

Bringing Nutrition and Food Alive....Tales of Supermarket Education



Judy Dodd, MS, RD, LD
Giant Eagle Corporate Nutritionist

Adjunct Assistant Professor
Sports Medicine and Nutrition
University of Pittsburgh
jdodd@pitt.edu

JLD 4/10

1

The Dietitian in Community Practice

- Works with all ages
- Aims at wellness but must know clinical
- Is involved in policy and advocacy
 - WIC
 - School Meals
 - Food Security - SNAP (Food Stamps)
- Is a communicator
- Relates food to nutrition and nutrition to food

JLD 4/10

2

The Dietitian in Community Practiceand in a supermarket

- Must have a sense of humor
- Has to love food and believe in moderation but no “good or bad” food
- Must be willing to be involved in marketing, public relations
- AND...has to be ready to shop for food preferably at night or with a disguise!!!

JLD 4/10

3

Bringing Nutrition and Food Alive

- **What comes to mind?**



JLD 4/10

4

Bringing Food and Nutrition Alive

- Encouraging or reinforcing:
 - A Wellness Oriented Lifestyle
 - Personal responsibility for positive food choices
 - Cooking, Shopping, Storing food with health, sustainability, and value in mind.
 - Mentoring and modeling

JLD 4/10

5

Clouding the Marketplace Changing Tools

- Healthy People 2010 ---to 2020
- Dietary Guidelines for Americans 2010
- IOM....Sodium Recommendations???
- IOM...School Food Service Guidelines
- MyPyramid???
- Nutrition Information Panel on Label
Nutrient Density
- DRI

JLD 4/10

6

WHY.....do you eat?

- It tastes good.
- You are hungry.
- It's there.
- Boredom
- Traditional or culture
- To provide our body with the nutrients and energy we need to be healthy.

JLD 4/10

7

Understand the Marketplace

- **Marketplace**
- **A setting where an exchange (product or service) takes place between key players**

JLD 4/10

8

Key Players in the Food and Nutrition Marketplace

- Customer
- Client
- Patient
- Consumer
- Dietetics Professionals
- Family and Consumer Science Professionals
- Other health, wellness-oriented and food professionals
- Industry and business
- Media
- Government
- Educators

JLD 4/10

9

Marketplace Settings Where nutrition and food meet.....

- Neighborhood and Family
- Healthcare
- Education
- Official - Government
- Business and Industry Settings
 - Food and Food Related Businesses
 - Supermarkets
- Media
 - Electronic
 - TV
 - Radio
 - Print

JLD 4/10

10

Marketplace Settings

Where nutrition and food meet.....

- Crowded
- Noisy....
- Competitive
- Loaded with Drivers
or “Wanna Be” Drivers
- Drivers are individuals or groups who are:
 - In command
 - Leaders
 - Trend Setters

JLD 4/10

11

Any of the Key Players can be Drivers

- Customer
- Client
- Patient
- Consumer
- Dietetics Professionals
- Other health, wellness-oriented and food professionals
 - Chefs
 - Doctors
- Industry and business
- Media
- Government
- Educators
- Others.....

JLD 4/10

12

Drivers

- Know the trends and the fads and can separate the trends (lasting) from the fads
 - Rely on evidence based rather than marketing
- Respond
- The response may be positive or negative to other key players!
 - But can help drown out the noise
- The response can change a marketplace

JLD 4/10

13

The marketplace responds....

- To the driver or drivers
 - Consumer
 - Persons with a answer that is perceived as favorable by the consumer
- At varying rates of speeds
- Sometimes without concern for legitimacy or Science
 - Diet books/Gurus
- to \$\$\$\$\$\$\$ and influencers
 - Products to support the “plan”

JLD 4/10

14

Drivers

- Determine what stays and what goes
- The positioning of issues and concerns.
- To influence the marketplace
 - Be a driver...or influence the drivers to put pressure on the marketplace.
 - Know your market place ...both the people and the components that shape decisions.

JLD 4/10

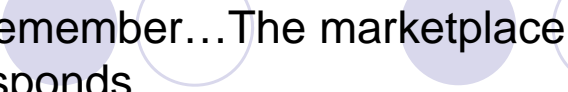
15

So....how do we become drivers???

