Guiding Stars

Alexis Williams, M.A.N., RD
Director, Health & Wellness

Introducing Guiding Stars

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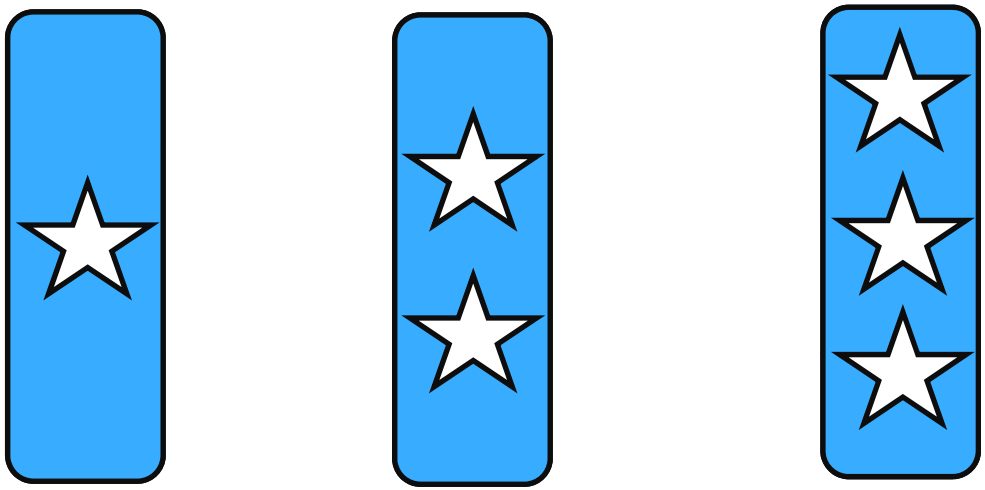


Based on ratings of up to three stars, Guiding Stars, is a nutrition navigation system designed to assist Canadians in finding nutritious foods throughout the store.

Guiding Stars Program History

- Originated in Maine by regional grocer Hannaford
- Began with extensive consumer research in 2005
- US Scientific Advisory Panel Established
  - Criteria to identify more nutritious foods
- Food rating system developed
  - Simplicity, integrity, relevancy
- First storewide nutrition profiling program launched in 2006
- Guiding Stars Licensing Company formed in 2008
  - 1,700 supermarkets in the U.S.
  - Colleges, hospitals, corporate offices, schools
  - iPhone app & social media
  - www.GuidingStars.com / www.GuidingStars.ca
  - Online & mobile platform for population health

Canadian Algorithm – Scientific Advisors

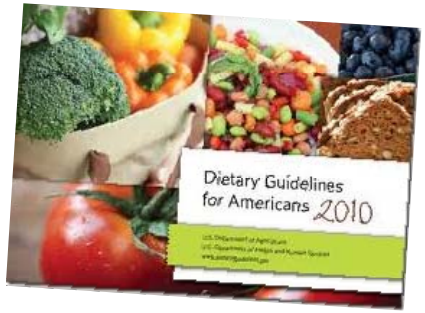
- Alison Duncan, Ph.D., R.D., University of Guelph
- Kelley Fitzpatrick, M.Sc., R.D., NutriTech Consulting

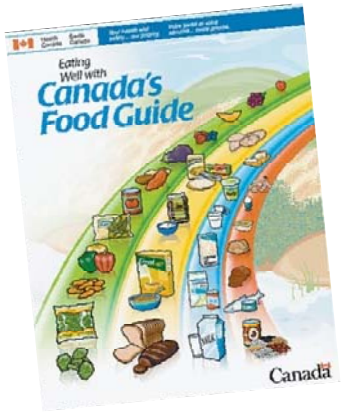
US advisors:

- Leslie Fischer, Ph.D., MPH, R.D., L.D., University of North Carolina
- Jeremy Nobel, M.D., MPH, MS, Harvard University
- Clare Hasler-Lewis, MS, MBA, Ph.D., University of California, Davis
- Jeffrey Blumberg, Ph.D, FACN, FASN, CNS, Tufts University
- Kitty Broihier, M.S., R.D, L.D, NutriComm Inc.

