



Guiding Stars
Nutritious choices made simple®

Surprisingly Nutritious:

*An aisle-by-aisle guide to today's
better-for-you foods*



Presented By:

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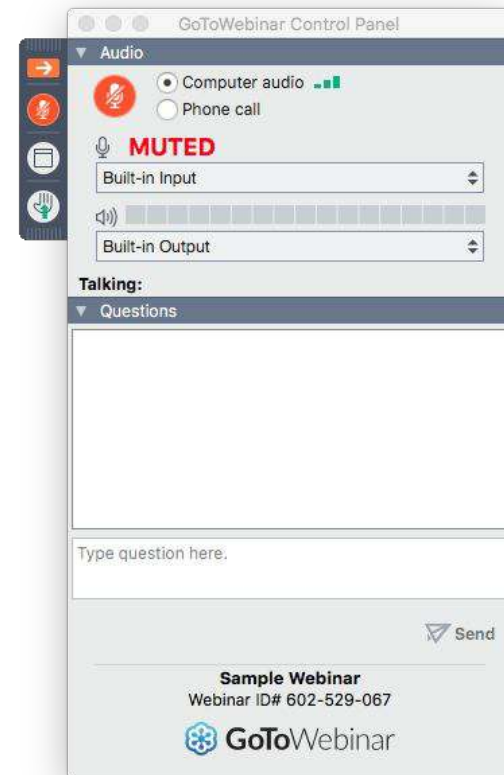
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Guiding Stars Dietitian



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Feel free to ask questions through GoToWebinar's sidebar. We have folks monitoring them so they'll get answered!





Presenters



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Scientific Advisory Panel

Guiding Stars Licensing Company



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Dietitian

Guiding Stars Licensing Company



After the webinar

Go to **stars.gs/surprising**

RDs and DTRs can **receive one CPE.**

Share this webinar or **watch it again.**



Objectives

After this webinar participants will be able to:

- Discuss shifting supermarket trends toward better-for-you packaged and convenience foods.
- Review techniques and tools nutrition professionals can use to assist shoppers in identifying foods that can help them meet their diet goals.
- Critically analyze foods to identify how they contribute to a balanced daily intake, and communicate that message to consumers.
- Share strategies and education gained with patients, clients, colleagues, students, and others to increase their knowledge and understanding of how to create a healthier home kitchen through better shopping skills.



Wait! What about the perimeter?

It's still the foundation of your shopping trip, but...

- More cooking at home requires more ingredients or products to round out a meal.
- Many consumers are following specific diets and are supporting them with packaged products.
- The plant-based diet movement has more consumers seeking packaged meat alternative products.
- Covid has more folks eating at home, snacking at home, and generally visiting eating establishments less...then there's stocking up.

[FMI.org](https://www.fmi.org)

[Bloomberg News](https://www.bloomberg.com/news)



“Healthy” trends

What consumers consider “healthy” drives product development and sales

- Plant-based ⁽¹⁾
- More functional foods (choline, DHA--brain function ingredients) ⁽²⁾
- Foods with specific “healthy ingredients” (fiber, protein, vitamin D, calcium, nuts/seeds, whole grains)
- Half tried a “new eating approach” in last year (low-carb, gluten-free, Mediterranean, IF, Whole-30, paleo)
- Minimal/less processing is a bigger draw for younger consumers, incl. Gen Z and Millennials

1) [IFT “Top 10 Function Food Trends.” April 2020](#)

2) [The Hartman Group. Health & Wellness 2019 report](#)



“Healthy” trends

Consumers are looking for more fresh “health and wellness” products

- “Fresh” can be synonymous with “healthy”
- Evident in snacking category
- Driving attributes: protein and plant-based
- Products: smoothies, hummus, protein snack packs, dairy-free yogurt alternatives, guacamole cups, hard-boiled eggs, refrigerated protein bars, Greek yogurt bars

Sources:

[“The Future of Fresh” Mintel, 2018](#)

[“Plant-Based Protein Report, Mintel, 2018](#)





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“Healthy” trends

What product categories have made “healthy” strides lately?

- Frozen foods
- Chip-type snacks
- Deli meats
- Refrigerated dressings/dips/sauces
- “Milks”
- Dried pastas





Choosing nutrition in the aisles

What is “processed food”?

