

**Federal Trade Commission & Northwestern University
Microeconomics Conference
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Disclosures and Informed Consumer Choice:
Front of Pack Labeling –
The Guiding Stars[®] Program

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Disclosure

Dr. Blumberg is a member of the Scientific Advisory Panel of the Guiding Stars Licensing Company and compensated for that effort.



UNIT PRICE \$1.99 PER POUND 2
RETAIL PRICE \$2.99 37OZ. \$2.99
CG DFJKSDR DSKRUFJWSD
C-356 6461453
Guiding Stars. Nutritious shopping made simple.



Plantain Bananas

- Perfect for boiling or frying when green-yellow. Skin develops brown spots as it ripens.
- Mild flavor becomes sweeter as skin color darkens.



2 19

Great for OVEN ROASTING

Meat Item

Ingredients List

Use/Freeze By	Unit Price	Total Price
Sell By	Net Wt/Ct	
Feb,18 06	\$4.19/lb 0.85 lb	\$3.56

UPC

Hannaford
145 Pleasant Hill Road
Scarborough, ME 04074

Guiding Stars Balanced Approach to Nutrient Assignments

- ★ **Nutrients to Encourage**

vitamins, minerals, dietary fiber, whole grains

- ★ **Nutrients to Limit**

*trans fat, saturated fat, cholesterol,
added sugars, added sodium*

- ★ **Nutrient density per 100 kcal for standardization**

- ★ **Tiered Daily Values for each nutrient element**

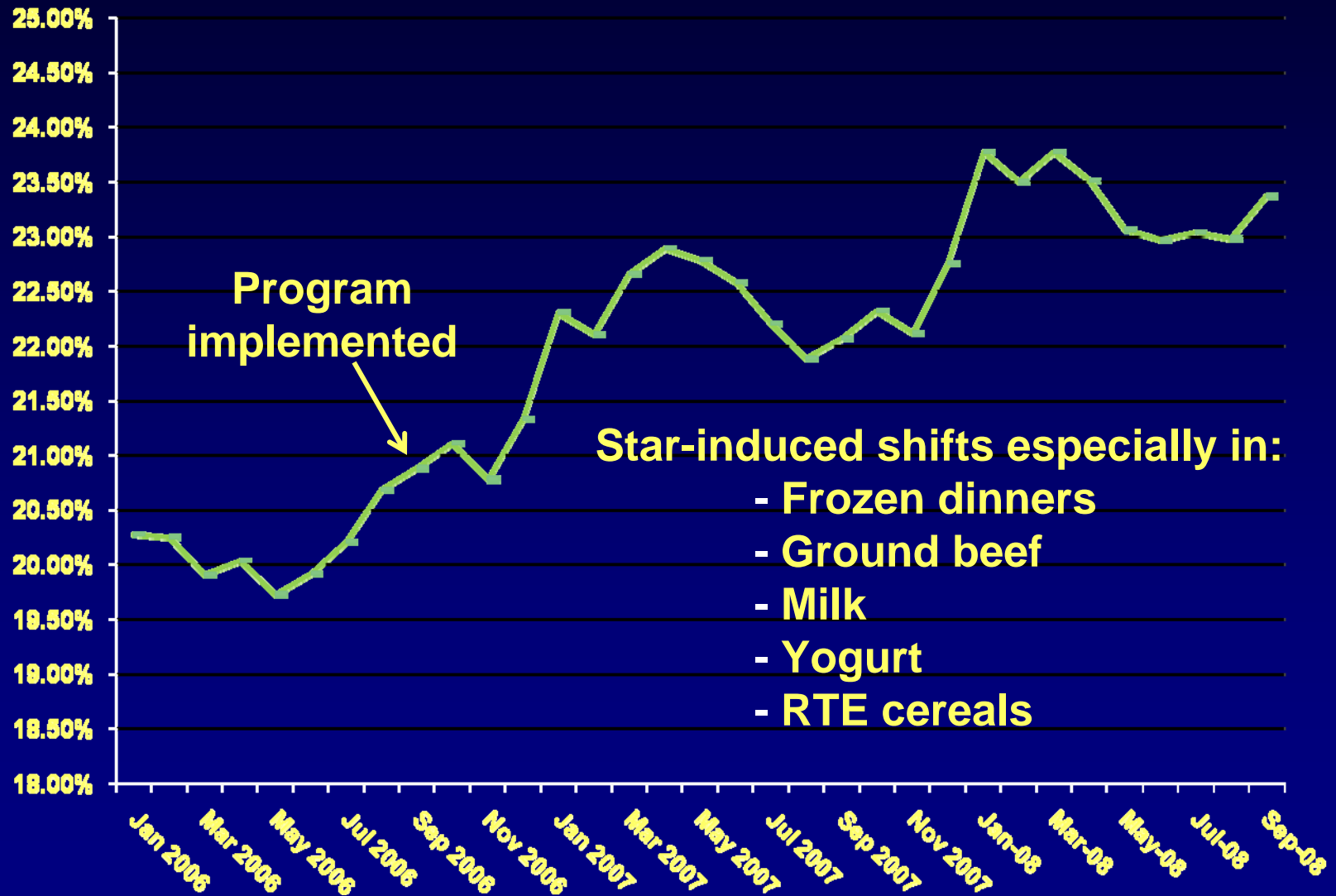
- ★ **Algorithms blind to brand, price, manufacturer, vendor**

