

Food Retailer Contributions to Consumer Health and Wellness

2008



Food Marketing Institute

Food Retailer Contributions to Customer Health and Wellness

A listing of health and wellness programs

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Profiles were compiled from information provided by the retailers or from website and article searches. We welcome additional information. If you would like to be listed, add to or change your current profile, please contact Charmaine Wiggins at (202) 220-0702 or cwiggins@fmi.org.

Prepared by:
Research Department
Food Marketing Institute

Introduction

Health and wellness are growing concerns on the minds of America's grocery shoppers. According to the FMI and Rodale/Prevention Magazine *Shopping for Health 2006* study, shoppers are looking for guidance when it comes to their health. With the majority of shoppers admitting their eating habits leave room for improvement, 56 percent would be interested in having someone available to answer nutrition questions when shopping for food. According to *U.S. Grocery Shopper Trends 2007*, many shoppers include healthy foods in their diets — such as yogurt, whole grain bread and pasta, green tea, pomegranate and salads — to improve their overall health. Others try to minimize their trans fat intake or cut back on high-sodium and high-fat products. The market also shows an increased focus on portion control and a growing interest among shoppers for every type of organic food, with fruits and vegetables leading the organics category.¹

With shoppers ready to make a change, retailers are providing many wellness-focused programs that help customers improve their diets and overall health. The programs range from carrying more health and wellness specific products, educational programs, dietitian tips and cooking classes to supporting events promoting proper exercise.

This report includes an overview of health and wellness programs at more than 50 retailers across the country. The profiles were compiled from information provided by the retailers or from website and article searches. **To add or change information, please contact Charmaine Wiggins at cwiggins@fmi.org.**

The following retailers are included:

- Albertsons
- Akin's Natural Foods
- Bashas' Inc.
- Bigg's Hyper Shoppes, Inc.
- Big Y Foods, Inc.
- BI-LO, LLC
- Bristol Farms, Inc.
- Buehler Food Markets, Inc.
- Common Market
- Davis Food Cooperative, Inc.
- D'Agostino Supermarkets, Inc.
- Food Lion, LLC
- Food Circus/Foodtown
- Food City
- Giant Eagle, Inc.
- Giant Food LLC
- Haggen, Inc.
- Harmon City, Inc.
- Harris Teeter, Inc.

¹ *Shopping for Health 2006*, Food Marketing Institute and Rodale/Prevention Magazine

- Healthy's, Inc.
- H. E. Butt Grocery Company (H-E-B)
- Hy-Vee, Inc.
- Ingles Markets, Inc.
- Kennie's Markets
- Kings Super Markets, Inc.
- The Kroger Co.
- K-VA-T Food Stores, Inc.
- Lowes Food Stores, Inc.
- Lund Food Holdings, Inc.
- MARTIN'S Food Markets
- Meijer, Inc.
- Metcalfe Markets, Inc.
- Nash Finch Company
- Outpost Natural Foods
- Publix Super Markets, Inc.
- Riesbeck Food Markets, Inc.
- Roche Bros. Supermarkets, Inc.
- Rosauers Supermarkets, Inc.
- Roundy's Supermarkets, Inc.
- Safeway Inc.
- Schnuck Markets, Inc.
- Sprouts Farmers Market, LLC
- The Stop & Shop Supermarket Company
- Sunset Food Mart, Inc
- Trader Joe's Company
- Ukrop's Super Markets, Inc.
- Wakefern Food Corporation
- Wegmans Food Markets, Inc.
- Weis Markets, Inc.
- Winn-Dixie Stores, Inc.
- Zagara's Marketplace

Albertsons

Headquarter location: Eden Prairie, Minnesota

Website: www.albertsons.com

- The website focuses on in-store health programs in addition to pharmacy services.
 - Health screenings
 - Adult immunization
 - Flu and pneumonia shots
 - Diabetes care
 - Nebulizers
 - Medication Therapy Management (MTM)
- Wellness information is provided through healthnotes®
 - Information to help customers make educated decisions about common health concerns, homeopathic remedies, herbal remedies and drug interactions
- Health program and pharmacy locators also available through the company Website.

Akin's Natural Foods

Headquarter location: Tulsa, Oklahoma

Website: www.akins.com

- Multiple links of health related topics on the company homepage
 - Nutrition Q&A
 - Healthy recipes
 - Healthy articles
- Customer question area
 - Customer nutrition questions are answered by Mary Ann O'Dell, M.S., RD
- Healthy highlights
 - Articles on topics such as:
 - Health and beauty
 - Health problems
 - Homeopathy
 - Vitamins and minerals
 - Herbal supplements
 - Sports
 - Food
 - Specialty nutrition

Bashas' Inc.

Headquarter location: Chandler, Arizona

Website: www.bashas.com

- HealthStyles program
 - An innovative community service program providing broad health screening and education services in a convenient, accessible location with reasonable and reduced rates.
 - Services provided from September through May at in-store clinics.
 - Monthly newsletter available online with in-store clinic schedule.
 - HealthStyles offers:
 - Diabetes screening
 - Bone density testing
 - Thyroid screening
 - Prostate cancer screening
 - Mammograms
 - Blood panels
 - Flu shots
 - Free hearing tests
 - Chiropractic screenings
- Pharmacy program with \$3.99 prescriptions for more than 300 generic drugs.
- Additional programs
 - Health minder program
 - Automatic refills in pharmacies
 - Bashas' new mother experience
 - Prescription compounding
 - Healthy shopping tags
 - Discount at Curves with thank you card
 - In-Store MediMin clinics
 - Discount dental plans

Bigg's Hyper Shoppes, Inc.