USDA:

food that has undergone a "change of character"
(1)

NOVA classification for food processing:
4 categories (2)

Keep it simple.

- Whole, unprocessed foods
- Additional processing steps tend to add more ingredients
- Avoid ultra-processed foods

Sources:

1) [Harvard Nutrition Source “Processed Foods and Health”](#)

2) [World Nutrition, Vol. 7, 2016](#)



Choosing nutrition in the aisles

Consumers crave convenience: ⁽¹⁾

- Time savings, ease, on-the-go

Practice *conscious convenience* shopping:

- Identify convenience foods made from foods you already typically choose.
- Select items that save you time or money.
- Does it have any redeeming nutritional qualities that fill a need for you?

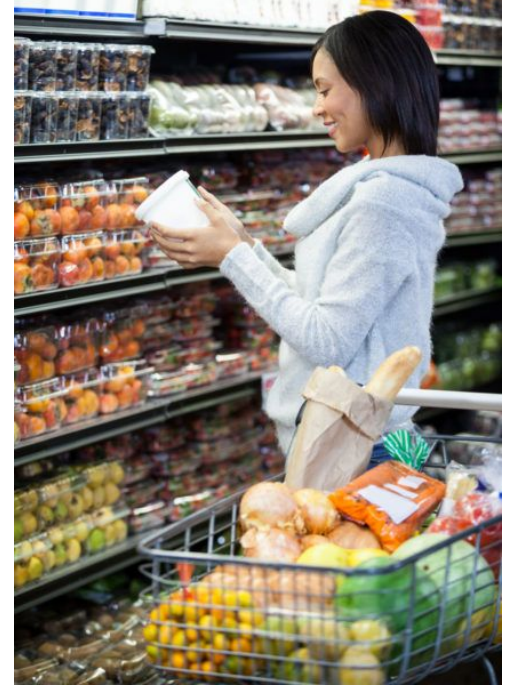


1) [Statista, 11/17](#)



Choosing nutrition in the aisles

- Will it help a picky eater try something new?
- Will it help create a more balanced, well-rounded meal?
- Will it help me enhance something simple and nutritious?
- Will it assist the cook in utilizing leftovers or creating “planned-overs”?
- What role/s does this item play in my overall diet ?





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Strategic shopping: Label reading

Label Reading

- Seek short ingredient list
- Protein, healthy fats, and fiber





Strategic shopping: Added sugars

Steer clear of added sugars:

- Where are sugars “lurking” in the aisles?
- What are some newer sugar alternatives?





Strategic shopping: Health halo foods

Energy bars

Granola bars

Yogurt





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Strategic shopping: Health halo labels

“Natural”

“Simple”

“Free from”

“No artificial ingredients”

“Organic”

“Gluten free”





Consumer confusion

“Healthy” perceptions are comprised of aspects related to:

- Animal origin
- Food preservation
- Freshness/processing

What does a “healthy” label mean?

- Increase consumption (40%)
- Eat as much as desired (15%)

How can we minimize confusion among consumers who are looking for more healthful food?

Source: [“Consumer beliefs about healthy foods and diets”, PLoS One, 2019](#)



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The formula **credits** a product's score for:

- Vitamins
- Minerals
- Dietary Fiber
- Whole Grains
- Omega-3s



The formula **debits** a product's score for:

