

# Guiding Stars<sup>®</sup>

Nutritious Choices Made Simple

---

## Anyone's Guess: Why POP Information Results in Healthier Food Choices

8th Annual Maine - Harvard Prevention Research Center Workshop

November 19, 2009



# Guiding Stars

## Nutritious Choices Made Simple

---

Why has Guiding Stars resulted in healthier food choices?

- It's Simple.
- It's Credible.
- It's Relevant.

What impact has Guiding Stars had on food choices?

What are the Public Health implications ?



# Guiding Stars is Simple

---

*Guiding Stars was created to address consumer confusion about which foods are most nutritious.*

Wait, now there  
are *good* fats?!

What does the  
symbol mean?

I read the label,  
but what is it  
telling me?

What if it's fat-  
free, but high  
sodium?

I can barely  
read the label!

Which claim  
should I trust?



# Guiding Stars is Simple

Guiding Stars eliminates the need to compare every item in the supermarket by identifying the most nutritious foods with 1, 2 or 3 stars on the shelf tag.



good



better



best



# Guiding Stars is Simple



## Plantain Bananas

- Perfect for boiling or frying when green-yellow. Skin develops brown spots as it ripens.
- Mild flavor becomes sweeter as skin color darkens.



219



Great for  
OVEN  
ROASTING



Meat Item

Ingredients List

Use/Freeze By	Unit Price \$4.19/lb	Total Price
Sell By Feb, 18 06	Net Wt/Ct 0.85 lb	\$3.56

UPC

**Hannaford**  
145 Pleasant Hill Road  
Scarborough, ME 04304





# Guiding Stars is Simple

---



# Guiding Stars is Simple

- Clear communication lets shoppers know what criteria are considered in the Guiding Stars formula.
- This simple approach has healthcare providers recommending Guiding Stars to their patients.
- It's so easy to use, even young children can use it as they shop with their parents.

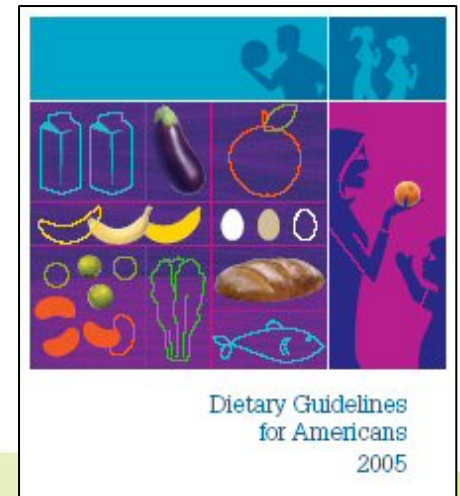
Products with more positive attributes than negative attributes earn stars.

More	Less
Vitamins	Saturated Fat
Minerals	Trans Fat
Fiber	Cholesterol
Whole Grains	Added Sodium
	Added Sugars



# Guiding Stars is Credible

- The Guiding Stars formula was created by a panel of nutrition science experts from top universities and public health programs across the U.S.
- The panel drew on evidence-based science and referenced leading health organizations to determine formula nutrient levels.
- Guiding Stars supports the 2005 Dietary Guidelines and makes it actionable for the everyday shopper.





# Guiding Stars is Credible

- Guiding Stars uses product data that is accurate, up-to-date and available to shoppers.
- Packaged product data was collected from the Nutrition Facts label and ingredients panel
- Fresh product data was obtained from the USDA National Nutrient Database
- No other database is as current, comprehensive and accurate.



# Guiding Stars is Relevant

---

- Guiding Stars makes it easy for shoppers to follow doctor's orders and make sense of what they learn in school!
  - Healthcare providers are recommending Guiding Stars to their patients because it highlights foods that meet the criteria they are prescribing to their patients to optimize health.
  - Schools are embracing Guiding Stars because it brings their nutrition lesson plans to life in the store and helps families learn about healthy habits.
  - Nutrition experts have supported Guiding Stars because it simplifies the complex literature that often confounds the average consumer.



