

SUPERMARKET SAVVY® Newsletter

PAGE 3

May/June 1989

An Information Service Designed Specifically for People Who Are Leading
—or Thinking of Leading—Supermarket Nutrition Tours

INSIDE

| | |
|---------------------------------|---|
| PROFILE | 1 |
| ■ Cornell Cooperative Extension | |
| NEW PRODUCT NEWS | 3 |
| ■ Fish | |
| ■ Chips | |
| ■ My Own Meals | |
| FRIENDS IN THE MEDIA | 4 |
| YOUR QUESTIONS | 5 |
| TOUR MARKETING STRATEGIES | 5 |
| ■ Teen Tours | |
| FOOD INDUSTRY NEWS BRIEFS | 6 |
| LETTER FROM THE EDITOR | 7 |

Supermarket Savvy®
P.O. Box 7069
Reston, Virginia
22091
(703) 620-4410



PROFILE

Supermarket Smart Tour — Cornell Cooperative Extension Rockland County, New York

Ira Milner, R.D., a Nutrition Agent for Cornell Cooperative Extension of Rockland County, New York, has been leading Supermarket Smart Tours since September '88. (And you thought only women led supermarket tours!)

"The Supermarket Smart Tours have increased the visibility of Extension — especially as the provider of nutrition education services. The tours complement the basic mission of Cooperative Extension because they provide practical information to help people help themselves. With the tours, Extension has reached audiences it otherwise might not have, for example, pregnant teenagers and emotionally handicapped children," says Ira. In the future, he plans to conduct tours for high school students in Health Education and Home Economics classes.

Data collected by Extension confirm that the tours are reaching out to people that haven't been involved with Extension previously. Of the 73 people who have taken the Supermarket Smart Tour over the most recent six week period, 53 had never been involved in a Cooperative Extension program before.

Location

Thus far the tours have been held at the Shop-Rite Supermarket in the area, but after a 12 week period at that store, Ira has decided to look for another supermarket—one that will be more supportive of the program. Currently, he is approaching several other stores in his area that have expressed an interest.

Based on his experience, he feels, "The management of the store where you conduct your tours is one of the biggest factors in your success. If they're excited about the tours and back you 100%, then you can do a better job."

"Conducting tours has been one of the most rewarding experiences in my career. I really feel that through the tours I have had a positive impact on changing peoples' food habits."

IRA MILNER, R.D.

Publicity Newspaper

Before even starting the tours, Ira had been in touch with the Health & Science writer of the *Rockland Journal News* about a story idea unrelated to the tours. When he

continued on page 2

The Supermarket Savvy® Newsletter is published six times a year by Leni Reed Associates, Inc. — a company that provides leadership and training materials for supermarket nutrition tours ■ P.O. Box 7069 • Reston, VA 22091 • 703-620-4410 ■ Subscriptions: \$68/1 yr. ■ Back issues: \$12/copy ■ Editor/Writer: Leni Reed, M.P.H., R.D. ■ Publisher: Leni Reed Associates, Inc. dba Supermarket Savvy®

NEW PRODUCT NEWS

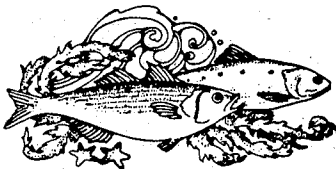
FISH

What's new about fish is that people are eating lots more of it than they used to. With the increasing concern over heart disease, fish is ending up on the dinner plate more often.

If you'd like to learn more about seafood yourself, the best up-to-date consumer nutrition information that I know of is the new *Seafood Nutri-Facts Manual* produced by the Food Marketing Institute and the National Fisheries Institute. This manual is the latest addition to the Nutri-Facts Program which was developed to provide consumers, retailers, and the food industry with current information about the nutritional characteristics of fish, meat, and poultry.

The *Seafood Nutri-Facts Manual* gives current, readable information (much of it in chart form) about the nutritional characteristics of major commercial varieties of fish and shellfish in the forms in which they are commonly marketed and consumed. Also included are useful tips on cooking, with recipes using low calorie cooking methods. Much of the information is camera-ready, point-of-purchase masters.