- Saturated Fat
- Trans* Fat
- Added Sodium
- Added Sugar
- Artificial Colors

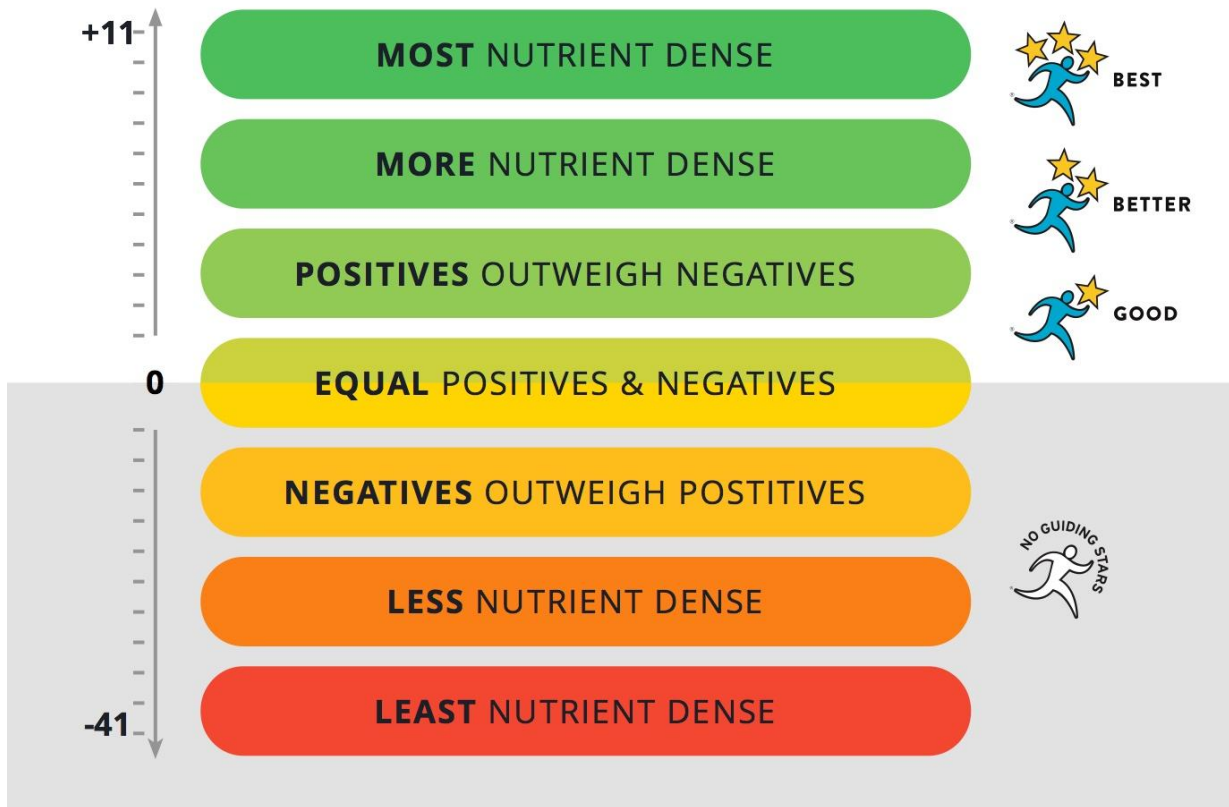
The resulting score represents a ***weighted total***



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RAW SCORE

STAR RATING





Guiding Stars Stats

| Category | # of Star Products in Category (2019) |
|---------------------|---------------------------------------|
| Chips, Snacks | 15.5% |
| Bread | 50% |
| Crackers | 22.6% |
| Cold Cereal | 47.3% |
| Pasta Sauce | 12.4% |
| Yogurt | 16.4% |
| Granola Cereal | 27.1% |
| Granola/Energy Bars | 25% |



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Potato chips

Meat & Poultry





Surprising Stars

Bread

Cereal





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Surprising Stars

Canned &
Frozen veggies





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All about balance

Enjoy “sometimes foods” in moderation, and seek to balance the plate with better-for-you options

Eating well is about shifting to—and maintaining—healthy eating patterns over the long term





Resources

[Academy of Nutrition & Dietetics: Understanding Food Marketing Terms](#)

[Guiding Stars Algorithms](#)

[Just the Facts: Why the Nutrition Facts Label Changes & How to Use it to Make Healthier Choices](#)

[International Food Information Council: 2020 Food & Health Survey](#)

[NOVA Processed Food Classification System](#)



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Resources

Visit our website:

stars.gs/surprising-stars

The screenshot shows the Guiding Stars website interface. At the top left is the logo. The navigation menu includes: About (How it works), Clients (Become a client), Advisors (Meet our experts & scientists), Recipes (Star worthy meals & snacks), and Blog (Health & nutrition news). A search bar is located on the right with the text 'Search Guiding Stars' and a search icon. Below the navigation is a horizontal line. The main content area features an illustration of a woman and a man shopping, with the woman holding a star icon. To the right of the illustration is the text: 'SURPRISED BY A STAR RATING? That's when you can trust us the most. When you're shopping, you may find Guiding Stars in surprising places, like the salty snack aisle. And you may not find them on something you would expect to find them on, like bread. We are confident in our evaluation and we would like you to be as well. Guiding Stars evaluates foods according to how much nutrition they provide. We assign one, two, or three Guiding Stars to indicate which foods earn good, better, and best nutrition.' Below this text are three star rating icons: '1 star is good', '2 stars is better', and '3 stars is best'. At the bottom of the page, there are four small images: a plate of fried chicken, a grill with sausages, a bowl of salad, and a baby eating.