Based on Science and Policy

- Aligned with advice from major health and regulatory agencies involved in
  - Developing nutrition labeling guidance
  - Determining beneficial nutrient levels
- Consistent with national dietary recommendations
  - U.S: Dietary Guidelines for Americans, MyPlate
  - Canada: Health Canada
- Based on broad scientific consensus from authoritative bodies
  - DHHS (FDA, NIH), USDA, NAS/IOM, AHA, WHO, Health Canada





Guiding Stars: Recent Validation

Patent Protection

- Guiding Stars was granted U.S. Patent No. 7,974,881 on 7/5/2011.
- Guiding Stars was granted Canadian Patent No. 2,652,379 on 10/2/2012.

American Journal of Health Promotion

- A peer reviewed article was published making the Guiding Stars algorithm fully transparent:
- Fischer, LM, Sutherland, LA, Kaley, LA et al. 2011. Development and Implementation of the Guiding Stars Nutrition Guidance Program. Nov/Dec. 26(2): e55.

Guiding Stars Science

- Uses a scientific algorithm
- Balance between...
- Credits:
  - Fibre, Whole Grains
  - Omega 3
  - EPA/DHA
  - Vitamins, Minerals
- Debits:
  - Added sodium and sugar
  - Saturated and Trans fat

100 calories

- Scientific background paper on www.guidingstars.ca

Evidence-Based Algorithm

Points		-3	-2	-1	0	+1	+2	+3
Positive Attributes	Vitamins & Minerals				x	X	X	X
	Dietary Fibre *				x	X	X	X
	Omega-3 Fatty Acids				x	X	X	X
	Whole Grains				x	X		
	EPA/DHA				x	X		
Negative Attributes	*Trans* & Sat. Fat *	X	X	X	x			
	Added Sugars	X	X	X	x			
	Added Sodium	X	X	X	x			

Algorithm Concepts

X = Higher amounts
X = Lower amounts

*** Slight variations for Meats/Poultry/Sea-food/Dairy/Nuts**

Example: Model for Meats/Poultry/Seafood/Dairy/Nuts

Nutrients to Limit	POINTS				
	0	-1	-2	-3	-11
Trans and Saturated fat	≤1.5 g (7.5 % of DV)	≤2 g (10 % of DV)	≤2.5 g (12.5 % of DV)	>2.5 g (12.5 % of DV)	
Added sugars	None Added	≤10% kcal	≤25% kcal	>25% kcal	
Added sodium	≤120 mg (5% DV)	≤240 mg (10% DV)	≤360 mg (15% DV)	≤600 mg (25% DV)	**>600 mg**
Nutrients to Encourage	**POINTS**				
	+3	+2	+1	0	
Dietary fibre	NA	NA	≥1.25 g (5% DV)	<1.25 g (<5% DV)	
Vitamins & Minerals	≥10% DV of 2 or more OR ≥20% DV of 1 vitamins/minerals	≥10% DV of 1 OR ≥5% DV of 2 or more vitamins/minerals	≥5% DV of 1 vitamin/mineral	<5 DV% of 1 vitamin/mineral	
Omega-3 Fatty Acids	≥0.81 g (30% AI)	≥0.54 g (20% AI)	≥0.27 g (10% AI)	< 0.27 g	
EPA & DHA	**---**	**---**	**≥12.5 mg EPA or DHA, or EPA+DHA**	**---**	

Comprehensive and Discriminating

Algorithm addresses inherent nutrient differences between 4 broad food categories:

1. General Foods & Beverages
   - Credits & debits as shown
2. Meats/Poultry/Seafood/Dairy/Nuts
   - Intrinsically more cholesterol & saturated fat (different cut points)
   - Whole grain bonus not applicable
3. Fats & Oils
   - Credits for MUFAs, omega-3 fatty acids, presence of DHA/EPA
4. Infant & Toddler (<2 yr) Foods
   - Different nutritional needs and recommendations
   - Credits for vitamins & minerals
   - Debits for added sodium & sugar

Standards and Exclusions

- Foods standardized to 100 calorie (kcal) serving size
  - Works as well for liquids as dry foods
  - Adjusts for water weight (addresses dehydrated foods)
  - Controls for differences in package and stated serving size

