

Guiding Stars[®]



Nutritious choices made simple™

Eat Smart, Move More
North Carolina
Executive Committee Meeting
December 14, 2009

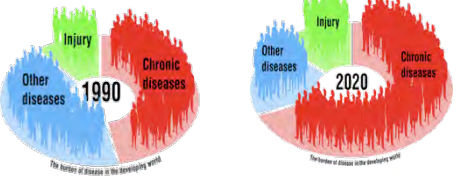



Consumer-Directed Nutrition Guidance: Timely and Important

- It's well accepted that good nutrition is fundamental to optimal health
- Poor nutrition related behaviors contributes to the rising burden of chronic illness
- And optimal health goes well beyond just the avoidance of disease and enables vitality and productivity for individuals and communities






Reducing the Burden of Chronic Disease is a Social Mandate




Data from: Harvard Public School of Health's project on the global burden of disease

Growth in chronic diseases will continue to put increased pressure on ALL healthcare systems, worldwide.






Despite Enormous Expenditures, We're Simply Not Getting the Job Done



Catherine Cowie, Researcher at the National Institute of Diabetes and Digestive and Kidney Diseases

More than half of adult diabetics in the United States are obese and many more have higher-than-recommended blood pressure, cholesterol levels and blood sugar — all factors that raise their risk of complications and death, a government study found.



Guiding Stars: The Leader in Nutrition Guidance

- Guiding Stars is an objective, consumer-driven program not influenced by price, brand or manufacturer trade groups.
- Features a simple, easy to understand, user friendly consumer interface.
- All foods are rated, including packaged, fresh and prepared – Over 65,000 products in the database
- Highlights foods with higher nutritional density, yet does not “police” less nutritious food choices.
- Proprietary algorithm is grounded in evidenced-based science and recommendations of authoritative bodies (FDA, USDA, WHO).
- Overwhelmingly positive consumer response.
- The only program with proven results.



7

Guiding Stars History

- Began with extensive consumer research in 2005
- Established a scientific advisory panel of nutrition scientists and public health experts
- Implemented world’s first storewide nutrition profiling and in-store navigation program in September 2006
- Now licensing to:
 - Food retailers
 - Food manufacturers
 - Food service providers
 - Restaurants
 - Health and wellness partners
 - Content providers



8

Scientific Advisory Panel

A panel of doctors and nutrition experts “translates” evidence-based guidelines and identifies criteria that differentiate more nutritious foods

- Leslie M. Fischer, Ph.D., MPH, RD, *University of North Carolina*
- Jeffrey B. Blumberg, Ph.D., *Tufts University*
- Clare M. Hasler, Ph.D., M.B.A., *University of California, Davis*
- Lori A. Kaley, MS, MSB, RD, LD, *Edmund S. Muskie School of Public Service at University of Southern Maine*
- Jeremy Nobel, M.D., MPH, *Harvard University*
- Mark A. Kantor, Ph.D., *University of Maryland*
- Tracy A. Fox, MPH, RD, *Food, Nutrition & Policy Consultants*



9

What Else is Going On...?

Consumerism is re-defining the healthcare landscape

- **Increasing consumer expectations** → People want themselves and those they love to be as healthy as possible
- **Demands for a greater quantity of in-depth information** → Consumers seeking out health and wellness information
- **Willingness to manage/control greater portion of activities** → **Enter: Guiding Stars!**



Guiding Stars: A Health Solution

- Guides consumers toward more nutritious food choices
- A foundational component in health and wellness programs aimed at addressing significant health concerns:
 - Improved nutrition
 - Obesity
 - Heart disease
 - Diabetes
- Scientifically based, user friendly program functions effectively in all environments: In stores, food service locations, and on line
- Cited by the U.S. Surgeon General as a program that positively impacts eating behavior



11

Guiding Stars Cited by U.S. Surgeon General

- Surgeon General – CDC: *Weight of the Nation* Conference – 7.27.09

Health
Using information with a Purpose. Every Day.

• “Guiding Stars program is a three-star system designed to simplify nutritious shopping. Foods are labeled with one, two or three stars, corresponding to good, better and best levels of nutrition. Promising results were seen just after one year of implementation. Selection of whole milk with no stars dropped — while fat-free milk, three stars, increased. Selection of breakfast cereals with stars increased three and a half times more than no-star cereals. Selection of fatter meats declined and starred chicken grew at nearly 5%... a powerful model that shows when consumers are empowered with simple, easy to understand information at the point of purchase, they make better choices — and it didn’t take the regulatory process or a lawsuit to have the company step up and do the right thing.”