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Resources

Visit our website:
stars.gs/rd-hub

The screenshot shows the website interface for the Dietitian's Hub. At the top left is the Guiding Stars logo. To its right are navigation links: About (How it works), Clients (Become a client), Advisors (Meet our experts & scientists), Recipes (Star worthy meals & snacks), and Blog (Health & nutrition news). A search bar is located on the right side of the header.

The main content area features the heading "DIETITIAN'S HUB" and "Guiding Stars resources for nutrition professionals". Below this is an illustration of a dietitian standing behind a computer monitor displaying a recipe, with three other people (two women and one man) interacting with the screen. One woman is sitting on the floor with a laptop, another is sitting on the edge of the monitor, and a man is standing next to it. Various fruits and vegetables like a carrot, apple, broccoli, and grapes are scattered around them.

On the left side of the main content area, there is a section titled "On this page:" with a list of links: [Overview](#), [FREE CPE Webinars](#), and [Printables](#).

The "Program Overview" section contains the following text: "Guiding Stars helps consumers **easily choose foods** and recipes with the **most nutrition**. We **read** nutrition labels so consumers don't have to. We **analyze** nutrition density with evidence-based nutrition science looking for: Guiding Stars helps your clients **choose** foods to **improve their nutrition** by easily putting one, two, or three stars on good, better, and best food choices."



CPEU Request

To request a CPE certificate, get resources, or fill out our follow-up survey go to:

guidingstars.com/webinars





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Q&A

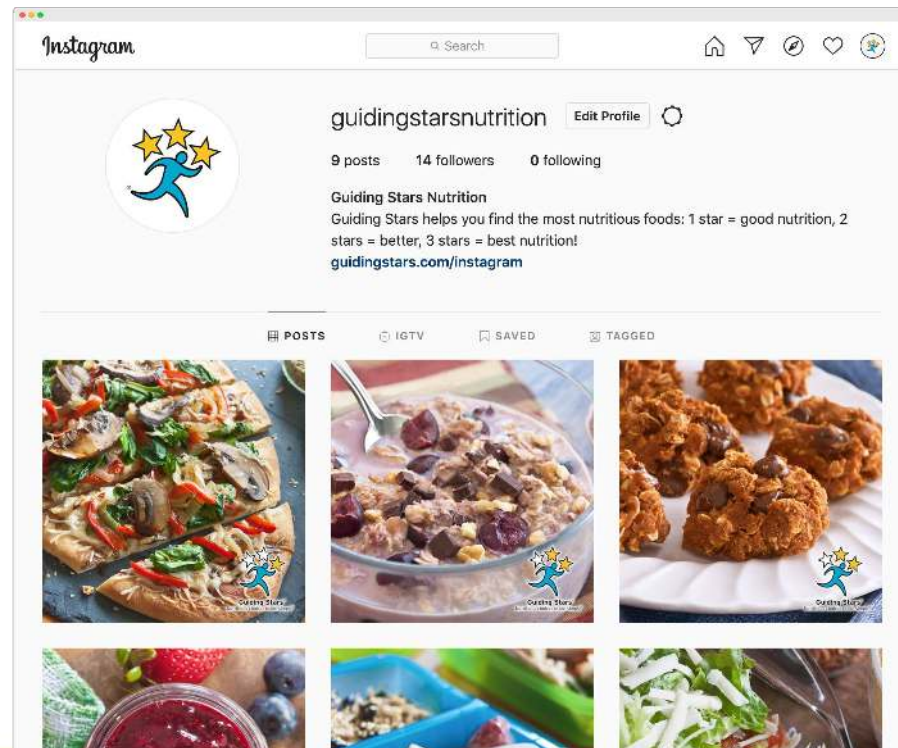




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Thank you!

For more information on the Guiding Stars program, or if you have any further questions please contact us:

RD@guidingstars.com