- Know your audience
- Choose your “battles” but do take some risks
- Stay alert to trends and fads!
- Build some allies with other “drivers”
- Think...live....love Food

JLD 4/10

16



Remember...The marketplace responds....

- At varying rates of speeds
 - As long as there is interest.....the products and services continue to exist and to be developed

JLD 4/10

17



Sorting through Label Wars

- Nutrition Symbols on Packages
 - 3-A-Day
 - Whole Grain Council
- Eat Smart and Drink Smart (Unilever)
- Nutrition Highlights (General Mills)
- Nutrition at a Glance (Kelloggs)
- Smart Spot (Pepsico)
- Sensible Solution (Kraft)
- American Heart Association Heart Check
- Individual Chains - Hannafords Guiding Star, Safeways Spot you Needs.....
- ONQI (Overall Nutritional Quality Index)

JLD 4/10
4/10 JLD

18
18

Trends and Issues Shaping the Marketplace

- The Aging Boomer – Consumers born between 1946 and 1964
 - 77 million boomers - largest single generation surpassing children with approximately \$2 trillion in marketplace clout
- The independent older adult
- Trophy Children
- The changing family
- Hispanics

JLD 4/10

19

On Going.....Trends and Issues Shaping the Marketplace

- Chronic Disease and Health
 - Obesity
 - CVD
 - Heart
 - Stroke
 - Diabetes
- Kids and Food
 - Vegetables
 - Low Nutrient Dense Foods
 - Snacks

JLD 4/10

20



Hot Topics:

- The Economy
- The changing “family” and “consumer”
- Pursuit of Wellness
 - Healthy eating
 - Organic and “natural” or preservative free foods
- Weight
- Allergies and Sensitivities
 - ADHD, Autism
- Food Safety
 - In Home
 - Away from home
 - Ingredients
 - Handling
 - Inherent - mercury in fish, GMO, functional
- “Physical Activity and Exercise

JLD 4/10

21



Hot Topics:

- Sodium
- Integrative/Complimentary/Alternative
- Functional foods and ingredients
- Supplements
- Self-help
- “Foodie” Eating
- Simple Made Special
 - Comfort foods

JLD 4/10

22

Food is more than calories>>>>>>

- Fast and convenient
 - Likely to be higher in sodium.
 - May be a source of unhealthy fats.
 - At risk.....
 - Calcium
 - Trace minerals and vitamins
 - Phytonutrients
 - Fiber
- Ethnic and Fusion
 - All of the above

JLD 4/10

23

Food is more than calories>>>>>>

- Home style and Comfort
- Foodie and upscale
- Fresh, Organic, Natural, Local
- Vegetarian
- “Health oriented” - Carbs, Protein, Fat
- Fortified and Supplemented

JLD 4/10

24

Food is more than calories>>>>>>

- Home style and Comfort
- Foodie and upscale
- Fresh, Organic, Natural, Local
- Vegetarian
- “Health oriented” - Carbs, Protein, Fat
- Fortified and Supplemented
- Safety

JLD 4/10

25

The “In Foods”....Power Foods Or Nutrient Dense ?

- Nuts
- Flaxseed
- Berries - Acai (Ah Sigh ee), Blueberries, Strawberries, Cranberries
- Whole Grains, Heritage Grains
 - Quinoa, Bulgur, Millet
- Yogurt

JLD 4/10

26

More Power Foods ?

- Vegetables and Fruits – Broccoli (sprouts), Deep Green, Red, Yellow, Pomegranate
- Certain fish
 - Omega 3 fatty acids 2-3 time/week
- Soy – Tofu, Tempeh
- And the passing ones
 - Coconut milk
 - Goji Berries

JLD 4/10

27

Action Steps

- Use the community as a resource
 - Supermarket “tours”
 - Partnering with leaders
 - Cooking classes and demos
 - Label reading
 - Portion vs serving size
 - Build on National Health Observances
- Office of Disease Prevention and Health Promotion
US Department of Health and Human Services
<http://www.health.gov/NHIC/Pubs/>

JLD 4/10

28



Use known themes

- 5 a Day ...Fruits and Vegetables...More Matters
- 3 a Day
- Heart Month
- Diabetes Month
- National Nutrition Month
- School Lunch Week
- School Breakfast Week
- Earth Day

JLD 4/10

29



Our food behaviors start young.