- All foods evaluated except
  - Foods <5 calories/serving size
    - Bottled water, coffee, tea, spices
  - Infant formula
  - Dietary supplements/natural health products
  - Medical foods
  - In-store prepared foods
    with no nutrition information available
  - Alcohol

- Limits credit for fortification
  - Maximum points for vitamins and minerals capped

Product Database

- All data used are up-to-date and available to consumers
- Packaged product data collected from Nutrition Facts table and ingredient list
- Data for fresh products and single ingredient foods obtained from Canadian Nutrient File and USDA National Nutrient Database (SR-25)
- Debit for added sugar and added sodium, credit for whole grain based on key words in ingredient list
- Ongoing product reviews, ratings, verifications, multiple audits, continuing updates

Stars by Category In Canada (Loblaw)

What percentage of foods receive stars?

- 45% of foods receive at least one star

(approximately 17,000 of the 38,000 rated products)

- By GS category, stars appear on:
  - 100% of fresh fruits & vegetables
  - 77% of seafood
  - 70% of cereals
  - 63% of milks and juices
  - 47% of meats
  - 28% of canned goods
  - 27% of breads & baked goods
  - 31% of yogurts
  - 11% of soups

Sample Ratings *

0 Stars	★	★★	★★★
Whole milk	2% milk	Rice Milk	Skim & 1% milk
White bread	Light rye bread	Multi-grain sourdough bread	100% whole wheat & fibre bread
Canned green beans (with salt)	Canned whole potatoes	Canned kidney beans	Canned six bean medley (no salt added)
Hot dogs	Extra lean ground beef	Chicken legs	Salmon

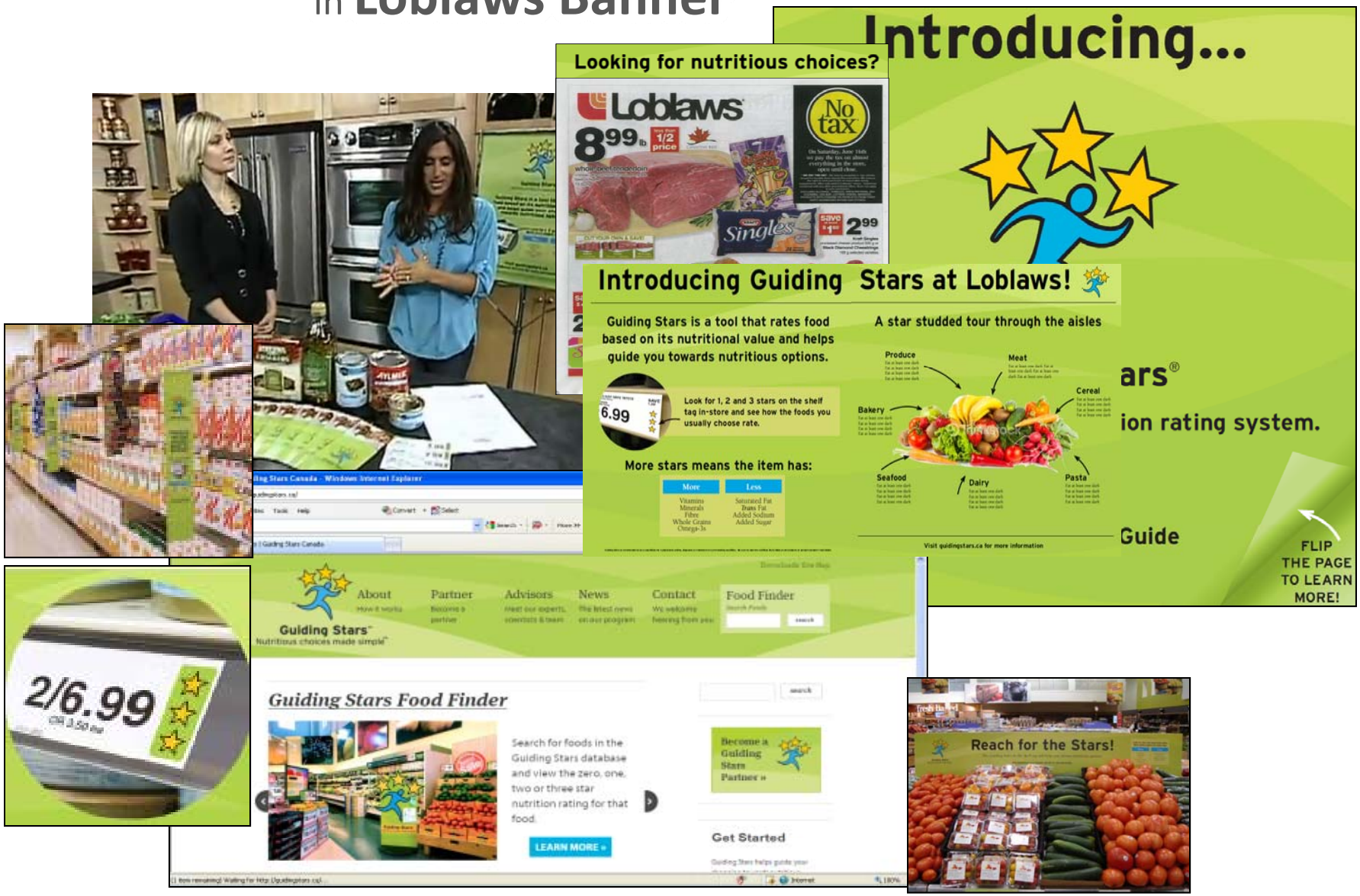
*** For example only – specific items may vary based on exact nutrient levels and ingredients**