Guiding Stars by Category ***Nutritious Choices Made Simple***[®]

**26% of Food Lion, Hannaford, Kings, Homeland,
and Sweetbay foods receive at least one star
(~15,600 of >60,000 edible products)**

- **100% of fresh fruits and vegetables**
- **51% of cereals**
- **50% of seafood**
- **21% of meat**
- **21% of dairy**
- **7% of soups**
- **7% of bakery**

Guiding Stars as a Percent of Total Movement In Center Store

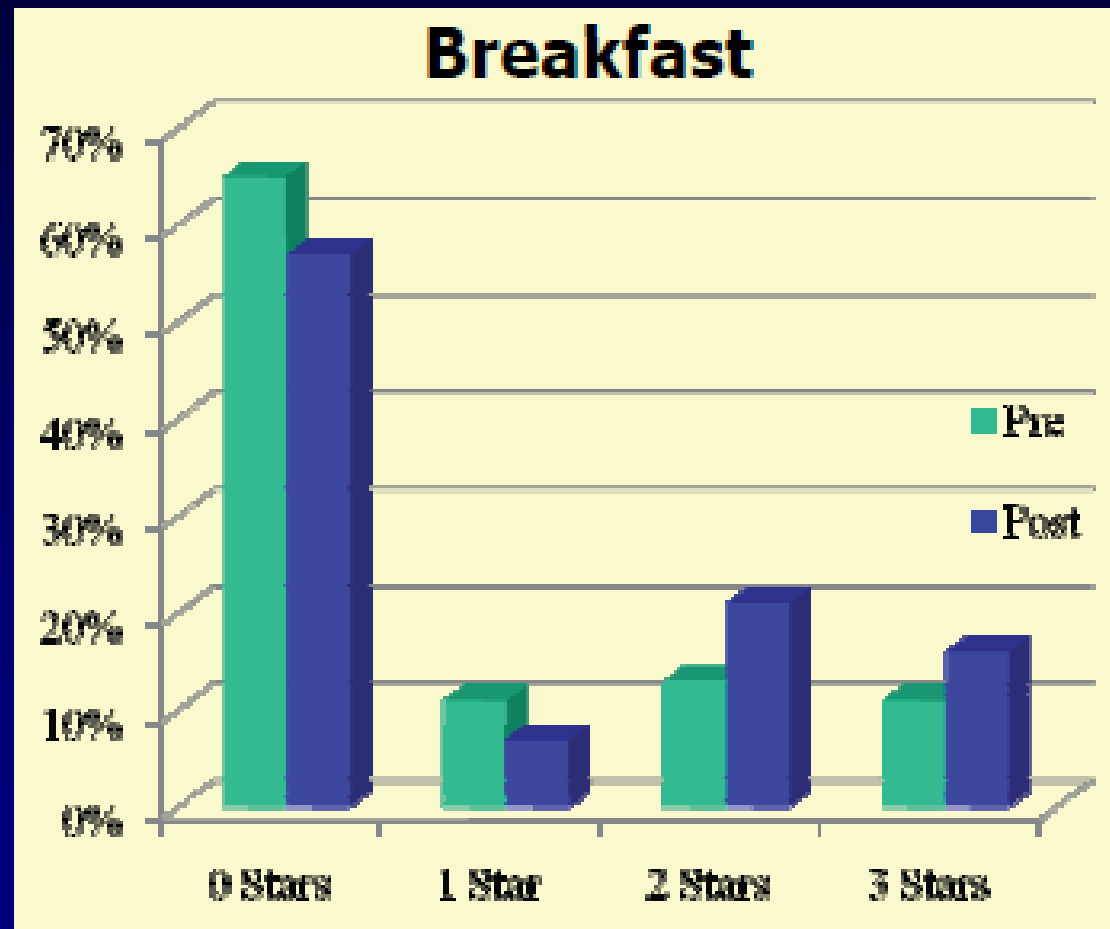


Change in Select Nutrients in RTE Cereals 2007-2008

	<u>With Stars</u>	<u>Without Stars</u>
Units purchased	5101	-7351
Added sugars/product (g)	6.2	12.5
Total added sugars sold (g)	31,626	-91,888
Fiber/product (g)	5.2	0.98
Total fiber sold (g)	26,678	-7204

Sutherland et al. *Am J Clin Nutr* 2010

Guiding Stars Increases Nutritious Breakfast Food Choices in a High School Cafeteria



Kaley et al. *ADA FNCE* 2010

Guiding Stars on the Shelf, Web, and iPhone and in School Cafeterias

