





















# What is a nutrition profile?

Some of the most important decisions you make about feeding your family are made in the grocery store. Many food companies and grocery stores are trying to help simplify the process by offering rating systems called nutrition profiling.

While you know that good nutrition is important for growing children and for keeping yourself healthy, sometimes making the right choices can seem overwhelming, especially at the store, where you are often hurried and distracted. Reading labels can be daunting and time consuming. Nutrition profiles are designed to help make your job easier.

Nutrition profiling is intended to help consumers identify “nutrient-rich” foods more easily. Each program uses different combinations of factors like fat, sodium, cholesterol, added sugars, vitamins, minerals, fiber, and calories.

**What's the Score? Nutrition profiling is not an exact science. It is intended to help consumers choose foods with more health-promoting nutrients per serving. Choosing nutrient-rich foods like vegetables, fruit, lean meats, low-fat dairy and whole grains more often will help maintain and improve health.**

Perdue Perfect Portions® Skinless Boneless Chicken Breast Nutrition Facts Source <a href="http://perdue.com/products/product_detail.html?category_id=3&amp;id=367">perdue.com/products/product_detail.html?category_id=3&amp;id=367</a>		Guiding Stars	Healthy Ideas	Nutrition iQ	NuVal
	<p>Serving Size: 4.8 oz  <b>Amount Per Serving (%DV)</b>  <b>Calories</b> 130  <b>Total Fat</b> 1.5g (2%)            Saturated Fat 0g            Trans Fat 0g  <b>Cholesterol</b> 80mg (27%)  <b>Sodium</b> (350mg) (15%)</p> <p><b>Total Carbohydrate</b> 0g (0%)            Sugars 0g  <b>Protein</b> 29g  <b>Calcium</b> (0% DV)  <b>Iron</b> (8%)  <b>Vitamin A</b> (0%)  <b>Vitamin C</b> (2%)</p>	<p>Would qualify for 3 stars**</p> 	<p>Would qualify for symbol</p> 	<p>NOT RATED*</p> 	<p>Would score 39 out of 100**</p> 
*Nutrition iQ currently does not rate fresh meats, poultry, or fish. **Guiding Stars and NuVal reflect unseasoned boneless, skinless chicken breast regardless of brand.					
Dannon Light & Fit Vanilla Yogurt Nutrition Facts Source <a href="http://lightfit.com/products/light_and_fit/light_and_fit.html">lightfit.com/products/light_and_fit/light_and_fit.html</a>		Guiding Stars	Healthy Ideas	Nutrition iQ	NuVal
	<p>Serving Size: 6 oz (170g)  <b>Amount Per Serving (%DV)</b>  <b>Calories</b> 80  <b>Total Fat</b> 0g (0%)            Saturated Fat 0g            Trans Fat 0g  <b>Cholesterol</b> &lt;5mg (1%)  <b>Sodium</b> (75mg) (3%)  <b>Potassium</b> 230mg (7%)</p> <p><b>Total Carbohydrate</b> 16g (5%)            Sugars 11g  <b>Protein</b> 5g (10%)  <b>Vitamin A</b> (8%)  <b>Calcium</b> (15%)  <b>Vitamin D</b> (20%)  <b>Riboflavin</b> (15%)  <b>Phosphorus</b> (15%)            Not a significant source of Dietary Fiber, Vitamin C and Iron.</p>	<p>Would qualify for 2 stars</p> 	<p>Would qualify for symbol</p> 	<p>“Excellent source calcium”   “Good source protein”</p> 	<p>Would score 81 out of 100</p> 
Planters® Lightly Salted Cocktail Peanuts Nutrition Facts Source <a href="http://planters.com/varieties/peanuts.aspx">planters.com/varieties/peanuts.aspx</a>		Guiding Stars	Healthy Ideas	Nutrition iQ	NuVal
	<p>Serving Size: 1 oz  <b>Amount Per Serving (%DV)</b>  <b>Calories</b> 170  <b>Total Fat</b> 15g (23%)            Saturated Fat 2g (10%)  <b>Cholesterol</b> 0mg (0%)  <b>Sodium</b> 55mg (2%)</p> <p><b>Total Carbohydrate</b> 5g (2%)            Dietary Fiber 2g (7%)            Sugars 1g  <b>Protein</b> 7g  <b>Calcium</b> (0%)  <b>Iron</b> (2%)  <b>Vitamin A</b> (0%)  <b>Vitamin C</b> (0%)</p>	<p>Would qualify for 3 stars</p> 	<p>Would not qualify for symbol</p> 	<p>Would not qualify for symbol</p> 	<p>Would score 23 out of 100*</p>  <p>*Estimated score</p>
Kellogg's Frosted Flakes Cereal Nutrition Facts Source <a href="http://www2.kelloggs.com/Product/ProductDetail.aspx?product=450">www2.kelloggs.com/Product/ProductDetail.aspx?product=450</a> NOTE: Information reflects cereal alone.		Guiding Stars	Healthy Ideas	Nutrition iQ	NuVal
	<p>Serving Size: ¾ cup  <b>Amount Per Serving (%DV)</b>  <b>Calories</b> 110  <b>Total Fat</b> 0g (0%)            Saturated Fat 0g            Trans Fat 0g  <b>Cholesterol</b> 0mg (0%)  <b>Sodium</b> 140mg (6%)  <b>Potassium</b> 20mg (1%)  <b>Total Carbohydrate</b> 27g (9%)            Dietary Fiber 1g (3%)            Sugars 11g            Other carbohydrate 15g</p> <p><b>Protein</b> 1g  <b>Calcium</b> (0%)  <b>Iron</b> (25%)  <b>Vitamin A</b> (10%)  <b>Vitamin C</b> (10%)  <b>Vitamin D</b> (10%)  <b>Thiamin</b> (25%)  <b>Riboflavin</b> (25%)  <b>Niacin</b> (25%)  <b>Vitamin B6</b> (25%)  <b>Folic Acid</b> (25%)  <b>Vitamin B12</b> (25%)</p>	<p>Would not qualify for any stars</p> 	<p>Would not qualify for symbol</p> 	<p>Would not qualify for symbol</p> 	<p>Would score 22 out of 100</p> 