If you want to see a copy, you might ask the Director of Consumer Affairs at your local supermarket. Chances are she has a copy or is thinking of purchasing one. She may also have copies of the other *Nutri-Facts Manuals* (one about meat; the other about poultry).



You can also order a copy of the *Seafood Nutri-Facts Manual* from:
Publication Sales
Food Marketing Institute
1750 K Street, N.W.
Washington, D.C. 20006
Ask for Nutri-Facts Manual, #11-685.

Enclose a check to F.M.I. for \$25 (for the manual) plus \$2.50 for shipping/handling. Give a street address (not a P.O. Box) for your shipping address.

Tour Teaching Tip

The next time someone on your tour says: "I don't know how to cook fish," you can tell them about the "10-Minute Rule." Basically, the rule states that fish should be cooked (by any method except microwaving) ten minutes per inch, measured at the thickest point.

More details about the proper cooking of fish from the *Nutri-Facts Manual*:

1. If the fish is stuffed or rolled, measure it after stuffing or rolling and time accordingly.
2. Turn fish over halfway through the cooking, unless the fish is under one-half inch thick.
3. Add five minutes to the cooking time when cooking fish in foil or a sauce.
4. Double the cooking time for frozen fish that hasn't been defrosted.
5. To microwave, put the fish in a shallow dish and cover with plastic wrap, turning one corner back to vent. Place in microwave and cook on high (100% power) for three minutes per pound of boneless fish. Rotate dish once during cooking. Remove from microwave oven when the edges of the fish are firm and opaque and the center is still slightly translucent. Let the fish stand, covered, for two to three minutes so it can continue to cook by retained heat.
6. Generally, fish is done when the flesh has just begun to turn from translucent to opaque or white and when it is firm but still moist — in other words, just ready to flake easily.

THE NEW CHIP ON THE BLOCK

For the first time in years, we have good news in the chips section of the supermarket. Doritos, the biggest

seller of all chips, (if this chip were a company instead of a line under the Frito-Lay banner, it would rank 402 in the Fortune 500!) has now gone light — really light.

With one-third less oil per serving than the original chips, the new Doritos represent the first of an entire line of "Light" snacks currently in development at Frito-Lay.

A serving, or about 15 of the new Light chips, contains 110 calories — 30 less than a similar serving of the original tortilla chips — and 4 grams of fat — 3 less than the original. Made from partially hydrogenated soybean and/or partially hydrogenated canola oil, they contain less than one gram of saturated fat per serving.

At the present time, these chips are available in Nacho Cheese and Cool Ranch flavors in selected parts of the country and should be available nationally in July 1990.

SHELF-STABLE MEALS FOR KIDS

First there were frozen dinners for adults too busy to cook. Now there are shelf-stable entrees for the children of those adults. While nutritionally speaking, many frozen dinners leave something to be desired, these new meals for kids are just what the dietitian ordered.

To fill a consumer need for "meals children love to eat and mothers feel good about serving," Mary Anne Jackson D'Onofrio created My Own Meals, Inc. in order to introduce a line of quality meals developed specifically for children. Using her expertise as a former manager with a major food company, her experience as mother of two, and drawing on the professional contributions of foods technologists and dietitians, My Own Meals, Inc. has brought to the market

continued on page 4

NEW PRODUCT NEWS

continued from page 3

a five-item line of microwavable, shelf-stable (doesn't require refrigeration or freezing) meals specifically developed for children ages two to eight.

These meals are quick and easy to prepare. Packaged in retort*, plastic pouches they only need to be heated for four minutes in boiling water or zapped for one and one-half minutes in the microwave. The meals are portion-sized and mildly seasoned for the taste and nutritional needs of children. They contain nothing artificial, no MSG, and no preservatives. The entrees include: My Meatballs & Shells, My Favorite Pasta, Chicken Please, My Kind of Chicken, and My Turkey Meatballs.