Headquarter location: Milford, Ohio

Website: www.biggs.com

- Quality care pharmacy program
 - Expert pharmaceutical knowledge on prescriptions and over-the-counter drugs
- Recipes with a focus on health and nutrition
 - Tips for healthy living, weight management, food safety and more
- Links to healthnotes® providing information on health and wellness topics
 - Health conditions
 - Food guide
 - Health centers
 - Weight control
 - Men's health
 - Women's health
 - Sports and fitness
 - Articles related to health, wellness and fitness
- Cincinnati's first and only Certified Organic Retailer
- Each newly remodeled "Premium Fresh and Healthy" store staffs full time natural and organic specialist and carries large variety of organic products
- Active participant in the newly created Ohio Grocery Association's "green" task force
- Distribute monthly newsletter to customers about Healthy Living
- Created "Bags to Benches"
 - Recycled plastic bag program
 - Customers bring back plastic grocery bags and the store pays to have bags recycled into park benches to donate to the local community

Big Y Foods, Inc.

Headquarter location: Springfield, Massachusetts

Website: www.bigy.com

- "Healthy Beat" newsletter
 - Joint program with Big Y and the Connecticut Association of Schools to help kids make healthier choices in life. The information focuses on wellness and nutritional topics to help the reader look and feel their best
 - Topics include after school snacking, fitness, nutrition, acne, energy drinks and bars and saying no to drugs and alcohol.
- "Living Well Eating Smart" program
 - Online nutrition resource with registered dietitian, Carrie Taylor, RD, LDN. Provides recipes as well as links to ask Carrie Taylor questions, sign up for a newsletter, set up a one-on-one meeting or a guided shopping experience
- Pharmacy program with complete clinical screening of prescriptions to prevent drug interactions or overmedication as well as expert consultations

BI-LO, LLC

Headquarter location: Greenville, South Carolina

Website: www.bi-lo.com

- Health and wellness section of website with three sub categories
 - Ask Marge
 - Dr. Marge Condrasky: Serve Safe Certified, Registered Dietitian, Certified Culinary Educator
 - Online link to ask questions
 - Provides an answer to the “Question of the Week”
 - Nutrition information: a selection of free white papers
 - A guide to packing nutritional lunches
 - Diabetes: A guide to shopping and meal planning
 - Foods for a healthy pregnancy
 - Walter’s Pals
 - Cartoon characters in the forms of fruits and vegetables geared towards teaching children the 5 A Day program
 - In-Store health tips with focus on produce

Bristol Farms, Inc.

Headquarter location: Carson, California

Website: www.bristolfarms.com

- Nutrition programs
 - Icon showing healthy products, i.e., low-fat, low-sodium, high-antioxidant
 - Healthy recipe program — online and in the store
 - Promote ground turkey alongside ground beef
 - Expanded organic offerings
 - Cooking classes
 - Expanded vitamin section
 - Provide links to the Food and Nutrition Information Center at the National Agricultural Library of the USDA
- Healthy Living program includes:
 - Identifying team advocates at store level and weekly communications to the stores
 - Quarterly events, i.e., triathlon, team relay, 5K, bike rides and hikes
 - Weight loss contest
 - Education seminars on biking 101 and running 101
 - Salad Friday or similar eating programs
 - At home exercise programs

Buehler Food Markets, Inc.

Headquarter location: Wooster, Ohio

Website: www.buehlers.com

- Staff dietitian: Ellen Homlong, RD, LD, CDE offers individual nutrition counseling, store tours and Diabetes Awareness Days
 - Children’s cooking classes and Scout programs with an emphasis on the Food Guide Pyramid and making better choices
 - Pharmacy services with blood pressure and flu shot clinics

Common Market

Headquarter Location: Frederick, Maryland

Website: www.commonmarket.coop

- “Better Eating for Life” section on the Website. A comprehensive manual on healthy eating offering 12 digestible segments.
 - Easy to follow monthly guides with recipes
 - Informal monthly dinnertime food discussions with tastings of featured recipes
 - Select featured recipes from the guide prepared by the Café available from the hot food bar, in the bakery case or in the grab-and-go case
 - Program developed by Mary Saucier Choate, MS, RD, LDN, Food and Nutrition Educator for Co-op Food Stores, Hanover and Lebanon, NH
 - Free white paper available for downloading: “Better Eating for Life”

Davis Food Cooperative, Inc.

Headquarter location: Davis, California

Website: www.daviscoop.com

- Cooking classes
 - 30 classes each quarter, ranging from the very simple ("Soup 101") to advanced techniques ("Homecuring Olives")
- “Ask The Doctor”
 - Partnership with the Institute for Restorative Health, a local integrated medicine practice. A doctor visits the store on the first Saturday of every month to answer simple questions and help demystify the supplement section
- “Six Simple Steps”
 - Every January, produce a set of six glossy cards with very simple health activities (adding a serving of dried fruit, drinking more water)
 - Cards contain recipes and tips to help make healthy activities an easy part of a routine
- Farmer's market
 - Staff a booth at local Farmer's Market every Wednesday night to cook local, seasonal produce and hand out samples and recipes
 - Information handed out encourages healthy eating
- Classroom visits
 - The Co-op visits a different elementary school classroom each week for a cooking lesson
 - Talk about food and healthy eating while the kids cook
 - Teachers have been enthusiastic adopters of this program and parents frequently stop by the store to say how much the children enjoyed it

D'Agostino Supermarkets, Inc.