12

Guiding Stars: Our Partners

- Any groups with access to populations and with an investment in their health!
 - Employers
 - Health Plans
 - Schools
 - Government
 - Health and Wellness Co.'s
 - Health Related Retailers



Guiding Stars: Examples of Partnerships

- **Supermarkets – Storewide nutrition navigation**
 - > Hannaford 170 stores
 - > Food Lion & Bloom 1,200+ stores
 - > Sweetbay 106 stores
- **Colleges – Dining halls and convenience stores**
 - > Bates College
 - > University of New Hampshire
- **Public Schools – Cafeterias**
 - > Mt. Ararat High School and Middle School
 - > Windham High School and Middle School
- **Meal Assembly – Rating of recipes for take home meals**
 - > Make Thyme for Dinner
 - > The Dinner Store



Guiding Stars: Examples of Partnerships

- **Food Pro**
 - > Menu Management in Colleges
- **Health & Wellness Incentive Programs**
 - > Capitol District Physicians Health Plan (Albany, NY): LifePoints
 - > Bath Iron Works (div. of General Dynamics): Health Passport
 - > Blue Cross/Blue Shield of Tennessee
- **Mobile Applications – Food shopping**
 - > Shopper (iPhone application)



Evidence-Based Algorithm

(patent pending)

The formula **credits** a product's score for:

vitamins,
minerals,
dietary fiber,
whole grains



The formula **debts** a product's score for:

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

100 kcal

The resulting score represents a **weighted total**



Guiding Stars is Simple

No stars Only foods that score above 0 receive stars

- ★ Good Nutritional Value
- ★★ Better Nutritional Value
- ★★★ Best Nutritional Value



Guiding Stars is Accurate

- Guiding Stars uses product data that is accurate, up-to-date and available to shoppers
- Packaged product data is collected from the Nutrition Facts label and ingredients panel
- Fresh product data is obtained from the USDA National Nutrient Database
- No other database is as current, comprehensive and accurate
- Database allows for immediate updates to product ratings



Stars by Category

What percentage of foods receive stars?

- 25% of foods receive at least one star
- By category, stars appear on:
 - 100% of fresh fruits & vegetables
 - 54% of cereals
 - 51% of seafood
 - 23% of dairy
 - 22% of meat
 - 8% of bakery
 - 7% of soups



19

Consumer Response

- Awareness ratings are exceptionally high at 81%.
- 49% of those aware are using Guiding Stars at least "fairly often".
- 23% of those using Guiding Stars have increased their shopping at chains using Guiding Stars.



20

Guiding Stars Ratings Examples

0 Stars	1 Star	2 Stars	3 Stars
Whole milk Ice cream	2% milk FF yogurt	1% milk LF plain yogurt	Skim milk FF plain yogurt
Cocoa Puffs	Kix	Cheerios	Shredded Wheat
Applesauce w/sugar added Fruit in syrup	Apple cider Some juice	Orange juice Peaches in juice	Strawberries (fresh) Strawberries (frozen) NSA applesauce
Green beans (can) Cream corn	Whole potato (can)	RS Green bean (can)	Spinach (fresh) NSA spinach (can) Spinach (frozen)
Hot dogs Sausage	90% ground beef Veal blade chops	93% ground beef Veal cutlets	Boneless chicken Pork tenderloin

Guiding Stars as a Percentage of Total Movement (Units)
Center Store



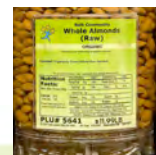
Bringing Guiding Stars to Life

- In Supermarkets
- In College Dining Halls



23

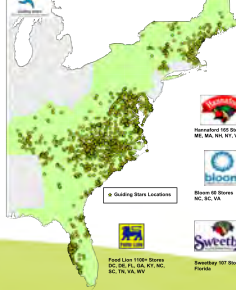
In Store Consumer Communication



24

Guiding Stars in the Marketplace

Guiding Stars Retail Locations



- Guiding Stars is utilized in over 1,450 Hannaford, Bloom, Food Lion and Sweetbay Supermarkets from Maine to Florida
- Launched the nation's first school nutritional navigation system in Maine School Administration District 75
- Adopted at Bates College & UNH in 2009



31

Guiding Stars vs. Competition

Guiding Stars

- Developed in response to extensive **consumer research**.
- Proprietary algorithm aligns with current science, dietary guidelines and nutrition facts panel.
- **Accurate**, continuously updated **database** of almost 60,000 items.
- **Friendly, easy-to-use consumer interface**.
- Consumer accepted and established in the marketplace for over two years.
- **Ready to implement now**.
- The only program with proven results.

Other Programs

- Based on **academic research and/or manufacturer interests**.
- Algorithm may align with current science, but also utilizes "new science" not yet accepted.
- No other nutrition labeling system has a comparable database.
- Complex consumer interface; some programs feature "negative" ratings.
- **No track record** in the marketplace.
- **Not fully ready to implement**.
- **No proven results**.



32

Guiding Stars – Contact Information

Guiding Stars Licensing Company
P.O. Box 819, Mail Sort 9900
Portland, ME 04104
www.guidingstars.com

Betts FitzGerald
Managing Director
bfitzgerald@guidingstars.com
p 207-885-7251
f 207-885-3206



33