- Lifestyle choices are related to patterns learned in childhood.
 - 70% of what we value and aspire to are in place by age 6
 - 95% of what we value and aspire to in place by age 14
- It takes up to 10 exposures to a food to learn to enjoy it. (Laurel Birch)

JLD 4/10

30

Action Steps - start young

- Preschool and early school years emphasis
 - Discussions on color, shape, identity, food group
 - Reports
 - How is it produced?
 - How does it “grow” or go from field to table?
 - How is it used?

JLD 4/10

31

Action Steps Use the Senses - Explore Food

- Permission Slip to clear for any allergies or intolerances if tasting is involved
- Try a new food record sheet.
- Invite an outside “expert”
 - Specialist in produce on fruits and vegetables
 - Chef, Specialist Dietitian, Food Service Staff
 - Baker
 - Parent or grandparent

JLD 4/10

32

Explore Food – Taste Sessions Adults and Children

- Different forms of the same food
 - Soy nuts, Tofu, Soy beverage, soybutter
 - Cheeses
- Variety within a group
 - Squash
 - Apples
 - Grains
- Recipe or preparation style
 - Vegetable Pizza, Cheese Pizza, White Pizza

JLD 4/10

33

Explore Food – Taste Sessions

- “exotic” foods
 - Tropical Fruits...Papaya, Mango
 - Couscous, Quinoa, whole wheat pasta
- Cultural or Ethnic Specialties
- Recipes and menus
- Foods for special needs
 - Gluten free
 - Salt free

JLD 4/10

34

Link.....Food....Nutrition....Wellness

- Become a driver
- Help drown out the “noise”
- Partner
- Remember
 - Taste is the “driver” for many
 - Cost, safety, availability follow closely

JLD 4/10

35

Drivers

- Know the trends and the fads
 - Rely on evidence based rather than marketing
- Respond
- The response may be positive or negative to other key players!
 - But can help drown out the noise
- Your response can change a marketplace

JLD 4/10

36



Making Sense of The Marketplace

- Dietary Guidelines for Americans
<http://www.cnpp.usda.gov/dietaryguidelines.htm>
- My Pyramid Menu Planner
<http://www.mypyramidtracker.gov/planner/>
- <http://www.fruitsandveggiesmorematters.org/>
- Institute of Medicine Reports
<http://www.iom.edu/Reports>
 - School Meals 10/20/2009
 - Sodium 4/2010
 - Obesity 4/2010

JLD 4/10

37



Making Sense of The Marketplace

- <http://www.nationaldairycouncil.org>
- American Dietetic Association
<http://www.eatright.org/>
- American Diabetes Association
<http://www.diabetes.org/>
- CDC
<http://www.cdc.gov/nutrition/professionals/index.html>
- Dole Nutrition Institute
<http://www.dolenutrition.com/>

JLD 4/10

38



Making Sense of The Marketplace

- American Heart Association website
<http://www.americanheart.org>
www.myfatstranslator.com
- National Institute of Health Diabetes site
<http://diabetes.niddk.nih.gov/>
- Office of Dietary Supplements
<http://dietary-supplements.info.nih.gov/>
- Dietary References
http://ods.od.nih.gov/Health_Information/Dietary_Reference_Intakes.aspx
- Cooperative Extension
http://www.extension.org/pages/Eating_Out_Smart

JLD 4/10

39



Making Sense of The Marketplace

- NIH Complementary and Alternative
<http://nccam.nih.gov/health/>
- Small Steps Program
<http://www.smallstep.gov/>
- General Mills Bell Institute
<http://www.bellinstitute.com/>
- Kraft Foods Click on Healthy Living
<http://www.kraftfoods.com/kf/>
- Cooking with Splenda <http://www.splenda.com/>
- <http://eatbetteramerica.com/>
- <http://www.nutrientrichfoods.org>
- <http://gianteagle.com>

JLD 4/10

40