Headquarter location: Larchmont, New York

Website: www.dagnyc.com

- Provide a monthly guide: “Earth Goods”
 - A guide to natural, organic, international and gourmet products
 - New market offerings and recipes
- Special recipes for vegetarian and kosher diets
- On-going education of store management team concerning the health benefits of the products carried
- Easy-to-read, easy-to-understand brochures concerning health issues that are top of mind to consumers
- In most locations, associates have nutritional value information for the majority of products sold in D'Agostino locations
- Clear signage for organic products

Food Lion, LLC

Headquarter location: Salisbury, North Carolina

Website: www.foodlion.com

- “The Good Life”
 - Food Lion baby steps™: information about baby nutrition, healthy baby and mommy care
 - Nature's Place: A store within a store focused on healthy food and shoppers dedicated to natural and organic foods. Includes articles on the organic difference, reasons for going organic and Earth Day
- Flu shots:
 - A partnership with Maxim Health Systems to offer flu shots on-site at store locations
- News You Can Use
 - Checklists for different situations:
 - Health and Wellness: Contains articles about overall well-being, food safety topics and fitness
 - Nutrition: Covers such topics as children's nutrition and healthy eating habits
 - Weather-related situations: Includes check lists for food and nonfood items that shoppers should stock as well as tips to weather hurricanes or other severe weather situations

Food Circus/Foodtown

Headquarter location: Middletown, New Jersey

Website: www.foodcircus.com

- Health and wellness links off the main website under “To Your Good Health”
 - Nature’s Harvest is a store within a store concept providing natural and organic food products, dietary supplements, and health and beauty aids
 - Knowledgeable staff to provide information and counseling to educate the community on various topics including healthy cooking, relationship between diet, health and healthy lifestyles
 - “Nutrition and You” provides links to different programs or educational information such as:
 - Healthnotes®
 - 5 A Day program
 - A guide to understanding food labels
 - Other Websites related to nutrition, exercise and wellness
 - Other links include pharmacy and food safety information
 - Links to food safety resources such as the FDA, USDA and CDC
 - The FMI “Food Keeper” brochure

Food City

Headquarter location: Chandler, Arizona

Website: www.myfoodcity.com

- Information available in Spanish and English
- Qué Rica Vida
 - General Mills program providing helpful information on education, meal occasions and health & wellness
- Ongoing MediMin Clinics
 - Staffed by nurse practitioners and physician assistants who diagnose and treat a variety of common ailments such as pink eye and upper respiratory infection, prescribe medication and administer vaccines as needed.

Giant Eagle, Inc.

Headquarter location: Pittsburgh, Pennsylvania

Website: www.gianteagle.com

- Two-fold approach
 - Provide support and reinforcement for community-based programs that address childhood obesity, including educational efforts and in-kind resources.
 - Purpose is to provide encouragement for those programs that are ongoing and multi-disciplinary.
 - Healthcare providers
 - Scouts and other youth programs
 - Schools
 - Emphasize and try to model a positive message that includes:
 - Health-based foods and in-store activities
 - “Be a Smart Shopper Tours”
 - Community outreach through health fairs
- Associated Websites:
 - Giant Eagle Educational Programs
 - Giant Eagle Health & Wellness

Giant Food LLC

Headquarter location: Landover, Maryland

Website: www.giantfood.com

- “Kitch ‘N Kids:” downloadable healthy cookbook with children in mind
- “Men’s, Women’s, Heart Health:” links to articles about health issues as they relate to men, women and the heart
- Links to gluten-free products
- Introduction to organic produce with explanations of health benefits
- Games for children
- “Healthy Ideas:” articles on current and popular health topics as well as brochures that are available in store or PDF download online
- Store tours for children
- Pharmacy services with diabetes center and other health resources
- Weekly sales circular
 - Consumer Advisor column with tips and practical suggestions on how to eat and live healthily
 - Weekly produce tip
 - Pharmacy tip that is a general healthy living tip
 - Weekly recipe with nutrition information

Haggen, Inc.

Headquarter location: Bellingham, Washington

Website: www.haggen.com

- “Family Mealtime” program promoting the importance of families eating meals together
 - Provides suggestions for activities and meals to incorporate into the experience through downloadable booklets
 - Offers a forum to share experiences
 - Nutrition information on prepared foods sold at Haggen
- Recipes and information portal:
 - Recipe links on website
 - “Good For You Top 5 Recipes” under the healthy eating section
 - Kitchen tips and references
 - Pharmacy services
 - Health screenings, immunizations and Medication Therapy Management (MTM) for several large employers and insurance companies
- Sponsor of community events such as 5K runs and walks
- Annual fundraisers for health related causes such as cancer, multiple sclerosis, muscular dystrophy and children’s hospitals

Harmon City, Inc.

Headquarter location: West Valley City, Utah

Website: www.harmonsgrocery.com

- Special department, “Healthy Living Solutions,” targeting shoppers looking for a healthier lifestyle
 - The department carries:
 - Bulk foods and soy products
 - Healthy prepared meals
 - Natural remedies
 - Nutritional supplements and over-the counter medications
 - Artisan breads hand-crafted in-store with organic flour, water, sea salt and yeast
 - Removal of all MSG from any products Harmon’s makes
 - Trans fat-free oils in fresh delicatessen and bakery
 - Minimally processed meats
 - Local produce partners
 - Local cheese producers
 - Utah Morgan Valley Lamb producer
 - Recipe Ready Chicken – lower fat by hand trimming excess fat/gristle/skin
 - Salad bars freshly stocked daily using Harmon’s produce, breads and delicatessen products
 - Department also features a “Healthy Living Solutions Specialist” to help find products and answer questions
 - Offers healthnotes® computer system — a touch screen computer kiosk containing health related information on food, natural remedies, and supplements. The book and magazine section offers additional health-related resources

Harris Teeter, Inc.

Headquarter location: Matthews, North Carolina

Website: www.harristeeter.com

- Company features the “Yourwellness” program that uses a number of “Wellness Keys”
 - Marked on shelf tags and product packaging
 - Keys highlight attributes such as the source of calcium levels, “Heart Healthy” products, organic, vegan and fat-free products
- Developed free life enhancement program
 - Harris Teeter *yourwellness for life*[™]
 - Includes guidebooks
 - 15-week program designed to optimize health and wellbeing
 - Includes nutrition information, stress management techniques, recipes, a walking program and more
 - Participants are able to earn up to 16 points by living healthier lives
 - 7-Day planners
 - Provides healthy eating options to achieve daily points to healthier living and approximate daily caloric totals
- Free monthly health and wellness guides since March 2006 addressing topics such as common health ailments, summer safety, holiday meal planning, heart health and other healthy recipes
 - Developed in partnership with Russell H. Greenfield, M.D.

