

**Agenda**

- **1:00pm – 1:10pm:** Welcome & Introductions
- **1:10pm – 2:30pm:** Grocery Store Tour Presentation
- **2:30pm – 2:50pm:** Break
- **2:50pm – 3:50pm:** Food Demonstration & Hands-On Experience
- **3:50pm – 4:40pm:** Food Photography Presentation & Hands-On Experience
- **4:40pm – 5:00pm:** Regroup, share pictures, & conclude



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## Communicating Nutrition Messages Through Tours, Demos, and Photography

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**Disclosures**

- Session sponsored by ADA Mideast
- Director of Sponsorship, Nutrition Entrepreneurs Dietetic Practice Group
- Past and current clients/employers:
  - Kentucky Beef Council
  - Meijer
  - Dairy Alliance
  - Kroger/Besomebody
  - Seafood Nutrition Partnership
  - National Onion Association



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### Learning Outcomes

- After the program this afternoon, attendees will be able to:
  - Communicate key nutrition points during a grocery store tour which can be applied for diverse audiences.
  - Understand how to effectively share nutrition information and tips in the context of a cooking demo.
  - Identify techniques to improve taking styled food photographs.



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### Why are Store Tours Important and Beneficial?

- At the location where patients and clients are making food decisions for themselves and for their families. Education for real life.
- Increase patient and client confidence in their shopping decisions.
- Variety of tools are right at your fingertips.
- Hands-on learning experience.
- Other thoughts?




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### Why are Store Tours Important and Beneficial?

Online survey of 1,014 Americans ages 18-80. March 23-31, 2021



**About half pay close attention to food labels when shopping (online or in-person)**  
 People in excellent/very good health are far more likely to pay attention to food labels in-person than those in worse health.

**Frequency of Attention Paid to Food Labels When Shopping**



Shopping Method	Always	Often	Sometimes	Rarely	Never	Not sure
In-person	12%	42%	38%	6%	2%	0%
Online	18%	32%	40%	8%	2%	0%

- **51%** of consumers with an annual or 5200+ calories per day pay attention to food labels when shopping (online vs. 35% with an annual or <1200)
- **60%** of people in excellent/very good health always or often pay attention to food labels when shopping (in-person vs. 43% in worse health)
- **59%** of those with a college degree or more always or often pay attention to food labels when shopping (in-person vs. 48% with less than a college degree)
- **58%** of parents with children under 10 years or often pay attention to food labels when shopping (in-person vs. 50% without children <10)

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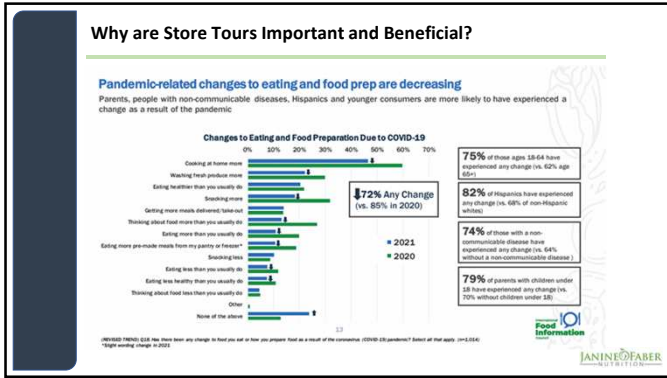
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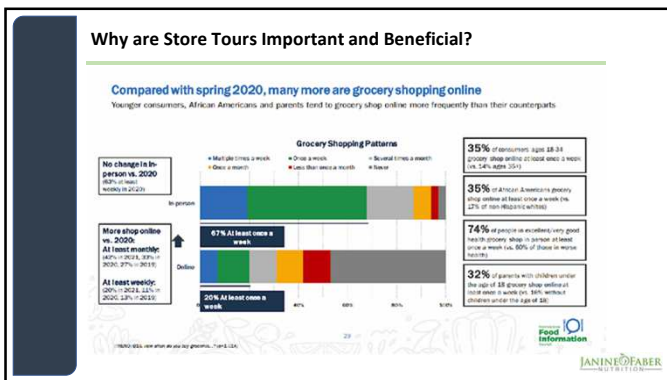
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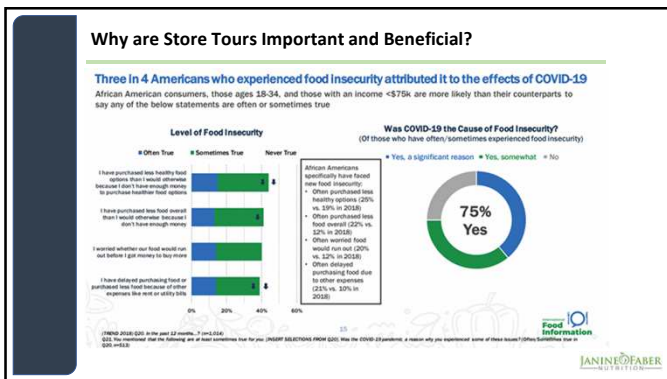
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### Why are Store Tours Important and Beneficial?