Visit [eatright.org/adatimes](http://eatright.org/adatimes) for an extended article including rationale for product rating and additional insight on shelf-tag and on-package programs. And special thanks to the nutrient profiling programs for analyzing these food products to provide data for the purpose of this chart. © American Dietetic Association. All rights reserved. License #ADAT4817

**NuVal™**

[www.nuval.com](http://www.nuval.com)



#### GENERAL INFORMATION

- Rates foods and beverages ranging from 1 to 100 using the Overall Nutrition Quality Index (ONQI)
- Higher scores indicates “healthier” foods
- Located on the grocery store shelf, not the package
- Supermarkets pay a fee in order to use NuVal™ in their stores

#### SCORING

- Based on a complex formula using more than 30 nutrients based on the Dietary Guidelines for Americans and the Institute of Medicines’ Dietary Reference Intakes (DRIs) as well as nutrients thought to promote health such as B vitamins, omega-3 fats, antioxidants, and protein quality
- All foods are scored using the same formula to allow people to compare not only like categories (e.g. cereals) but also different categories (e.g. vegetables and meats)
- Does not consider serving size in the score
- Not all food categories have foods with a score of 100 (i.e. the highest scoring fresh meat is skinless turkey breast with a score of 48)
- The “health promoting” nutrient total score is divided by the “non-health promoting” nutrient total score for the NuVal™ score

#### LOCATIONS

Hy-Vee®      Price Chopper®      Giant-Eagle®      Meijer’s®

**Nutrition iQ™**

[www.nutritioniq.com](http://www.nutritioniq.com)



#### GENERAL INFORMATION

- Designed to highlight each food item’s top one or two nutritional benefits
- Identified with color-coded shelf-tag bars: Yellow (excellent or good source of protein); Dark Green (low or healthier level of sodium); Purple (low calorie); Red (low saturated fat); Blue (excellent or good source of calcium); Orange (excellent or good sources of fiber) and Dark Orange (whole grains)
- Excludes food categories including seasonings, beverages, dietetic foods, oils and shortenings, candy/gum/mints, cookies and ice cream, ice, molasses, baby food and soft drink mixes
- Designed for Supervalu grocery stores

#### SCORING

- Food products are compared to the U.S. Food and Drug Administration’s (FDA) nutrient content claims content including “low sodium,” “good” or “excellent” source of calcium or fiber
- Food products are marked with a color-coded shelf tag if they meet the FDA nutrient content claims
- Focuses on 11 nutrition claims in 7 areas: calories, whole grains, fiber, calcium, sodium, protein, and saturated fat
- Foods are given no more than two shelf tags