Healthy’s, Inc.

Headquarter location: Kailua, Hawaii

Website: www.downtoearth.org

- “Health Tip-Tips for a Happy Healthy Life” program:
 - www.planetveggie.com
 - Provides an archive of articles discussing health topics such as Alzheimer’s, natural beauty and food products, health benefits of fruits and vegetables and supplements
- Several in-store events:
 - Vegetarian cooking classes
 - Seminar to address obesity and chronic disease
- “Go Veggie” program:
 - Tips and other information to start or maintain a vegetarian lifestyle

H. E. Butt Grocery Company (H-E-B)

Headquarter location: San Antonio, Texas

Website: www.heb.com

- “Goodness” magazine with recipes, health and entertainment tips
- Pharmacy services combined with in-store clinics:
 - Flu shots
 - Health screenings including glucose, cholesterol and body fat screenings
 - Drug information with key facts about medications
 - Other health links with information such as the medical ID bracelet or necklace and diabetes control
- Recipe area with a section to create your own “Recipe Box”
- H-E-B Buddy program educating children about healthful eating
- H-E-B insurance services

Hy-Vee, Inc.

Headquarter location: West Des Moines, Iowa

Website: www.hy-vee.com

- Several health and wellness programs in the store, communities and online
- “Healthy Living” tab on the Website with recipes and health information
 - Specific programs include:
 - Gluten-free products
 - Finding a dietitian in Hy-Vee store locations
 - Video cooking demonstrations
 - Weekly dinner menu suggestions for families, heart-health, diabetes and weight management
 - Link to healthnotes®

Ingles Markets, Inc.

Headquarter location: Asheville, North Carolina

Website: www.ingles-markets.com

- Section of Website includes information regulated by registered dietitian Leah McGrath, RD, LDN
- Health Events section includes topics such as:
 - Nutritional information
 - Gluten-free products
 - Trans fat information
 - In-store prepared food nutritional information
 - Ask Leah! Section also includes upcoming health events such as flu shots, health screenings, store tours and an archive of health-related articles.
- In-store radio spots with health and nutrition messages

Kennie's Markets

Headquarter location: Gettysburg, Pennsylvania

Website: www.kenniesmarket.com

- Elaborate kids-focused programs
 - Website provides links to other Websites with food-oriented games such as www.dole.com, USDA for kids and the U.S. Department of Agriculture
 - Information and games involving the “5 A Day friends” with cartoon fruit and vegetable characters
 - A cookbook, fun facts and a reference center
 - Quizzes, games and recipes
- Pharmacy with customer education
- Organic and local offerings

Kings Super Markets, Inc.

Headquarter Locations: Parsippany, New Jersey

Website: www.kingswebsite.com

- “Living Well” program
 - Cooking classes and demonstrations that address natural foods and food for people on special diets
 - Tips in the “King Cooking Studio” area of website
 - Cooking classes and tips geared towards teens
- Shelf tag labeling program that heightens awareness of heart- healthy, salt-free, sugar-free, organic and gluten-free products
- Wide variety of organic products throughout the store
- In-store health screenings such as blood pressure and diabetes.

The Kroger Co.

Headquarter location: Cincinnati, Ohio

Website: www.kroger.com

- The pharmacy department addresses certain topics in the store including childhood obesity, diabetes and medication therapy
 - The dietitian works in conjunction with the pharmacy
 - Videos are available including the dietitian demonstrating the glucose meter, blood sampling and blood pressure testing as well as tips on exercise and healthy store shopping
 - Video segments of the pharmacist show one-on-one contact with customers regarding medication therapy
- “Health Guide” on the Website
 - Articles, news and tips on health issues such as cholesterol, health quizzes, family health and links to Spanish language sites
- “Cook and Live Well” program
 - Monthly co-op sampling event in Kroger stores with pharmacies

K-VA-T Food Stores, Inc.

Headquarter location: Abingdon, Virginia

Website: www.foodcity.com

- Food City Kid's Club
 - Members receive a coupon every month good for a free piece of produce
- In-store pharmacies
 - Provide services throughout the year such as flu/pneumonia and other vaccines, as well as blood pressure, blood cholesterol and bone density screenings. Special project with Food City pharmacists providing monthly counseling for local county employees with diabetes
- ValuCare clinics
 - In-store clinics staffed with nurse practitioners, situated next to the pharmacies
- Consumer affairs/home economist
 - Participates in local community and corporate health fairs
 - Provides on-site health/nutrition-related programs to schools, civic groups, seniors and other groups
 - Supports special in-school healthy eating/activity education effort funded by local hospital foundation by providing coupon for free produce and content for monthly newsletter
 - Coordinates in-store nutrition education effort called "Smart Choices" with Virginia state extension paraprofessional program assistance conducted monthly in several southwest Virginia stores. The program is spotlighted on USDA's Food Stamp Nutrition Connection website
- "Healthy Food Experts" initiative
 - Literature on healthy foods distributed at store level
- "Fresh Connection" newsletter
 - Quarterly newsletter covering topics such as healthy food tips, healthy food recipes and coupons.

Lowe's Food Stores, Inc.

Headquarter location: Winston-Salem, North Carolina

Website: www.lowesfoods.com

- Annual "Good for You" recipe contest
- Celebrating 10th Anniversary of the "Be A Smart Shopper!" program, teaching nutrition and healthy lifestyle behaviors to children ages 4 to 12
 - Store tours
 - Healthy food samples
 - Tips for eating a healthy breakfast every day
 - Healthy eating pledge that children sign committing to choosing healthy breakfast foods.
 - Classroom sessions with Nutritionist Cindy Silver, MS, RD, LDN.

Lund Food Holdings, Inc.