**Foodborne illness remains the top food safety concern**  
 Although the overall importance of foodborne illness and chemicals in foods are down vs. their pre-pandemic position in 2019, they are the top two safety concerns for Americans (as was the case in 2019).

**Most Important Food Safety Issues Today\***

Issue	Period 1 (%)	Period 2-3 (%)
Foodborne illness from bacteria	~45	~40
Chemicals in food	~35	~30
Cancerogens or cancer-causing chemicals in food	~25	~20
Pesticides/pesticide residues	~15	~10
Food additives and ingredients	~10	~5
Antibiotics	~5	~2
The presence of allergens in food	~5	~2
GMOs	~5	~2
Biogenetically modified foods/Contains biogenetically modified ingredients	~5	~2
Other	~5	~2

**64%** of people ages 50+ rank foodborne illness as a top concern (vs. 49% under the age of 50)

**34%** of African Americans rank the presence of allergens as a top concern (vs. 18% of non-Hispanic whites and 23% of Hispanics)

**26%** of parents with children under 18 rank biogenetically modified foods as a top concern (vs. 12% of those without)

(FRENCH) What is your concern and the three most important food safety issues today? (Please rank from 1 to 3 with 1 being most important.) (n=1,514)  
 \*Note: Total compared to 2019 (the 2019 survey will compare to comparable concerns about COVID-19)

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### Planning Your Store Tour

- Considerations:**
  - What store is close? Where do your patients/clients usually shop?
  - How will your patients/clients get to the location?
- Tour size:** Max. 8 people
  - Larger groups: conference room?
  - Smaller groups: allow for more activities
- Timing:** Hold during off-peak times
  - Monday – Thursday: day or evening
  - Weekends: evenings only
- Duration:** 1 ½ hours (about 5 minutes per department)

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### Planning Your Store Tour

- Reach out to the store**
  - Call and/or visit and ask when you can talk to the store manager
  - Ask what days and times are best for his/her store
  - Ask what area is a good place to meet and conclude the tour
  - Can you give out information handouts, goodie bags?
  - Take time to get to know the layout of the store
  - Consider liability
- Advertise and Reminders**
  - Promote the tour through channels that are best for your target audience
  - Send reminder to attendees 3-7 days prior to the tour (pre-survey?)
  - Text or email reminder to attendees on day of the tour

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### Day of the Store Tour

- Arrive early and let the store know you are there and remind them of the tour
- Take coats and valuables with you
  - Take a small cart to hold coats and any foods participants want to purchase along the tour
- Remind tour participants of shopper courtesy
- After the tour
  - Let the store know your tour has ended
  - Clean-up

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### Store Tour – Label Reading

- Demonstrate label reading in each department
  - Compare product labels
  - Highlight nutrition benefits in food category
  - Quick guide to the daily value:
    - 5% or less is low
    - 20% or more is high
- Resources and handouts
  - FDA.gov

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### Store Tour – Dates

- “Freshness Date” or “Best if Used By Date” (bread, dressings, raisins, cereal) (canned items)
  - Date of when a product will be of best flavor and quality
- “Sell-By Date” (milk, cheese, meat, yogurt)
  - Date which tells the store how long they can display the product for sale
  - Most of these foods are still fresh and safe to eat for about a week or so
- “Expiration Date” (baby formula)
  - Last date a food should be eaten and may not be safe
- Foods that don’t have dates: label them to show when purchased

• From USDA: With an exception of infant formula, if the date passes during home storage, a product should still be safe and wholesome if handled properly until the time spoilage is evident. Source: USDA and Mealtime.org



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**Store Tour – Call-Outs**

- **Whole Grain Stamp**
  - [Wholegrainscouncil.org](http://Wholegrainscouncil.org)
- **American Heart Association Heart-Check Mark**
  - [Heart.org](http://Heart.org)