Guiding Stars at Loblaw

- Began exploration in 2010
- Working group established in 2011
- 4 Pilot stores launched in Ontario, fall 2011
- 44 Stores (Loblaws banner) launched in August 2012
- 259 Stores (Ontario banners) launched in Feb 2013
- Quebec planned – summer 2013
- National expansion - 2014

Guiding Stars Launches in Loblaws Banner

August 2012



Customer Feedback From Loblaws

Key Findings:

2011:
Guiding Stars stands to be a strong companion to food nutrition labels.

While the program won't replace label reading, it offers short-cuts as well as a reminder for shoppers to think twice about some products that might have a healthier alternative.

2012 research results:

- 95% of customers say they like the program
- 71% say they have a stronger impression of LSL as a result

Rave Reviews! Customer & Colleague Comments

- *"Guiding Stars is an incredibly useful tool."*
- "I love the new star program, it is so easy to follow and makes so much sense when I'm shopping!"
- *"I think Guiding Stars is a great program. I mostly use it when I'm looking at packaged foods."*
- "I have started to use the stars more and more every time I grocery shop."
- *"It makes grocery shopping quicker."*
- "My kids only want me to buy products with stars."

Guiding Stars Implementation

- Product rating
  - Supplier education
- Technology to have stars automatically print on labels
- Store colleague education and training
- Building consumer awareness