Headquarter location: Edina, Minnesota

Website: www.lundsandbyerlys.com

- Recipes and expertise in different categories including:
 - Organic recipes
 - “Dishing Up Nutrition”
 - “Living Wise”
 - “Kid Friendly”
- Classes and in-store events
 - Cooking classes, demonstrations and flu shots
- In-store Food Experts available to help customers with healthy recipe suggestions, cooking tips and any other food-related questions

MARTIN’S Food Markets

Headquarter location: Carlisle, Pennsylvania

Website: www.martinsfoods.com

- Health and wellness section on the website with different resource materials:
 - “Weekly Health News”
 - Personal health tools
 - Healthful shopping
 - Healthy recipes
 - MyPyramid food guide information
 - Pharmacy information
- Health tips on:
 - Nutrition
 - Fitness
 - Diseases/conditions
 - Food safety
 - Food allergies and intolerances

Meijer, Inc.

Headquarter location: Grand Rapids, Michigan

Website: www.meijer.com

- Elaborate “Healthy Living” section on the Meijer website with nine different categories
 - About Healthy Living: An introduction to health advisors and a letter from lead dietitian, Shari Steinbach.
 - Featured items include food safety, Indianapolis Colts tailgating recipes, Healthy Living magazine with bi-monthly issues, videos and safe dieting with weight-loss pills
 - Weekly menu tips including menus, shopping lists and recipes
 - The “Monthly Strategy” that includes ways to address the featured monthly health topic as well as archived strategies and monthly recipes
 - “Ask Janine,” a forum to ask and read responses to the most frequently asked questions submitted to registered dietitian Janine Faber, RD LDN
 - “Chef Cheryl’s Monthly Theme Menu” prepared by Cheryl Bell, MS RD LDN CHE
 - “Healthy Living Products” addressing gluten-free, organic and natural foods as well as the food pyramid
 - “Healthy Living Solutions For Your Resolutions” includes tips on being healthier, more active, less stressed and better equipped to manage a healthy weight

Metcalf Markets, Inc.

Headquarter location: Madison, Wisconsin

Website: www.sentryonthego.com

- Healthy eating section on the website provides information about healthy eating options, overviews of the latest weight loss programs and body mass calculators
 - Links to:
 - Food Guide Pyramid
 - Body mass index calculator
 - Weight loss programs
 - Vegetarian diets
 - Healthy recipes
- Healthy Cooking:
 - Information surrounding food safety issues
- Healthy Resources:
 - Additional links to health and wellness related websites

Nash Finch Company

Headquarter location: Edina, Minnesota

Website: www.nashfinch.com

- The company emphasizes helping kids eat healthier and exercise regularly
 - The “Books and Bikes” program, an event created as part of the Feeding Imagination educational initiative started by the company's charitable giving foundation, the NFC Foundation, focuses on both eating healthier and exercising regularly
 - As part of a team development event for management, Nash Finch executives assembled bicycles. More than 50 area children from two non-profit organizations received a new bike, a bike helmet, a book on healthy eating by Dr. Sears, healthy snacks, a bike lock and tips for safe bike riding

Outpost Natural Foods

Headquarter location: Milwaukee, Wisconsin

Website: www.outpostnaturalfoods.coop

- A food and wellness journal called “The Exchange.” Focuses on various health and wellness topics including women’s health, creating a healthy workspace and healthy recipes
 - The Exchange is mailed to 13,000 people with another 20,000 available at news stands
- “Natural Choice Directory”
 - Guide to green living and holistic healthcare in Southeastern Wisconsin
- “Get Educated!” — a comprehensive program including:
 - Cooking classes
 - Store tours (“Nutri tours”) and advice from nutritionist Judy Mayer
 - Nutritionist sees customers and helps develop healthy eating plans
 - Works with customers with food allergies
 - Gluten-free restaurant guide
 - Guides on well being and good foods
 - Trains staff with “Tour de Outpost”
 - Comprehensive 12 course training covering topics such as:
 - Vitamins and supplements
 - Diabetes and celiac disease
 - Staff is able to answer most questions posed or have resources at hand to get an answer quickly.

Publix Super Markets, Inc.

Headquarter location: Lakeland, Florida

www.publix.com

- Extensive wellness area on the website with information on nutrition, wellness and the pharmacy through the use of four sub categories:
 - A monthly subscriber-based magazine that is also available in-store and online, called "*Publix GreenWise Market*" targeted to customers seeking to live a more organic, all-natural and earth-friendly lifestyle
 - The "Food & Nutrition Center" that provides nutrition information, food guides, weight management options, recipes, sport and fitness related information, food safety topics for the home and in the stores
 - The "Health Center" which provides information on health conditions, vitamin guides, "safetychecker" (a listing of common prescriptions with information on their impact and interactions with vitamins, supplements and food), herbal remedies, homeopathy and helpful online resources
 - The "Publix Pharmacy" section provides information on the in-store and online capabilities of the pharmacy, such as:
 - Prescription refills
 - Flu and other immunizations
 - Direct care
 - Seasonal health focus
 - Cholesterol screening
 - Medical ID bracelets and necklaces
 - Insurance plans
 - Prescription transfer
 - Generic drugs
 - Free antibiotics program
- Proud to be the official supermarket of Florida, Georgia, South Carolina and Alabama youth soccer, promoting fitness, good attitudes and sportsmanship for the whole family
- The Publix Family Fitness Weekend events. In eight cities annually Publix hosts these fun, recreational family activities and competitions. They include everything from a kid's run to an adult triathlon
- The African-American Men's Health Summit in Orlando, Florida — an event sponsored by Publix to promote a day of health and wellness for African-American men, young men and teens
- The Gate River Run in Jacksonville, Florida and The Five Points of Life Marathon in Gainesville, Florida — annual events that include a runner's health expo, children's fun run, 5K and other longer runs
- The Publix insert in Parent and Child magazine for kindergarten children, their teachers and parents. Includes nutritional information, a list of related books, games and a Teacher's Guide poster which is also available to download for free
- Every Publix store has an Information Center kiosk with timely nutrition-related brochures, free to customers. Topics include nutrition facts, healthy eating guide, gluten-free guide and brochures dedicated to cooking and handling poultry, pork, seafood, beef and more

Riesbeck Food Markets, Inc.

