

From Farm to Label

How Nutrition gets to Point of Shelf Labeling

Supermarket Dietitian Symposium 2012

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Vestcom



Nutrition Facts	
Serving Size 1 Tbsp. (14g)	
Servings Per Container about 32	
Amount Per Serving	
Calories 100	Calories from Fat 100
% Daily Value*	
Total Fat 11g	17%
Saturated Fat 7g	37%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 0mg	
Total Carbohydrate	
Protein 0g	
Vitamin A 8%	
Not a significant source of dietary fiber, sugars, vitamin C, calcium and iron.	
*Percent Daily Values are based on a diet of other people's secretaries.	

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.



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FALSE

- 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.

Nutrition Facts	
Serving Size (144g)	
Servings Per Container	
Amount Per Serving	
	Calories from Fat 00
Calories 170	% Daily Value*
Total Fat 9g	14%
Saturated Fat 3.5g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 00mg	3%
Total Carbohydrate 22g	7%
Dietary Fiber 3g	12%
Sugars 16g	
Protein 3g	
Vitamin A 10%	Vitamin C 15%
Calcium 2%	

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, 65 mg 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



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, **healthyAisles**®, provides nutrition data in which FDA nutrition claims are determined on the food based products
 - 3 of the top 5 grocery retailers use **healthyAisles**®

healthyAisles® uses:

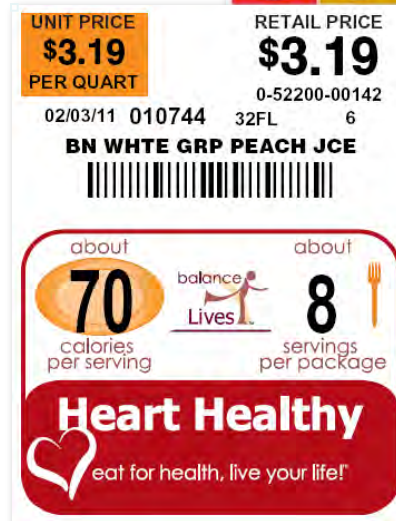
- State-of-the-art proprietary data capture technology
- Dedicated IT & Database Management team
- Five Registered Dietitians





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

COFFEEMATE
FAT FREE
CASE PACK 12
SIZE 32.0 OZ
05000033952 #40069
LOC. 1705
2/20/11
490

UNIT PRICE
/OZ
PER OUNCE

2.68

GLUTEN FREE

UNIT PRICE
PER POUND

\$1.25 **\$2.49**

22 12/32 OZ
CAROLINA LG GRN RC
0001740010245

LOW SODIUM

GLUTEN FREE

CALIDAD CORN TORTILL
CALIDAD CORN TORTILL
550-769 1
0007794800602
66 oz

2.38

Sensible Carbs

CASCIAN FARM CEREAL
HEARTY MORING ORG 15Z
577-827 1
0002190813492
15 oz 315 02/14

5.99
39.9¢ per oz

Organic

Heart Healthy

21.5¢
per oz.

ORGANIC

1.29

007-4285-10620
HORZN VANILLA YOGURT 6 OZ
PKG-12 \$74-41263 06/03/10 745
063

UNIT PRICE
\$3.19
PER QUART

RETAIL PRICE
\$3.19
0-52200-00142

02/03/11 010744 32FL 6

BN WHITE GRP PEACH JCE

about 70 calories per serving

balance Lives

about 8 servings per package

Heart Healthy
eat for health, live your life!

89.1¢
per oz.

008-10757-01006

SCHAR GF TABLE CRACKERS 7.4 OZ

PKG-6 K24-01039 06/03/10 745
101

Gluten Free

IMPORTANT REMINDER: To ensure that a product is appropriate for a gluten-free diet, please read the entire food ingredient list and all label information carefully.

ORGANIC

SmartMart KASHI GOLEAN CRUNCH YOU PAY
15.0 OZ.
632-052 7
01862774100

4.59

Learn more about **Hearty Breakfast**

Use your smartphone to take a picture of this code **TRY ME!**

150 Calories per box

Good Source of Fiber

Whole Grain

UNIT PRICE PER POUND
\$8.63

YOU PAY
\$4.49
8.32 OZ

LEEPERS CHEESEBURGER
DSD R 0321 12
5009 - 512758 00-75181-20101-0

HEALTHY KIDS
GLUTEN FREE

UNIT PRICE
\$1.90
FROM QT

YOU PAY
2-7.00
59 FLOZ

MM HEARTWISE 100% ORANGE JCE
605 3788 01 002000-00385 MAY 16

HEALTHY AISLES

LOW SODIUM

GLUTEN FREE

LOW SATURATED FAT

UNIT PRICE
\$2.64
PER POUND

99¢

18 12/6 OZ
STNYF ORG BLBRY YO
02496 490 02/20/11
0005215904001

ORGANIC

BARBARAS PUFFINS CBL HNY RC
#00860 NC 12 10 OZ
0007061720608
United Natural 00052727
085 02/19/11
49.9¢ PER OZ

4.99

GLUTEN FREE

WHOLE GRAIN

059 DM
065192 2011/02/14 4
DEANS FF SKIM MILK
LT BLUE CAP PLAS 1 gal
UNIT PRICE
2.41¢
PER OUNCE
04190002779

3.09

PROJECT 18 APPROVED
Payton Manning Children's Hospital at St.Vincent

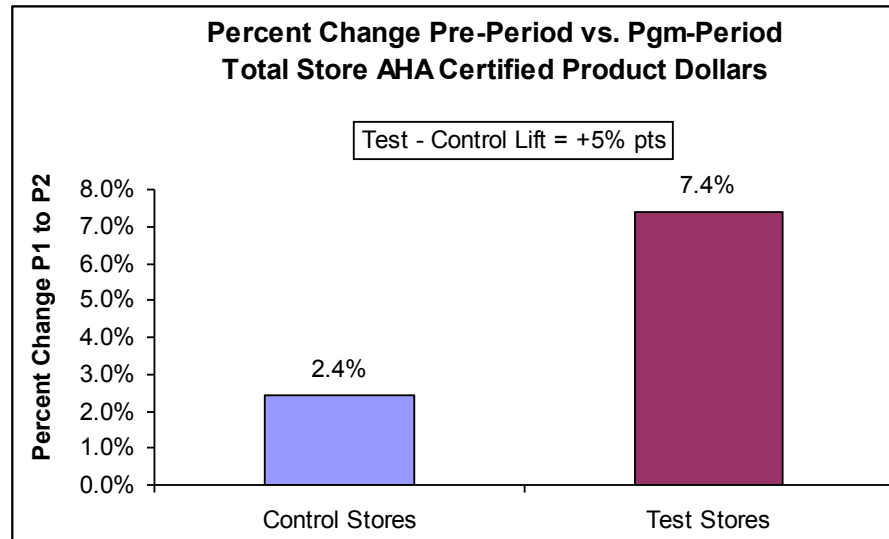
LOW SODIUM

HEARTY

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



	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

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!