MY KIND OF CHICKEN™

| | AGES 1-3 | AGES 4-10 |
|----------------------|---------------|---------------|
| CHILD'S SERVING SIZE | 4.0 oz (114g) | 8.0 oz (227g) |
| SERVINGS PER POUCH | 2 | 1 |

| | 4 oz SERVING | 8 oz SERVING |
|---------------|--------------|--------------|
| CALORIES | 110 | 220 |
| PROTEIN | 11g | 21g |
| CARBOHYDRATES | 9g | 17g |
| FAT | 4g | 7g |
| CHOLESTEROL | 28mg | 57mg |
| SODIUM | 290mg | 590mg |
| FIBER | 1.4g | 2.8g |

R. D. A.'s for each age grouping

| | 1-3 years | 4-6 years | 7-10 years |
|--------------------|-----------|-----------|------------|
| SERVINGS PER POUCH | 2 | 1 | 1 |
| PROTEIN | 46% | 71% | 62% |
| VITAMIN A | • | • | • |
| VITAMIN C | • | • | • |
| THIAMINE (B1) | 1 | 3 | 2 |
| RIBOFLAVIN (B2) | 14 | 23 | 16 |
| NIACIN | 30 | 49 | 33 |
| CALCIUM | 1 | 3 | 3 |
| IRON | 3 | 10 | 10 |

Here's the ingredient list from one of the entrees, My Kind Of Chicken: Water, chicken meat, brown rice, carrots, butter, peas, celery, chicken base (chicken meat including natural chicken juices, salt, maltodextrin, chicken fat, sugar, dried whey,

flavoring, tumeric), cornstarch, natural flavoring, milk, onion powder, spices.

While the ingredients are listed on the box, the nutrition information is not. That's because there isn't enough room to list it. As you know, USDA has three different U.S. RDA's for children, depending on age, (ages 1-3, 4-6, and 7-10) and providing that much data on a small box just isn't feasible. But you can get complete nutrition information by writing the manufacturer.

When we took a look at the nutrition information, we found that three out of the five entrees has more than 30% of its calories from fat. But that's really OK, given that these entrees may be served to children under two years of age, and also considering that the entree is only part of a complete meal. The manufacturer, in fact, suggests accompaniments to serve with each My Own Meal product and the suggestions show an awareness of the need for lowering the meal's overall fat content.

You may find this new line in your supermarket, generally in the pasta and sauce section of the dry grocery aisles, but if you don't, contact:

Mary Anne Jackson D'Onofrio,
President
My Own Meals, Inc.
400 Lake Cook Road, Suite 107
P.O. Box 334
Deerfield, Illinois 60015
(312) 948-1118

* Retorting is a process by which food is vacuum-sealed in a special air- and moisture-proof pouch and cooked under pressure—sealing in natural flavor, color, and nutritional value. Because the pouch is thinner than cans or jars, it takes less processing time for the food to reach sterilization temperature and therefore products are truer in color and firmer in texture, as well as more nutritious, than canned or jarred foods.

FRIENDS IN THE MEDIA

SUPERMARKET ADVERTISING FLYERS

Hope Damon, R.D., who leads her Shop Smart-Eat Smart tour bi-monthly at a Cricenti's Supermarket in New London, New Hampshire, is getting more interest in her tours since she started writing a healthy recipes/shopping tips column for her store's advertising flyer. Her column has her picture, two recipes, a few shopping tips, and the information about her tours (what, when, where, and how to sign up). It looks like a great marketing idea!

NEWSPAPER Business Section

It's not surprising that the Smart Shoppers Tour was featured in the business section of *The Commercial Appeal*, Memphis, Tennessee, because the tour is one of the programs offered by Health and Fitness First, the fitness program of First Tennessee Bank.

Under the direction of Martha Flowers, M.S., manager of the statewide program, the Bank has started tours at four supermarkets where it has branches.

"Not only is your money safe here at First Tennessee, but we're going to try to give you some help with your health," says Martha.

Lifestyle Section

Kathy Hayes, M.S., R.D./L.D., has been seen in the papers a lot lately. Most recently, the *Senior Source* in April featured an article she wrote about how to shop for healthier foods. The article gave helpful pointers on comparing the percent of calories from fat in different foods.

The piece helped Kathy get the word out about her tours too because the byline read: "Kathy Hayes is a Registered and Licensed Dietitian

continued on page 5