Supermarket Registered Dietitian Nutritionist's Toolkits

- Family Meals Month RD Toolkit
- Summer Grilling RD Toolkit
- Heart Month RD Toolkit
- Healthy Holidays RD Toolkit

**CHECK FOR THE HEART-CHECK MARK**

WHOLE GRAIN BENEFITS: IMPROVES HEART HEALTH

HEALTHY HEART-BENEFITS: IMPROVES HEART HEALTH

HEALTHY HEART-BENEFITS: IMPROVES HEART HEALTH

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**Store Tour - Produce**

- **Fill half your plate for meals and snacks with colorful produce – look to your cart to fill half of your cart with produce**
  - All forms: fresh, frozen, dried, canned, 100% juice
- **Health benefits**
  - Antioxidants, vitamins, minerals, fiber
- **Tips**
  - Budget-friendly ideas: buy in-season, prevent food waste
  - Selection
  - Storage
  - Using/cooking
  - Convenience



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**Store Tour - Produce**

- [HealthyFamilyProject.com](http://HealthyFamilyProject.com)
  - What's in Season?
- **Produce for Better Health Foundation at fruitsandveggies.org**
  - Selection
  - Storage
  - Nutrition



**What's in Season for April?**

Beets	Peas	Mango
Apples	Cabbage	Lemons/Limes
Artichokes	Carrots	Meatloaves
Asparagus	Cauliflower	Paninis
Avocado	Okra	Pears
Bananas	Celery	Pineapple
Blueberries	Greens	Potatoes
Bok Choy	Kiwifruit	Strawberries
Broccoli	Leeks	Widely Available

Visit [HealthyFamilyProject.com](http://HealthyFamilyProject.com) for more info & recipes!

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**Store Tour - Produce**

- Activity: name green fruits and vegetables
- Activity: what is your favorite color? Name a fruit or vegetable that color.
- Activity: name a fruit or vegetable that starts with the letter L.
- How will you use that fruit or vegetable in a meal or snack this week?



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**Store Tour – Frozen Foods**

- Frozen at the peak of freshness, nutrition
- Budget-friendly, convenient, long-lasting
- Frozen fruit: watch for added sugar
- Frozen vegetables: watch for added salt, sauces
- Activity: Quick and easy meal ideas:
  - Frozen cheese tortellini + frozen green beans + fresh tomatoes
  - Brown rice + seasoned frozen stir-fry vegetables + lean ground chicken
  - Other?

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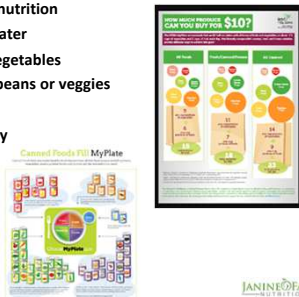
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**Store Tour – Canned Foods**

- Canned at the peak of freshness, nutrition
- Choose fruits packed in juice or water
- Choose low-sodium options for vegetables
  - To help reduce sodium, rinse beans or veggies
- Ease, convenience, budget-friendly
- Look for cans with pull-tabs
- Dates on canned items
- Resource: Canned Food Alliance
  - Mealtime.org



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### Store Tour – Dairy

- **White, cow's milk**
  - Same 3 ingredients: milk, vitamin A, vitamin D
  - 8 ounces of milk provides 8 grams of high-quality essential nutrients
  - Safe, affordable
- **Specialty products – ultra filtered, lactose-free, and others**
- **Non-Dairy Alternatives**
  - Nutrient profile is different from milk
  - May have other ingredients added such as thickeners, salt, sugar, syrups
- **Activity: compare nutrition labels of milk and non-dairy milks**
  - Calcium, vitamin D, vitamin A, protein



Milk alternatives are also commonly fortified with essential nutrients. But the amount of nutrients may vary by brand.