# Guiding Stars is Relevant

---

- Guiding Stars is committed to keeping the formula and data current.
  - As science and nutrition regulation evolve, our expert panel will review the algorithm and make adjustments.
  - As manufacturers reformulate products, our database will capture the changes and keep ratings current.
- As consumer needs evolve, so too will Guiding Stars.
  - The future of Guiding Stars includes tools that go even further to help shoppers make choices that are right for their personal nutrition needs.



# Guiding Stars Has Made an Impact

- Overall, a higher percentage of sales come from starred items at both Hannaford and Sweetbay
  - An increase in movement percent of starred items over non-starred items resulted in a margin improvement gain
  - Center store starred item sales have increased at 1.5 times that of non-starred items
  - Center store starred item movement increased at twice the rate of non-starred items



Launched in September 2006, Guiding Stars has helped millions of shoppers make millions of nutritious choices.

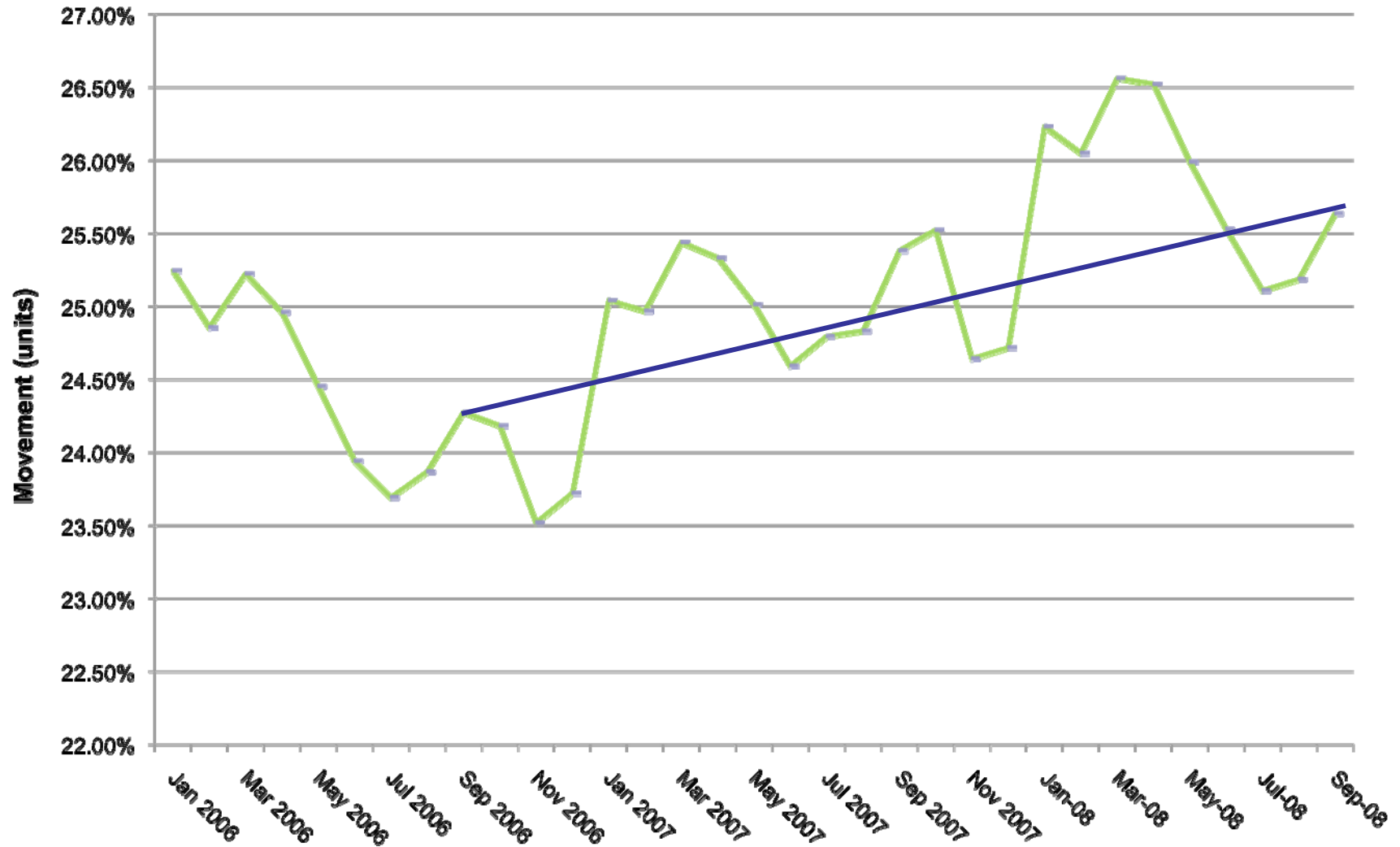


# Guiding Stars Impact vs. Prior Year: Percentage of Total Movement (Center Store)

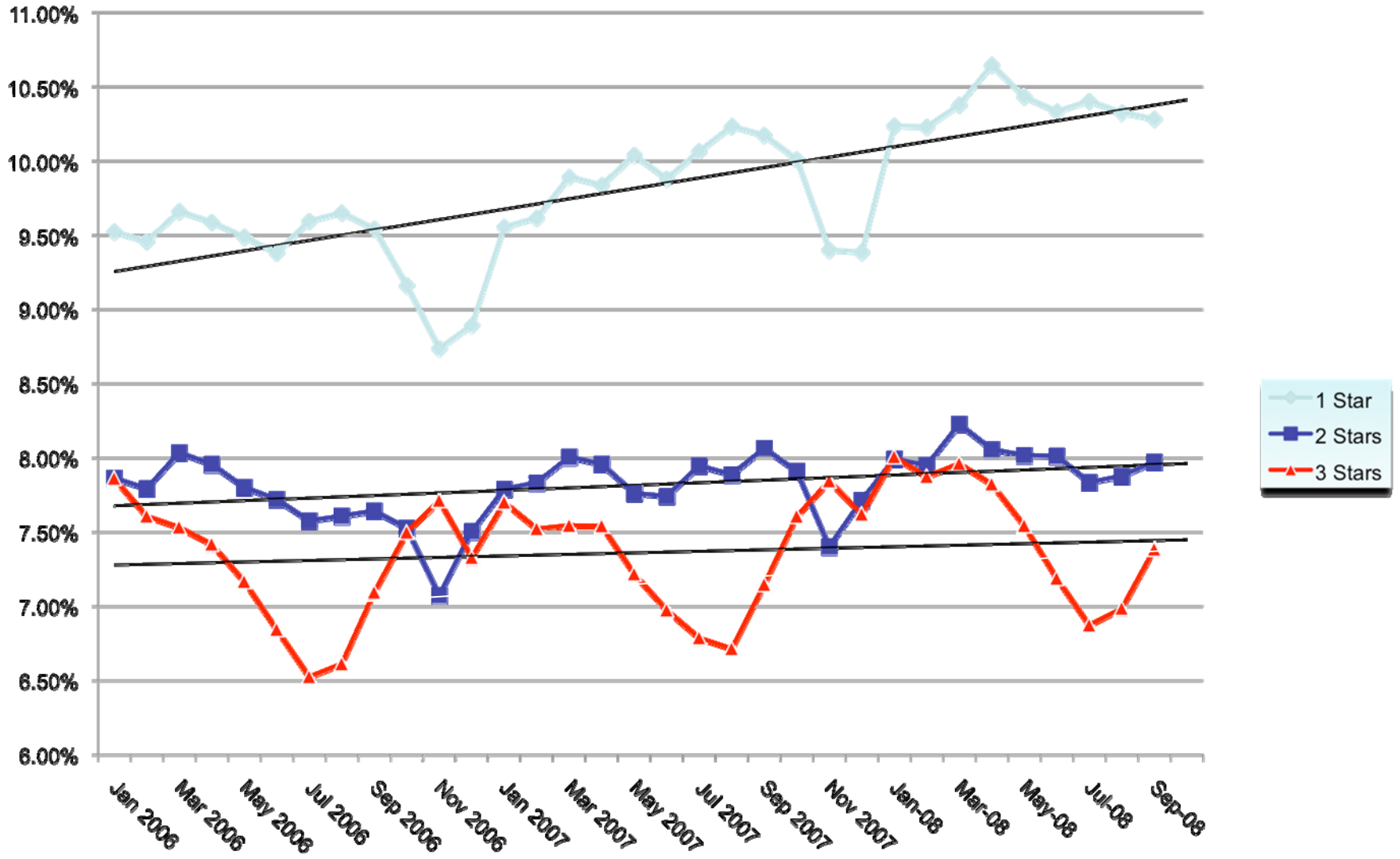
	Pre-Guiding Stars	Year 1 Guiding Stars	Year 2 Guiding Stars	Change Between Year 2 and Pre-Guiding Stars	Change Between Year 2 and Year 1
1 Star	9.54%	9.89%	10.37%	0.83%	0.48%
2 Star	7.79%	7.86%	8.00%	0.21%	0.14%
3 Star	7.18%	7.24%	7.52%	0.34%	0.28%
<b>All Stars</b>	<b>24.51%</b>	<b>25.00%</b>	<b>25.89%</b>	<b>1.38%</b>	<b>0.89%</b>