Headquarter location: St. Clairsville, Ohio

Website: www.riesbeckfoods.com

- Health fairs held in conjunction with Southeastern Ohio Regional Medical Center
 - Attendees were able to get free health screenings and support from registered dietitian for diabetes, blood pressure and cholesterol screenings
 - Store promotes healthy food options during the health fair using special signage, samples and pricing. Products include items such as low-fat yogurt, lean meal options and baked chips

Roche Bros. Supermarkets, Inc.

Headquarter Location: Wellesley Hills, Massachusetts

Website: www.rochebros.com

- Flu shot clinics at multiple store locations
- Cooking show with Chef John with recipes, tips on what to look for when purchasing produce and guidelines on how much to pay
- Health information such as tips for gluten-free diets
- “Mom’s & Pap’s Guide” with more than 1,200 activities for children age 6 and under
 - Healthy tips for moms and kids as well as free coupons
- Recipes and “Tidbits” magazine

Rosauers Supermarkets, Inc.

Headquarter location: Spokane, Washington

Website: www.rosauers.com

- “Blue is Better” program
 - Blue label affixed to healthy food options as addressed in “Healthy Meal Guidelines” brochure
 - Developed in cooperation with regional health professionals and the American Diabetes Association
- The “Nutritional Information” section provides links to different topics such as:
 - Maintaining your weight
 - USDA Food Pyramid
 - Nutrition Label Guide
 - USDA Dietary Guide
 - Rate Your Diet
- The “Recipe Box” offers broad meal selections with access to more than 5,000 recipes in 10 unique cookbooks. Customers can also submit their own recipes in the “Rosauers Customer Cook Book” section

Roundy's Supermarkets, Inc.

Headquarter location: Milwaukee, Wisconsin

Website: www.roundys.com

- “Be a Smart Shopper” program provides store field trips to students pre-k through sixth grade
 - The 60-90 minute programs are structured to reinforce the nutrition and healthy lifestyle education curricula taught in schools and are designed with fun ways to connect with the students. Children learn about meal planning, economics, decision-making and careers in the food industry and finish their trip with free samples and goodie bags
- In-store flu shot clinics throughout the fall
- Cooking and safety tips

Safeway Inc.

Headquarter location: Pleasanton, California

Website: www.safeway.com

- FlexFood™, developed by Safeway, is a free online nutrition tool, available exclusively to Safeway Club Card members on an opt-in basis.
 - Program provides personalized information about food, nutrition and alternative grocery options. Customers can view grocery purchases online and benchmark their performance against USDA guidelines
 - Identify healthier food alternatives in specific categories and create personalized shopping list to achieve nutritional goals
- 1,337 in-store pharmacies
- O Organics product line of 200 USDA-certified organic products in more than 30 categories
- Expanding *Eating Right* line of low-fat or low-carbohydrate frozen entrees and meals
 - Offers health-driven and diet-driven consumers a unique proposition
 - Distinctive, color-coded icon system highlights key dietary and nutritional information
- Wellness Center on Website allows viewers to search articles on important health issues for themselves and their family
- Prevention and helping to find a cure
 - Safeway is a corporate leader in raising funds for cancer research and awareness. Through a range of innovative retail based fundraising campaigns, Safeway has provided more than \$70 million to fight breast and prostate cancer during the past six years. The company also provides critical financial support for the operation of mobile breast cancer screening vans
- Coalition to Advance Healthcare Reform (CAHR)
 - Safeway's CEO formed the Coalition to Advance Healthcare Reform (CAHR) in June 2007 to help develop the cure for our diseased healthcare system. CAHR is a national organization of more than 50 leading employers who have chosen to actively engage in the healthcare debate in Washington D.C. as well as in key states like California. CAHR advocates market-based reforms to fix our nation's broken healthcare system based on the following five core principles: a market-based healthcare system; universal coverage with individual responsibility; financial assistance for low-income individuals; healthier behavior and incentives; and, equal tax treatment. Visit: www.coalition4healthcare.org for more information
- Safeway Health and Fitness Center
 - A multi-layered wellness initiative that incorporates all aspects of wellness into a comprehensive program for employees. The company opened the Safeway Health and Fitness Center which is an integral part of the company's overall wellness program. The 17,000 square foot center equipped with state-of-the art equipment focuses on cardio, strength, and flexibility training

Schnuck Markets, Inc.

Headquarter location: St. Louis, Missouri

Website: www.schnucks.com

- Promotes the Fruits and Veggies — More Matters campaign™, a dynamic health initiative that consumers will see in stores, online, at home and on packaging
 - Replaces the existing 5 A Day awareness program and will leverage the 5 A Day heritage and success to further support and inspire consumers to eat more fruits and vegetables, showcasing the unrivaled combination of great taste, nutrition, abundant variety, and various product forms (fresh, frozen, canned, dried, and 100% juice)
 - Also builds upon the body of science that indicates that increased daily consumption of fruits and vegetables may help prevent chronic diseases. The Centers for Disease Control and Prevention (CDC) and Produce for Better Health Foundation (PBH) are leading this initiative and are in partnership with other health organizations. The goal is to achieve increased daily consumption of fruits and vegetables
 - Educational campaign includes information on:
 - Fruit and vegetable benefits
 - Fruit and vegetable of the month
 - Recipes, publications and tips
- Provides links to USDA for information on:
 - New MyPyramid for pregnant and nursing moms
 - Vegetarian nutrition resource list
 - Healthy Meals Resource System (HMRS) for child nutrition professionals
 - Food safety information center
 - “Loving your Family, Feeding their Future” education initiative
 - Food Stamp Nutrition Connection (FSNC)
 - International Bibliographic Information on Dietary Supplements (IBIDS) database
- Offer a free prescription drug program for generic oral antibiotics
- Host special events and in-store promotions
 - Produce University
 - Breast Cancer Awareness — “Paint the Store Pink”
 - Heart Health — “Red Event”
- “Full Circle Natural and Organic” food products, All natural “Never Ever” beef and pork
- Undertake program “Healthy Families Start at Schnucks”
 - Program highlights products that support a monthly theme tied to health goals such as:
 - Weight control (January program)
 - Heart Health (February program)
 - The new MyPyramid (March program)