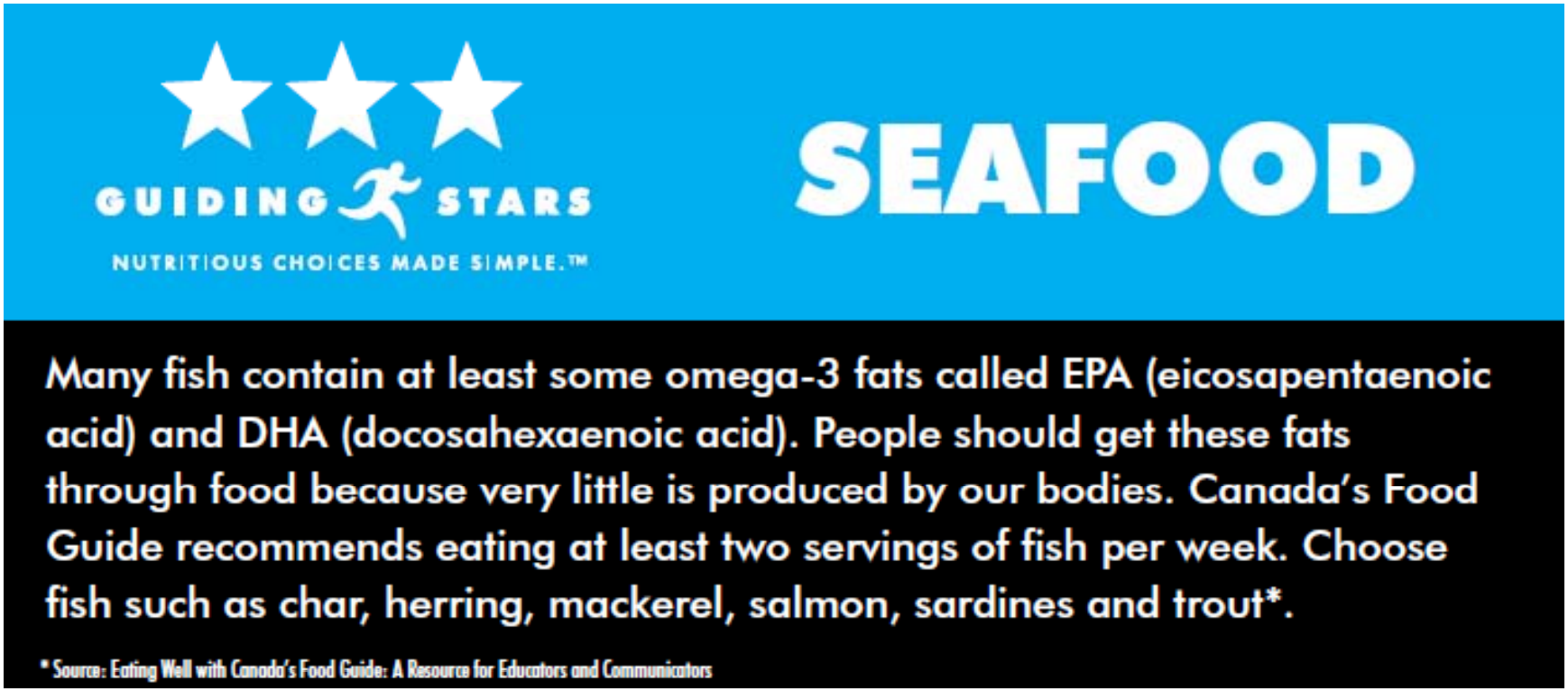
Training

- Extensive training for health related disciplines completed by Director & Guiding Stars Scientific Advisors:
  - Registered Dietitians
  - Pharmacists
  - Cooking School coordinators
  - Natural foods department managers
  - Fitness club managers
- Learning & Training department lead training:
  - Store managers
  - Department managers
  - All colleagues
- Built into new hire training
- Continuous colleague engagement through huddles/tips

