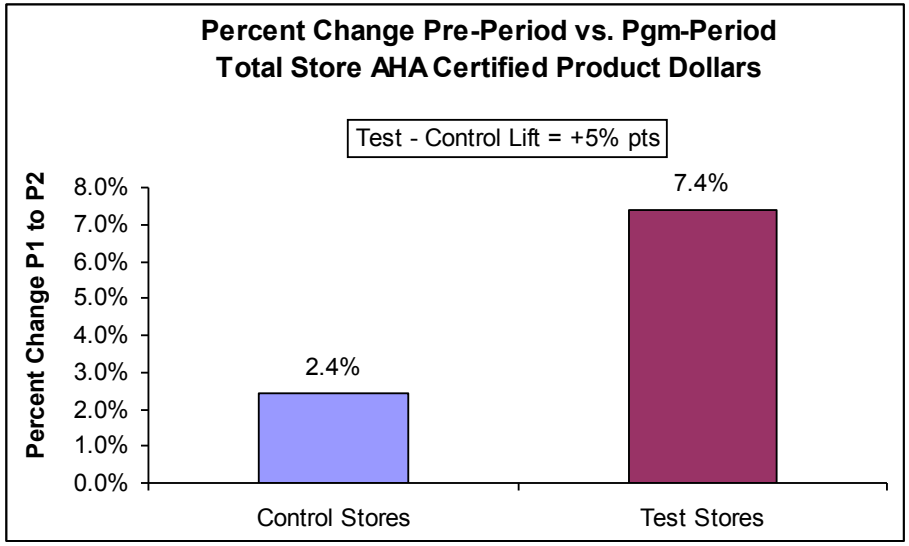
vestcom 60% of Decisions Made at Shelf Edge



AHA Certified Products – Non Promotional Message

Total Estimated Incremental Dollar Sales

- *AHA certified product dollar sales at total store level - Test store sales increase was 5% points higher than control stores*



5% Lift

	AHA Certified Product $ Sales Per Store						All Program Stores*
	Pre Period	Program Period	% Chg	% Pt. Lift	$ Chg	$ Lift Per Store	Total $ Lift
Per Control Store	$20,805	$21,313	2.4%		$508		
Per Test Store	$20,750	$22,285	7.4%	**5.0%**	$1,535	**$1,027**	**$1,101,053**

** Total Dollar Lift = $ Lift per Store X 1,072 printing stores*

ISMAds

Calories Count Thematic Program Execution

Web Page Content:

- Breakfast Recipes < 200 Calories
- Product list of other items < 200 Calories
- Information about Diet and why its important to eat a good, but ‘calorie smart’ breakfast.

Issues that can reduce effectiveness of Nutrition Shelf Programs:

1. Keeping Tags on the shelf (torn, knocked off)
   - Have a replenishment system in place
2. Keeping data current and of high quality
   - Work with your shelf edge nutrition provider to identify new and reformulated data
3. Getting Private Label data scored
   - Ensure your Private Label team is engaged with your shelf edge nutrition provider
4. Shopper Communications: Ensure shopping lists and website information is updated monthly

Thank You!