

NEMS
Rationale for Store Measures Criteria

Listed below is an explanation as to the rationale for each of the measures on the stores survey.

Topic	Basis for Criteria
Milk	<p>FDA criterion of ≤ 3 gm fat/serving was used in distinguishing the healthier option (non-fat or 1% milk)</p> <p><i>Source: US Food and Drug Administration, A Food Labeling Guide, Appendix A, http://vm.cfsan.fda.gov/~dms/flg-6a.html, accessed November 2004.</i></p>
Fruits and Vegetables	<p>In order to determine the top selling types of fruits and vegetables in the US, we consulted:</p> <p><i>Sources:</i></p> <ul style="list-style-type: none"> • <i>Produce for Better Health Foundation, "Top 20" list, based on results from 2000 A.C. Nielson Survey</i> • <i>FoodReview, Vol. 25, Issue 3, published by Economic Research Service, USDA</i> <p>We eliminated potatoes from the vegetable list to be consistent with the 5-A-Day guidelines and most nutrition epidemiological research and because of their caloric density relative to other vegetables.</p>
Ground Beef	<p>Standard ground beef available in supermarkets today, although slightly leaner than 20 years ago, is typically 80% lean/20% fat by weight. Pan-broiled, a 3-oz. patty contains 209 calories, 14 g fat (60% of calories from fat), 5 g saturated fat. USDA reported that in 2001, ground beef comprised 43% of total beef intake and placed per capita consumption at 29 lbs. per year per person. This would translate to 2000 calories and 134 g fat per week, on average, for those who choose standard ground beef. Health experts recommend that people choose lean beef. While leaner varieties of ground beef are becoming more popular, they are more costly than those with higher fat content and may not be readily available to some consumers.</p> <p><i>Sources:</i></p> <ul style="list-style-type: none"> • <i>Ground Beef Nutrient Comparisons, USDA, Agricultural Research Service, 2002. USDA Nutrient Database for Standard Reference, Release 15. Available at http://www.beef.org/documents/Grd%20Beef%20Comps_18-211%20for%20bn.pdf, accessed December 2004.</i> • <i>Average Annual Per Capita Consumption of Beef Parts and Ground Beef, 1980-2001, www.beef.org/documents/NCBA_STATS_May2004.XLS</i> • <i>Using the Dietary Guidelines for Americans, USDA Center for Nutrition Policy and Promotion.</i>

	<p>We chose the healthier option as 90% lean/10% fat, because it contains half the fat of regular ground beef 80% lean/20% fat. Leaner options (<10% fat) are not readily available, even in supermarkets (although we agree they would be healthier choices); therefore, comparing the availability of these two options (10% vs. 20% fat) should distinguish one food outlet from another.</p> <p>Sources:</p> <ul style="list-style-type: none"> • <i>Ground Beef Nutrient Comparisons, USDA, Agricultural Research Service, 2002. USDA Nutrient Database for Standard Reference, Release 15</i> • <i>Georgia Beef Board</i>
Hot Dogs	<p>We chose hot dogs as a measure, because of their vast popularity in the US (The Meat Marketing Institute reported that in 2003, 837 million packages were sold in retail stores) and because most hot dogs contain 10-15 g fat each (up to 80% of calories from fat). One hot dog typically provides almost one-third of the recommended saturated fat for the day.</p> <p>Sources:</p> <ul style="list-style-type: none"> • www.nutritiondata.com • <i>American Dietetic Association, July 11, 2004, http://www.eatright.org/Public/index_19637.cfm, Accessed December 2004.</i> • <i>National Hot Dog and Sausage Council, www.hot-dog.org, Accessed December 2004.</i> <p>Our preference for a healthier hot dog is fat-free, but fat contents up to 8 g. fat/serving (1/3 less fat) are noted. We chose Oscar-Mayer as the reference food because it is nationally available and produces hot dogs with several different levels of fat. Also, when possible, we recorded mixed meat or turkey hot dog availability and price, because beef hot dogs are more expensive.</p> <p>Source:</p> <ul style="list-style-type: none"> • <i>Robert Earl, Senior Director, Nutrition Policy, National Food Processors Association, Washington DC, 20005 www.kraftfoods.com</i>
Frozen Dinners	<p>We chose Stouffer's as the reference food, because the company sells both regular and low-fat dinners. We chose very common varieties, e.g., roasted turkey breast, that had regular and low-fat options.</p> <p>Sources:</p> <ul style="list-style-type: none"> • <i>Robert Earl, Senior Director, Nutrition Policy, National Food Processors Association, Washington DC, 20005</i> • <i>Stouffer's, www.stouffers.com and www.leancuisine.com</i>

Baked Goods	<p>FDA criterion was used to identify the healthier option, ≤ 3 g fat/serving. Energy dense items were either more than 3 g fat/serving or >400 kcal/portion (as packaged).</p> <p>Source: US Food and Drug Administration, <i>A Food Labeling Guide, Appendix A</i>, http://vm.cfsan.fda.gov/~dms/flg-6a.html, accessed November 2004.</p>
Beverages	<p>We are comparing the availability and relative cost of diet vs. sugared soft drinks, and 100% juice vs. juice drinks.</p> <p>Source: <i>Dietary Guidelines for Americans, USDA Center for Nutrition Policy and Promotion (Limit your intake of beverages...high in added sugars.)</i></p>
Whole Grain Bread	<p>Although there may be other breads that could be considered “whole grain”, we limited our recording to “100% whole wheat bread” for ease and accuracy of data collection.</p> <p>Source: <i>Dietary Guidelines for Americans, USDA Center for Nutrition Policy and Promotion (Include several servings of whole grain foods daily—such as whole wheat...)</i></p>
Baked Chips	<p>Potato chips are the most popular snack food for adults and children with 985 million pounds of potato chips purchased in supermarkets, drugstores and mass merchandising outlets.</p> <p>Source: <i>Economic Research Service, US Department of Agriculture, Are Americans Turning Away From Lower Fat Salty Snack Foods, Food Review, 25, 3:38-4.</i> http://www.ers.usda.gov/publications/FoodReview/DEC2002/frvol25i3f.pdf</p> <p>Chips must contain ≤ 3 gm fat/serving, in keeping with FDA’s definition of a low-fat food.</p> <p>Source: US Food and Drug Administration, <i>A Food Labeling Guide, Appendix A</i>, http://vm.cfsan.fda.gov/~dms/flg-6a.html, accessed November 2004.</p>
Cereal	<p>This measure was developed more for convenience stores since most grocery stores have Cheerios and offer other choices that meet the “healthier” standard of ≤ 7 g of sugar. The standard was decided upon after reviewing the nutritional information of a variety of cereals.</p>