#### LOCATIONS

Acme®      Cub Foods®      Jewel-Osco®      Shop n’ Save®  
Albertsons®      Farm Fresh®      Lucky®      Shoppers Food & Pharmacy®  
bigg’s®      Hornbacher’s®      Shaw’s/Star Market®

## Healthy Ideas®

[www.martinsfoods.com](http://www.martinsfoods.com)

[www.giantfood.com](http://www.giantfood.com)

[www.stopandshop.com](http://www.stopandshop.com)



### GENERAL INFORMATION

- Based on a nutrition threshold, not a formula
- Excludes foods not considered to be an important source of a nutrient
- About 28% of grocery store food items qualify for the Healthy Ideas® symbol
- Placed on the qualifying food item's packaging or indicated with shelf tags/signage
- Developed exclusively for Ahold USA Retail grocery stores

### SCORING

- Based on the Dietary Guidelines for Americans, MyPyramid, and the Code of Federal Regulations (ensures nutrient claims are science-based)
- Includes food categories from MyPyramid
- Includes only foods classified as “healthy” by the FDA (low in fat and saturated fat, limited in cholesterol and sodium) and provides at least 10% of the Dietary Reference Intakes (DRI) for at least one of the following: fiber, protein, calcium, iron and vitamins A or C
- Dairy, dried and canned fruits, cereals and snacks must meet the “healthy” and DRI requirements as well as the limits for total sugars per reference amount customarily consumed.
- All fresh fruits and vegetables qualify (except coconuts and avocados)

### LOCATIONS

GIANT® Food Stores of Carlisle, Pennsylvania  
Giant Food® Stores of Landover, Maryland

MARTIN's Food Markets  
Stop & Shop®

## Guiding Stars®

[www.guidingstars.com](http://www.guidingstars.com)



### GENERAL INFORMATION

- Based on national and international dietary recommendations including the Dietary Guidelines for Americans
- Provides nutrition ratings of all foods in the store with 5+ calories per serving
- Excludes bottled water, alcoholic beverages, coffee, tea, and spices
- Supermarkets pay a fee in order to use Guiding Stars® in their stores

### SCORING

- Uses four different formulas due to nutrient differences between foods: baby/toddler foods; fats and oils; poultry/meats/seafood/dairy/nuts; and general groceries including whole grains
- Breaks down the scores into four categories: zero, one, two or three stars
- Uses nutrition data from the USDA National Nutrient Database for single ingredient or foods that are a single ingredient plus water, fresh vegetables and fruits, and fresh meats
- Based on 100 calorie serving sizes

### LOCATIONS

Hannaford®      Bloom®  
Food Lion®      Sweetbay®

Because each profile uses different factors and formulas to create a “score,” each system is different. Many grocery stores have chosen to use only one program, so if you always shop at the same store, once you learn how it works, shopping should become easier.

	<b>Guiding Stars</b>	<b>Healthy Ideas</b>	<b>Nutrition IQ</b>	<b>Nuval</b>
<b>WEB SITE</b>	<i>guidingstars.com</i>	<i>stopandshop.com</i> <i>www.martinsfoods.com</i> <i>www.giantfood.com</i>	<i>nutritioniq.com</i>	<i>nuval.com</i>
<b>STORES</b>	Hannaford, Bloom, Food Lion, Sweet Bay	GIANT Food Stores, MARTIN's Food Markets, Stop & Shop	Acme, Albertson's, Jewel-Osco, bigg's, Cub Foods, Farm-Fresh, Hornbacher's, Lucky, Shaw's/Star Market, Shop n'Save, Shoppers	Price Chopper, Hy-Vee, Giant-Eagle, Meijer's
<b>FOODS NOT RATED BY THE SYSTEM</b>	Coffee, tea, soda, candy, gum, baby foods or medical foods (e.g. Ensure or diabetic foods)	Coffee, tea, soda, candy, gum, ice cream, cookies, cakes, pies, condiments or many snack foods.	Coffee, tea, soda, candy, gum, ice cream/dessert, novelties, or fresh meats, poultry or fish.	All foods receive a score.

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For more nutrition and health information visit [www.extension.iastate.edu/healthnutrition](http://www.extension.iastate.edu/healthnutrition) or [www.extension.iastate.edu/foodsavings](http://www.extension.iastate.edu/foodsavings)

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