Sprouts Farmers Market

Headquarter location: Phoenix, Arizona

Website: www.sprouts.com

- Health and Wellness section of website provides program categories such as:
 - Healthy recipes
 - Reference library
 - Ingredient glossary
 - News and features
 - Calendar of events
 - Health and wellness activities at the various locations
- Corporate nutritionist, Patti T. Milligan, MS RD CNS
 - Community lectures
 - Coordinate projects with health care professionals
 - Serves as media liaison to create “livable solutions for a vibrant life”
 - Continuing, innovative nutrition and education for vitamin staff to better serve customers
 - Staff education on customer trends and help for key areas like gluten-free, sugar controlled foods

The Stop & Shop Supermarket Company

Headquarter location: Quincy, Massachusetts

Website: www.stopandshop.com

- The company features the “Healthy Ideas” program
 - Section of the website provides information in four subcategories:
 - General Health
 - Includes men’s health, women’s health and heart health
 - Healthy Eating
 - “More Matters” program
 - MyPyramid food guidance system
 - Nature’s promise
 - Information on gluten-free products, mercury in fish, food safety and product recalls
 - Healthy Ideas for Kids
 - “Kitch ‘N Kids” Cookbook
 - Kids Corner: activity sheets available online and in-store
 - MyPyramid for Kids
 - Information on how to pack a safe lunch
 - Sign up for store tours for kids
 - Other Resources
 - Information about the Pandemic Flu and Avian Influenza
 - In-store health and wellness services and programs
 - Weekly sales circular
 - Includes consumer advisor column with tips and practical suggestions on how to eat and live healthily.
 - Weekly produce tip
 - Pharmacy tip that is a general healthy living tip
 - Weekly recipe with nutrition information
 - Recipe contest for children to encourage healthy eating habits and promote Stop & Shop’s dairy line
 - Instructed to develop breakfast, lunch, dinner or snack using a dairy product from Stop & Shop, Cabot or Dannon

Sunset Food Mart, Inc.

Headquarter location: Highland Park, Illinois

Website: www.sunsetfoods.com

- Health and Wellness employee program
 - Fit 'N Fun Fridays
 - During the week brochures, menus and recipes regarding the featured healthy food item of the week are available in the break room at the “Fit 'N Fun Friday” booth at all of Sunset Food Mart, Inc. locations. Samples of the featured healthy item of the week are available on Fridays for employees during lunch hours. The healthy item is also on sale that week to encourage employees to share healthy eating with their families
 - Arranged the 1st Annual Sunset Foods 5K Walk in July 2007 at Independence Grove Forest Preserve in Libertyville, IL
 - Encouraged family involvement
 - Provided t-shirts, pedometers, water, fresh fruit and energy bars
 - Encourage employees to take a health risk assessment test
 - Program works with insurance company and pharmacy

Trader Joe's Company

Headquarter location: Monrovia, California

Website: www.traderjoes.com

- In-store brochures and online reading room on organic products, understanding the nutrition facts panel, vitamins and minerals.
 - Product guides include:
 - Gluten-free
 - Kosher
 - Fat-free
 - Low- sodium
 - Vegetarian
 - Vegan
 - Heart healthy
 - Quick meal
 - Ready to heat entrees made from a combination of foods from two or more food groups
- Extensive line of organic and healthy natural food products, vitamins, supplements and healthier alternatives

Ukrop's Super Markets, Inc.

Headquarter location: Richmond, Virginia

Website: www.ukrops.com

- Comprehensive health and wellness program:
 - Nutrition counseling
 - Health screenings
 - Wellness classes
 - Links on the website to shopping guides for gluten-free and low-sodium products as well as nutritional information about in-store food preparations.
 - Counseling, store tours and educational seminars for “Living Healthy with Diabetes”
 - Nutrition and food safety hotline customers can call with questions
 - Staffed by food scientist and registered dietitian
- Information keys for prepared foods that provide information regarding:
 - Gluten-free, vegan, vegetarian, natural, low-fat and low-sodium
- Recipes with selection options for vegetarian, vegan and kosher options
- Also perform screenings for cholesterol and blood glucose
- Immunization program that encompasses influenza, pneumonia and travel vaccines

Wakefern Food Corp.

Headquarter Location: Edison, NJ

Website: www.shoprite.com

LiveRight with ShopRite a comprehensive health & wellness program that addresses a wide range of lifestyle offerings for our consumers

- Color coded self labels identifying gluten free, organic, natural, sugar free, low sodium, low fat, fat free and low carb product offerings throughout the store
 - Product listings are also available on the web
- LiveRight with ShopRite magazine available in-store and on-line – offers easy to understand health and wellness information, tips and recipes
- Your ShopRite Connection – monthly e-newsletter featuring relevant health and wellness content
- Right for Tonight – healthy recipe of the week
- Timely Topics – weekly articles that discuss different health and wellness topics and offer nutrition tips
- Consumer Information Brochures – available in-store and on-line including “Facts About Fats”, “Getting Kids to Eat Well”, “Living with Diabetes” etc.
- Dietitians Corner – email our corporate dietitian to ask questions regarding your own health and wellness needs
- Monthly Health Events conducted at various ShopRite locations and in the surrounding community
 - Educational classes and store tours
 - Product sampling
 - Cooking classes
 - Support groups – weight management and celiac

- Pharmacy – information available on-line and in-store
- Refill your prescription
- Generic drugs – 90 day supply
- View your medication history
- Find an in-store clinic
- Find a flu shot location
- Diabetes Control for Life
 - Personal resource for on-line diabetes management

Wegmans Food Markets, Inc.