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### Store Tour – Dairy

#### Real Dairy Milk Compared to Plant "Milk" Beverages

Per 1 Cup Serving	Real Dairy (1%)	Lactose free (1%) Real Dairy	Fortified Orig. Soy "milk" Beverage	Almond "milk" Beverage	Coconut "milk" Beverage	Rice "milk" Beverage	Oat "milk" Beverage	Pea "milk" Beverage
Protein	8g	8g	8g	1g	<1g	1g	3g	8g
DIAAS (100+ Excellent 75-99 Fair to Good <75 Poor)	118	118	90	N/A (*PDCAAS 0.22-0.2)	N/A	60	75	64
Calories	103	103	105	55	50	130	115	80
Avg. Number of Ingredients	3	4 (because)	12	13	14	6	12	14

\*Journal of Advance Dairy Research, Nov. 2017. DIAAS: digestible indispensable amino acid score, PDCAAS: Protein Digestibility Corrected Amino Acid Score (max value 3.0)  
\*\*Source: Nutrient Values: USDA.  
Note: Plant beverages are fortified with Calcium and Potassium. Shake plant beverages well before consuming; fortified nutrients (primarily) settle out of beverage to bottom of container.

**MILK MEANS MORE**

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### Store Tour – Dairy

- **Yogurt**
  - Probiotics & live and active cultures
  - Sugar
  - Use in smoothies, dips, baking, salad dressing, marinades, breakfast, snack
- **Greek Yogurt can be used in place of oil**
  - 1 cup of oil = ¾ cup of Greek yogurt and fold it into the recipe
- **Resources and handouts at [drink-milk.com](http://drink-milk.com)**



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**Store Tour – Dairy**

- **What cheese is right for you? Resource on [drink-milk.com](http://drink-milk.com).**
- **Lower in Fat**
  - Parmesan, Grated Romano, Part-Skim Mozzarella
  - Lower fat cottage cheese, ricotta, cheddar, Swiss, Colby, Provolone
- **Lower in Sodium**
  - Swiss, Monterey Jack, ricotta, Parmesan (softer, less-aged)
- **Gluten Free**
  - Most dairy foods are naturally gluten free
- **Lactose Intolerant**
  - Cheddar, Monterey Jack, Mozzarella, Swiss
- **Serving size:** 4 dice-sized cubes (1 ½ oz. of natural cheese)




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**Store Tour – Breads and Cereals**

- **Source of fiber: average intake is 14g a day (half the recommendation)**
- **Label reading: choose breads, cereals, pasta with at least 3g fiber per serving**
- **Make half your grains whole grains**
  - Lowers risk of heart disease, stroke, diabetes, cancer
- **Choose variety**
  - Higher fiber, whole grain, protein pastas
  - Quinoa, buckwheat, millet, other ancient grains
  - Gluten free options
- **Cooking tip, Meal ideas**
  - Convenience and quick cooking options

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**Store Tour – Snacks**

- **Way to fill nutrient gaps**
- **Budget-friendly, convenient, long-lasting**
- **Watch for saturated fats, hydrogenated oil, tropical oils**
- **Whole Grains: crackers, popcorn**
- **Nuts: healthy fats, protein, fiber**
- **Fruits, veggies, dairy**
- **Activity: Share quick and easy snacking tips:**
  - Create your own trail mix
  - Snack pairings: apple + cheese; almonds + crackers

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**Store Tour – Protein**

- **Meat ([beefnutritioneducation.org](http://beefnutritioneducation.org) and [pork.org](http://pork.org))**
  - Look for the words “loin”, “round”, 93% lean
  - Rinse cooked ground beef
  - AHA Heart-Check Mark on beef cuts
- **Poultry ([uspoultry.org](http://uspoultry.org))**
  - Skinless poultry
  - Eggs
- **Portion sizes: 3 to 3 ½ oz cooked**
- **Tips: Buying (label), Storage, Cooking**
- **Quick and easy meal ideas:**
  - 5 easy meals with lean ground beef
  - 5 easy meals with chicken

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**Store Tour – Seafood**

- **Seafood**
  - Seafood counter, canned, frozen
  - Recommended to have 2-3 servings a week
  - Health organizations suggest an intake of at least 250 to 500mg of omega-3 EPA+ DHA per day
- **Pregnant women**
  - American Academy of Pediatrics recommends children and pregnant and breastfeeding women eat 1-2 servings of fish per week
  - Avoid shark, swordfish, king mackerel, tilefish, bigeye tuna, marlin, orange roughy (FDA)
- **Resource: Seafood Nutrition Partnership at [seafoodnutrition.org](http://seafoodnutrition.org)**
- **Quick and easy meal ideas:**
  - 5 easy meals with tuna




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**Store Tour**

**Discussion:**

- **What did I miss? Is there anything you would add?**
- **Impact of Covid? How long do you think it will last?**



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### THANK YOU

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### Cooking Demo



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### Food Photography



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