## Hannaford Guiding Stars as a % of Total Movement (units) Center Store



# Hannaford Guiding Stars as a Percentage of Total Movement Center Store



## Sweetbay Guiding Stars as a % of Total Movement (units) Center Store



# Guiding Stars Has Made an Impact

- Category performance examples\*
  - Movement of **cereal** with stars increased 3.5 times faster than cereal with no stars
  - Starred **yogurt** movement was up 8% while yogurt that received no stars was down 5%
  - 90% lean **ground beef** (with stars) movement is up 18%, while no-star ground beef is down 5%
  - Starred **frozen dinners** were up 56% while those with no stars were up just 5%
  - Movement of whole **milk** (no stars) was down 4%, while movement of skim milk (3 stars) was up 1%



# Guiding Stars Impact - Cereal

	0 Stars ( n = 121)	1 Star (n = 70)	2 Stars (n = 55)	3 Stars (n = 11)
Added Sugars	12.5g	10.0g	7.0g	1.0g
%kcal	37%	25%	18%	2%
Dietary fiber	0.98g	3.3g	4.9g	7.5g
Sodium	171mg	182mg	166mg	77mg





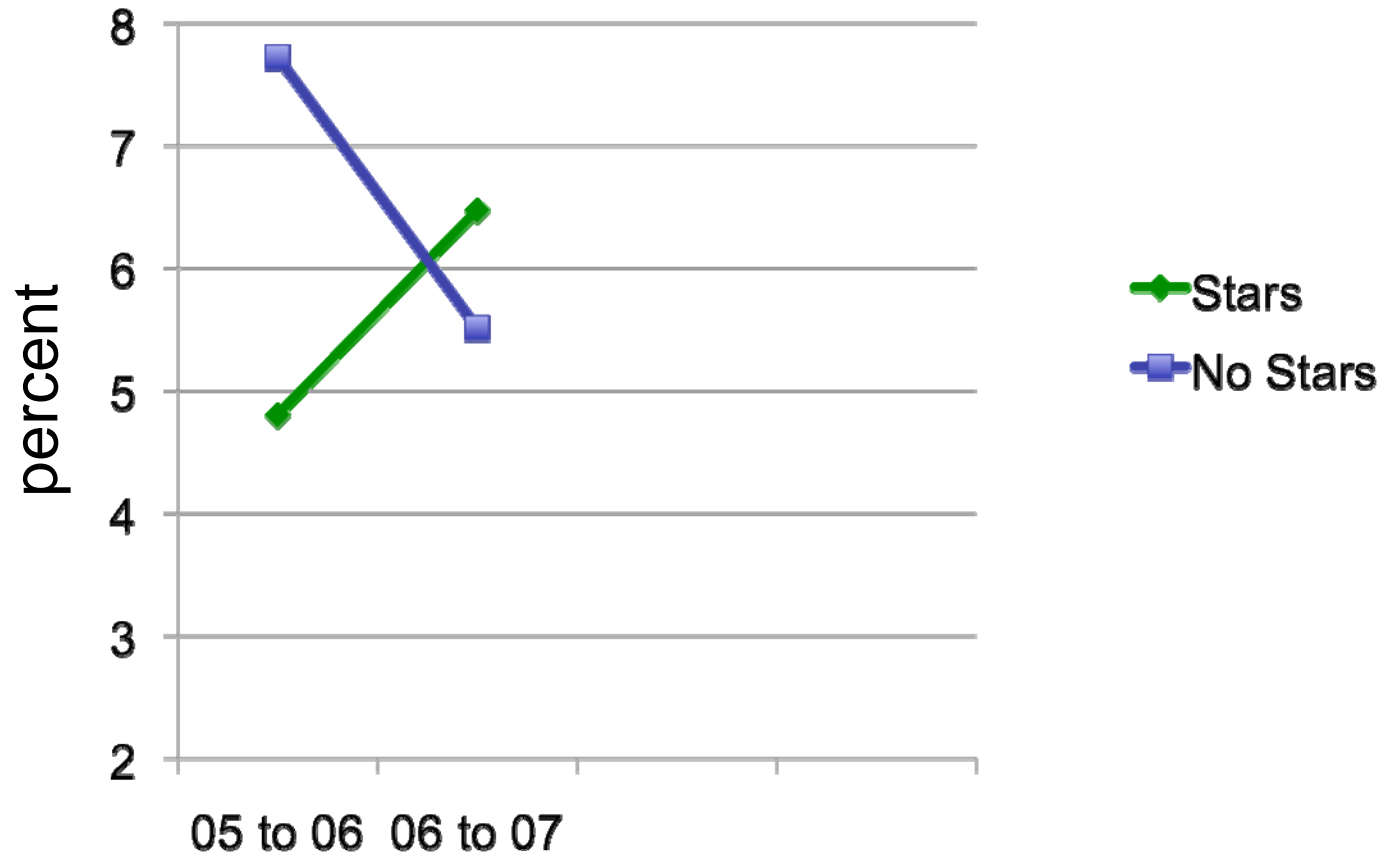
# Guiding Stars Impact - Cereal

	Stars	No Stars
Units sold if flat	+5101 units	-7351 units
Mean added sugar	6.0grams	12.5grams
Impact on sugars	+30,606grams	-91,888grams
Mean dietary fiber	5.23grams	0.98grams
Impact on dietary fiber	26,678grams	7204grams



# Guiding Stars Impact - Item Movement by Year

---



# Potential Public Health Impact

---

- Good nutrition can have a significant impact on decreasing disease incidence, prevalence, and cost burden.
- Guiding Stars program coordinates extremely well with the efforts of a range of healthcare providers and their goals to help patients comply with preventative and therapeutic programs.
- Guiding Stars focuses on and has already demonstrated an ability to change behaviors of consumers. This is critical to any meaningful and sustainable progress in chronic disease burden reduction.



# Thank you!

---

We appreciate your interest in  
Guiding Stars and welcome  
your questions.