Headquarter location: Rochester, New York

Website: www.wegmans.com

- Wegmans comprehensive lifestyle philosophy called “eat well. live well.”
 - Provides information on:
 - Diabetes (shopping guide, holiday eating tips and more)
 - Food Sensitivities and Intolerances
 - Wegmans Brand Foods that meet special dietary needs
 - Gluten-free
 - Lactose free
 - Gluten and lactose free
 - Low- sodium
 - Healthy eating (Wegmans’s brand whole-grain list, wellness keys and more)
 - Heart health
 - Nutrition facts
 - Weight management
 - Pharmacy services
- “eat well. live well.” 4th Grade Tours
 - Children see, taste and learn about healthy eating via the Food Guide Pyramid at select Wegmans stores
- “eat well. live well” Veggie Patch Cooking Class for Scouts
 - Children ages 6-8 participate in a hands-on experience in food preparation, enjoy new foods and learn about making healthier choices
- Kid-focused brochure called the “Snack with the Power of 3”
 - Developed by Jane Andrews MS, RD and Trish Kazacos, RD, CPT
 - Guidelines for parents regarding healthy snacking with tips on grain, dairy and fruit/vegetable intake
- Website also has chef-developed recipes with nutrition analysis on every recipe, nutrition facts for foods prepared in stores, question opportunities with registered dietitians, fitness tips and the “Fresh News” email
- Extensive selection of natural and organic products and educational materials

Weis Markets, Inc.

Headquarter location: Sunbury, Pennsylvania

Website: www.weismarkets.com

- Weis HealthyBites® consumer nutrition, health and wellness education program
 - A source of accurate, practical nutrition, health and wellness information for Weis Markets shoppers
 - Free access to advice from a registered dietitian. Customers submit questions by phone, mail or email
 - Bi-monthly newsletters are available at kiosks in stores and online.
 - Newsletters feature informative articles on various health topics, better-for-you cooking ideas, recipes and the Weis Kid's Korner page, featuring activities and games that make learning about good nutrition fun.
 - HealthyBites® column every other week in the Weis Markets circular
 - Weekly radio tips: airing in stores and on the radio station WVIA
 - Televised weekly nutrition advice interviews: airing on TV stations WYOU and WBRE and online at www.pahomepage.com
 - Additional weblinks to credible Websites. Examples include produce shopping guides, kid's activities, recipes, a comprehensive guide to proper food storage, food safety information and more
 - Registered dietitians offer:
 - Health and wellness screenings at store openings and re-openings
 - Cooking demonstrations and booths at large-scale community events
 - Speaking to various community groups about timely nutrition topics
 - Conducting nutrition-focused store tours, addressing disease management and prevention
 - Examples include:
 - Obesity/weight management, diabetes, heart disease, celiac disease for adults and general nutrition education for kids
 - Pharmacy operations with online links to health resources
 - Offer various health screenings throughout the year to screen for diabetes or glucose intolerance and test bone density and cholesterol levels
 - Also offer in-store flu shot clinics seasonally
 - In select stores, have diabetes depot sections to help customers with diabetes shop for supplements, food, meters/strips and other supplies to meet their needs
 - Careworks clinics are set up in select stores to provide the services of a nurse practitioner
 - Offerings include prescription healthcare for non-emergency conditions
 - Preferred shopper savings at select fitness and sports facilities

Winn-Dixie Stores, Inc.

Headquarter location: Jacksonville, Florida

Website: www.winn-dixie.com

- The “Healthy Families Program” helps customers make healthier choices through fresh fruits and vegetables, low-fat favorites and other health and beauty items. The website provides information under the title “Good Nutrition for Healthy Families” with six subheadings and a brief description:
 - Get the Skinny on Nutrition: links to the Department of Agriculture and the American Dietetic Association
 - Here’s What Your Uncle has to Say About Food: links to the U.S. Government’s website about nutrition
 - Individualize Your Nutrition Needs: links to the “MyPyramid” website.
 - Eat Your Fruits and Veggies: links to Dole.com and 5ADay.org
 - Milk and Dairy for Strong Healthy Bones and More: links to 3aday.org and the nationaldairycouncil.org
 - Healthy Kids Healthy Future: “We Can” program through the National Institute of Health, Department of Health and Human Services and National Heart Lung and Blood Institute.
- The Winn-Dixie Baby Club — a place for new parents to turn for helpful advice and cost saving opportunities
- Pharmacy locations and extensive medication information in-store and online
- Product guide, recipes and resources for kosher diets

Zagara’s Marketplace

Headquarter location: Cleveland, Ohio

Website: www.zagarasmarketplace.com

- Zagara’s Marketplace and registered dietitian Stephanie Richards offered week long health and wellness programs at both the Cleveland Heights and Lee Road Locations
 - Each day a different recipe was sampled that related to a specific health topic
 - All recipes are from Ms. Richards’ book, [Holistic Living, A Guide & Journal, 180 Days of Healthy Living](#)
 - Healthy Eating for Seniors – Italian bean soup
 - Disease Prevention with Plant Foods – tempeh salad
 - Heart Health- tuna tabbouleh
 - Cooking on a Budget – quinoa with onions
 - Stocking a Healthy Kitchen – various product samples
 - Snacks & Sweets Can be Healthy – trail mix
 - Customers sampled food and received answers to their nutrition questions
 - For some customers this was their first exposure to a plant based, anti-inflammatory diet.
 - For other customers they honed their skills, learning about new foods such as zatar and quinoa.