



The following guide will help both you and your patients understand features of some of the different national nutrition labeling programs. The guide is divided into those programs that use “on-shelf” labeling vs. those labeling programs that appear on the actual product (“front-of-the-pack”).


Guiding Stars www.guidingstars.com/

Symbol	Stores	Developed by:	Description
	Hannaford Bloom Food Lion Sweetbay	Advisory panel included scientists from Dartmouth Medical School, Tufts University and University of North Carolina	Based on the use of proprietary algorithms, foods are rated for nutritional quality, based on Dietary Guidelines for Americans. Foods are given points, based on a proprietary algorithm, for presence of vitamins, minerals, fiber and whole grains, and lose points for presence of saturated and trans fat, cholesterol, added sugars and added sodium. Points are then added up and, if a product qualifies, “stars” are applied. One star is good, two stars is better and three stars is best. No stars mean the product doesn’t meet rating criteria or product is not rated. Of more than 60,000 products that have been evaluated, about 28% qualify for at least one star.


Healthy Ideas www.stopandshop.com/living_well/healthy_living.htm

Symbol	Stores	Developed by:	Description
	Stop & Shop Giant Foods	Advisory panel of physicians and nutritionists affiliated with Harvard Medical School.	Foods are rated based on nutrition threshold criteria, using USDA and FDA guidelines. All fresh produce automatically qualifies for the symbol. A Healthy Ideas food must contribute at least 10% of Daily Value for protein, fiber, vitamin A, vitamin C, iron or calcium. Total fat, saturated fat, trans fat, cholesterol, sodium and added sugars are limited. Fruits, vegetables, grains, milk products, protein foods and oils are rated. Many foods not considered important sources of nutrients are not rated. Approximately 4,000 packaged foods (28% of a typical grocery store) qualify for the shelf tag. The symbol will also appear on the package of selected store brands.


Nutrition Guide www.dwfreshmarket.com

Symbol	Stores	Developed by:	Description
	D&W Fresh Markets Family Fare Felpausch Food Ctrs. Glen's Markets VG's Food and Pharmacy	A team of registered dietitians at Spartan Stores.	A color-coded labeling program that identifies lowfat, low sodium, high fiber, gluten-free, sugar-free and low-calorie food products, based on FDA nutrient health standards. Foods that meet any of the six attributes receive a check-mark on the product's shelf tag. In addition, foods that are low in fat, low in sodium and high in fiber are identified with a heart symbol, signifying that the product is "heart friendly." More than 16,000 food products qualify for the shelf tag.


Nutrition iQ www.nutritioniQ.com

Symbol	Stores*	Developed by:	Description
	Acme Alberstons Shaw's /Star Mkt Jewel-Osco Bigg's Cub Foods Farm-Fresh Shop 'n Save Hornbacher's Lucky (*currently not available in all stores)	Supervalu in collaboration with experts at Joslin Clinic, an academic medical center affiliated with Harvard Medical School.	Currently launched in approximately 700 stores, the first phase of the nutrition iQ program focuses on center store food items. Food products meeting criteria based on FDA Nutrient Content Claims and Dietary Guidelines receive a shelf tag highlighting up to two of 11 nutrient attributes, focusing on protein, calcium, sodium, saturated fat, fiber, whole grains and calories. All foods that receive a shelf tag meet criteria for being low in saturated fat, low or healthier levels of sodium, and in some instances, low in added sugar. Approximately 2400 items per store currently receive a tag. The second phase of this program will focus on produce, deli, meats and bakery items.

NuVal www.nuval.com

Symbol	Stores	Developed by:	Description
	Price Chopper Meijer HyVee	Funded by Griffin Hospital, a teaching hospital affiliated with Yale University School of Medicine; led by David Katz, MD and experts from various institutions, including: Albert Einstein College of Medicine University of Buffalo University of Toronto University of Southern California and Harvard School of Public Health	Formerly known as the “Overall Nutrition Quality Index” (ONQI), this system grades foods with a score from 1-100. The higher the score, the higher the nutrient content. System is based on Dietary Guidelines for Americans. More than 30 nutrients are considered to comprise the food score. Foods with high levels of sat fat, trans fat, cholesterol, sodium and sugar lower the score. The quality of macronutrients is considered, including glycemic load. All food products in the supermarket receive a score, unlike other programs.

SmartChoices Program www.smartchoicesprogram.com

Symbol	Stores	Developed by:	Description
	All stores that sell foods manufactured by Coca-Cola, ConAgra Foods, PepsiCo, Kraft Foods, General Mills, Kellogg Company, Unilever, Wal-Mart	A coalition of food manufacturers with input from the Keystone Center Round Table (a group of scientists, academicians and nutrition experts).	Voluntary front-of-pack nutrition labeling program, based on Dietary Guidelines, for 19 food categories, including cereals, meats, dairy and snacks. To qualify for inclusion, products can't exceed thresholds for sat and trans fat, cholesterol, sodium and added sugars. Products must also meet certain criteria for “nutrients to encourage”, including calcium, fiber, vitamins A, C and E, potassium and magnesium or “food groups to encourage” (fruits, vegetables, whole grains, fat-free/low-fat milk products). Front-of-pack calorie information is also included. Note: As of 10/28/09, the Smart Choices Program will voluntarily postpone active operations and will discontinue the use of the label. This is in response to the FDA’s announcement that they will be investigating both front-of-package and on-shelf labeling systems.

Resources: (article on ADA website) http://www.eatright.org/cps/rdc/xchg/ada/hs.xsl/media_21683_ENU_HTML.htm