

Supermarket Nutrition & Public Health Resources for Today's Dietitian

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Objectives:

1. Recognize the potential impact of supermarkets on improving public health.
2. Learn about supermarket dietitians, their roles and nutrition programs.
3. Discuss selling strategies and promoting tactics used by retailers to influence consumers.

Suggested learning codes: 4020, 1070, 7050, 7210, 8120

Top 10 Reasons Why We Need More Dietitians Working in Supermarkets

1. The average person goes to the doctor twice a year... they visit the grocery store, on average, 2 or more times per week!
2. Supermarkets reach millions with their weekly publications, media, and community outreach – it's a great opportunity for dietitians to promote health.
3. Registered Dietitians are the nutrition experts – Supermarkets are starting to promote healthy product and they need trusted experts.
4. Produce consumption has remained relatively the same over the past decade – dietitians are creative and influential in helping customers learn how to prepare foods and shop smart.
5. Shoppers are confused about food labels – they need help to learn how to use them and how to ignore other misleading information that may be on the front of the food package label.
6. Dietitians need to work with food industry partners to gain marketing intel, influence product innovation, and gather valuable insights on how to change consumer behavior.
7. Shoppers are interested in affordable and easy solutions to eat healthier – Dietitians can influence purchase decisions with their creative and smart solutions.
8. Dietitians offer supermarkets a competitive advantage – they offer a dimension to customer service that is un-matched.
9. Special diets are becoming more mainstream – gluten-free, dairy-free, vegetarian, vegan and other diet trends bombard consumers everyday and they need help busting myths.
10. Dietitians know food and they're connected in the community – schools, hospitals, private-practice, WIC agencies, foodservice and more – if we work together we can make a huge difference in public health!

SUPERMARKET NUTRITION RESOURCE LIST

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Oldway's Annual Supermarket Dietitian Symposium	www.oldwayspt.org
Food & Culinary Dietetic Professionals (FCP)	www.foodculinaryprofs.org
Food Marketing Institute (FMI)	www.fmi.org
Produce for Better Health Foundation (PBH)	www.pbhfoundation.org
Progressive Grocer Magazine <i>*Barb has a bi-monthly column, All's Wellness – Jan, March, May...</i>	www.progressivegrocer.com
Retail Dietitian Business Alliance (RDBA)	www.retaildietitians.com
Supermarket News	www.supermarketnews.com
Nutrition Shelf Labeling: Nuval.com, GuidingStars.com, American Heart Association Heart Check www.heart.org	

Supermarket Dietitian Interviews & Videos

Nutrition Jobs.com "Career Spotlight" on Barbara Ruhs – www.NutritionJobs.com

Supermarket RD Introduction Video – Supermarket Guru.com – Barbara Ruhs, MS, RD, Former Supermarket Dietitian. <https://www.youtube.com/watch?v=REFgt4Vefk#t=19>

TEDx Rochester – Jane Andrews, MS, RD, Corporate Dietitian for Wegman's
<http://www.youtube.com/watch?v=P81ABzf5N4g>

Hosting Nutrition Store Tours

Cans Get You Cooking™ Supermarket Tour Guide:
http://partners.cancentral.com/PDF/CansGetYouCookingTM_TourGuide.pdf

Champions for Change: Network for Healthy California. A Retail Program: Fruit and Vegetable Store Tour Guide: <http://bit.ly/UogjES>

Joslin's Supermarket Smarts™: A Heart-Healthy Approach to Grocery Shopping (Unilver Spreads Nutrition)
www.promiseinstitute.org/tools/SupermarketSmarts

Make Half Your Grains Whole: Whole Grains Tour (Oldways Whole Grains Council)
www.wholegrainscouncil.org/files/WGStoreTour_SP.pdf

Recommended Reading

Wansink, B. (2005). *Marketing Nutrition*. Champaign: Univ. of Illinois Press.

Brennan, B. (2009). *Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers*. New York: Crown Publishing.

Lindstrom, M. (2010). *Buyology: Truth and Lies About Why We Buy*. New York: Crown Publishing.

Mackey, J., Sisodia, R. (2012). *Conscious Capitalism: Liberating the Heroic Spirit of Business*. Boston: Harvard Business School Publishing Corporation.

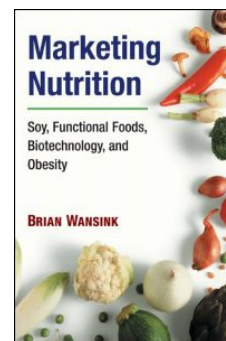
Moss, M. (2013). *Salt Sugar Fat: How Food Giants Hooked Us*. New York: Random House.

Nestle, M. (2007). *Food Politics: How the Food Industry Influences Nutrition, and Health*. Berkeley: University of California Press.

Simon, M. (2006). *Appetite for Profit: How the Food Industry Undermines our Health and How to Fight Back*. New York: Nation Books.

Thaler, R., Sunstein, C. (2008). *Nudge: Improving Decisions About Health, Wealth and Happiness*. New York: Penguin Books.

Underhill, P. (1999). *Why We Buy: The Science of Shopping*. New York: Simon & Schuster, Inc.



Articles of Interest

Freedman, David. How Junk Food Can End Obesity (2013, June 2017). *The Atlantic Monthly*. <http://tinyurl.com/ktu713z>

Gasparro, A. Grocers Go Healthy: Stores Aim to Lure Whole Foods, Farmer's Market Shoppers. (2012, September 26). *The Wall Street Journal*. <http://tinyurl.com/lz74y8d>

Harnessing the Power of Supermarkets to Help Reverse Childhood Obesity. (April 2011). *The Food Trust*, Robert Wood Johnson Foundation. <http://bit.ly/UofADM>

Palmer, Sharon. Changing Times: Supermarket Dietitians. *Today's Dietitian*, August 2012. <http://www.todaysdietitian.com/newarchives/080112p44.shtml>

Palmer, Sharon. *Supermarket Dietitians: What They Can Do for You and Your Clients*. *Today's Dietitian*, 2012 online edition. <http://www.todaysdietitian.com/news/exclusive0711.shtml>

Reimagining the American Supermarket for a New Era in Food Culture (2013). Hartbeat Exec (Vol 3 Issue 3). The Hartman Group, Inc. www.hartmanstrategy.com

The Next Big Marketing Weapon for Supermarkets – The Dietitian. (2013, April 14). *Advertising Age*. <http://tinyurl.com/ckjw8y>