Guiding Stars Encourages Seafood

Seafood Key Message

- Appears on barker cards in seafood section



Guiding Stars in Deli

- Helps consumers find lower sodium deli options

Guiding Stars helps demystify meat & poultry

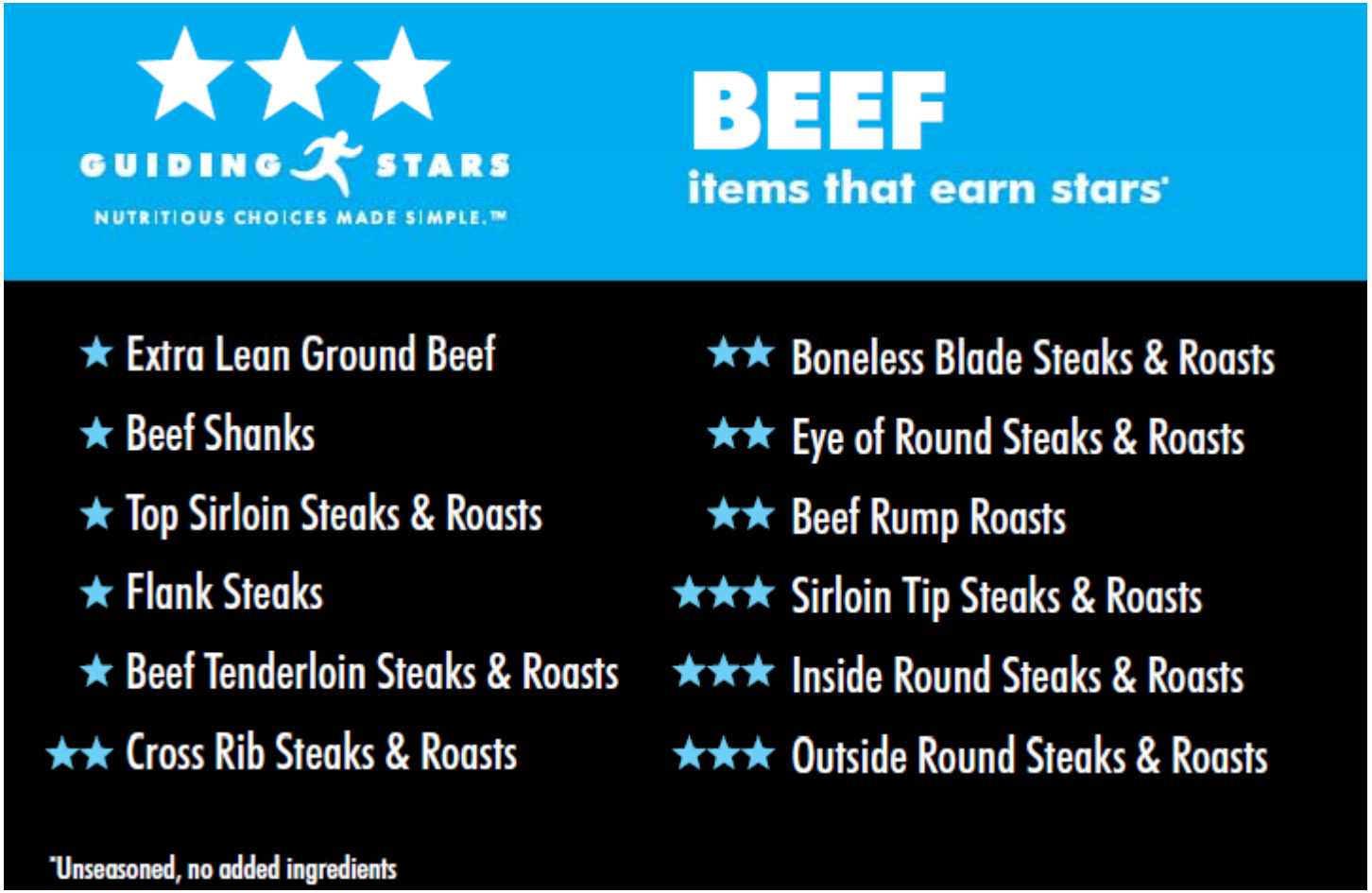
- Fresh Meat Case signage

Meat & Poultry 5 Deck signage

Meat 5 Deck signage

Meat 5 Deck signage

Meat 5 Deck signage



In-Store Dietitian Program

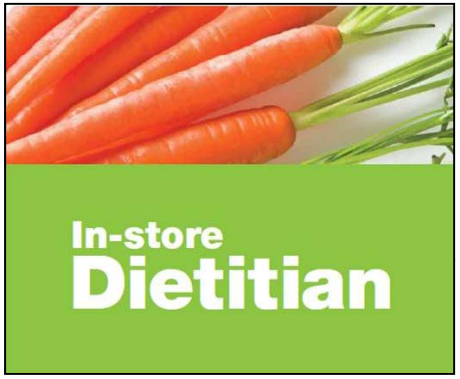
- Registered Dietitians to educate and support customers
  - Label reading tours
  - On-floor Education
  - 1:1 Counselling
  - Education and cooking classes
  - Community outreach & health events

In-Store Dietitian Program

- Point of purchase information
- Guided shopping trip
- Food specific advice
- Bringing nutrition information to life
- Food preparation & skills
- Customers self-referring
- Initiate care before sick

In-Store Dietitians

- **Currently in 44 Loblaws stores and 6 Superstores in Ontario**



- **Expanding to Zehrs summer 2013**

Summary

- Loblaw continues to expand Guiding Stars
- Guiding Stars algorithm is based on broad scientific consensus and national dietary guidance
- Translates complex information into a simple, in-store navigation system
- Empowers consumers
- Guiding Stars helps point out more nutritious meat and protein options
- Registered Dietitians are there to support further