

## SUPERMARKET DIETITIAN RECOMMENDED READING & RESOURCE LIST

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### Books

**Wansink, B. (2005). *Marketing Nutrition*. Champaign: Univ. of Illinois Press.**

Aaker, J., Smith, A. (2010). *The Dragonfly Effect*. San Francisco: Jossey-Bass A Wiley Imprint.

Brennan, B. (2009). *Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers*. New York: Crown Publishing.

Gladwell, Malcolm. (2000). *The Tipping Point: How Little Things Can Make a Big Difference*. New York: Little, Brown and Company.

Lappe, Frances. (1971). *Diet for a Small Planet*. Toronto: Random House, Inc.

Lindstrom, M. (2010). *Buyology: Truth and Lies About Why We Buy*. New York: Crown Publishing.

Mackey, J., Sisodia, R. (2012). *Conscious Capitalism: Liberating the Heroic Spirit of Business*. Boston: Harvard Business School Publishing Corporation.

Nestle, M. (2010). *Safe Food: Bacteria, Biotechnology, and Bioterrorism*. Berkeley: University of California Press.

Nestle, M. (2007). *Food Politics: How the Food Industry Influences Nutrition, and Health*. Berkeley: University of California Press.

Nestle, M. (2006). *What to Eat*. New York: North Point Press.

Pink, D. (2009). *Drive: The Surprising Truth About What Motivates Us*. New York: Penguin Books.

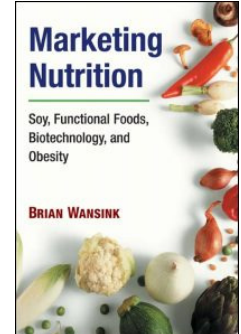
Schwartz, B. (2004). *The Paradox of Choice: Why More is Less*. New York: Haper Collins Publishers Inc.

Simon, M. (2006). *Appetite for Profit: How the Food Industry Undermines our Health and How to Fight Back*. New York: Nation Books.

Thaler, R., Sunstein, C. (2008). *Nudge: Improving Decisions About Health, Wealth and Happiness*. New York: Penguin Books.

Underhill, P. (1999). *Why We Buy: The Science of Shopping*. New York: Simon & Schuster, Inc.

(VIDEO) **TEDx Rochester** – Jane Andrews, MS, RD, Corporate Dietitian for Wegman's  
<http://www.youtube.com/watch?v=P81ABzf5N4g>



## **Publications**

2012 Food Marketing Institute (FMI) Survey Report: Retailer Contributions to Health and Wellness  
<http://bit.ly/12ar5TD>

“Harnessing the Power of Supermarkets to Help Reverse Childhood Obesity.” *The Food Trust*, Robert Wood Johnson Foundation, April 2011. <http://bit.ly/UofADM>

Nazaruk, D. “Health Care Reform: Growth Opportunities for Food and Drug Retailers.” *Staywell Custom Communications*, October 2010 Bulletin. <http://bit.ly/W3e367>

Palmer, Sharon. “Changing Times: Supermarket Dietitians.” *Today’s Dietitian*, August 2012.  
<http://www.todaysdietitian.com/newarchives/080112p44.shtml>

Palmer, Sharon. “ Supermarket Dietitians: What They Can Do for You and Your Clients.” *Today’s Dietitian*, 2012 online edition. <http://www.todaysdietitian.com/news/exclusive0711.shtml>

Turock, A. “Health Consciousness Tipping Point.” <http://www.turock.com/10FOODHealth.html>

“Hy-Vee Initiatives Result in Healthy Supermarket Sales.” *Nutrition Business Journal*, July/August 2007.

## **Resources to Host Nutrition Store Tours**

Champions for Change: Network for Healthy California. A Retail Program: Fruit and Vegetable Store Tour Guide: <http://bit.ly/UogjES>

Joslin's Supermarket Smarts™: A Heart-Healthy Approach to Grocery Shopping (Unilver Spreads Nutrition)  
[www.promiseinstitute.org/tools/SupermarketSmarts](http://www.promiseinstitute.org/tools/SupermarketSmarts)

Make Half Your Grains Whole: Whole Grains Tour (Oldways Whole Grains Council)  
[www.wholegrainscouncil.org/files/WGStoreTour\\_SP.pdf](http://www.wholegrainscouncil.org/files/WGStoreTour_SP.pdf)

The Supermarket Tour: Helping Consumers Make Smart Snack Selections (Frito Lay)  
[www.licensetosnack.com](http://www.licensetosnack.com)

The Produce for Better Health Foundation - P.A.C.K. Materials for Teachers  
<http://bit.ly/Y1Jiy1>

## **Nutrition Rating/Profiling & Labeling Systems**

Brownell, K., Koplan, J. Front-of-Package Nutrition Labeling – An Abuse of Trust by the Food Industry? *N Engl J Med* 2011 (Perspectives): 2373-2375.

Gerrior, S. Nutrient Profiling Systems: Are Science and the Consumer Connected? *Am J Clin Nutr* 2010: 911 (suppl): 1116S-7S.

Katz, D., Njike, V., Faridi, Z., et al. The Stratification of Foods on the Basis of Overall Nutritional Quality: The Overall Nutritional Quality Index. *Am J Health Prom* 2009: 26 (2): 133-143.

Sutherland, L., Kaley, L., Fischer, L. Guiding Stars: the effect of a nutrition navigation program on consumer purchases at the supermarket. Am J Clin Nutr 2010; 91 (suppl): 1090S-4S.  
<http://www.ajcn.org/content/91/4/1090S.full.pdf+html>

*Nutrition at Shelf Edge*. Supermarket News: June 6,2011.  
[http://supermarketnews.com/health\\_wellness/nutrition\\_shelf\\_edge\\_0606/](http://supermarketnews.com/health_wellness/nutrition_shelf_edge_0606/)

Guiding Stars® <http://guidingstars.com>

Gladson – Nutrition Database [www.gladson.com](http://www.gladson.com)

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

VESTCOM *Healthy Aisles*® [www.vestcom.com](http://www.vestcom.com)

### **Grocery Related Information & Resources**

Aisle 7 [www.aisle7.net](http://www.aisle7.net)

Bell Institute of Health & Nutrition (General Mills) [www.bellinstitute.com](http://www.bellinstitute.com)

Catalina Marketing [www.catalinamarketing.com](http://www.catalinamarketing.com)

Food Marketing Institute – FMI dailyLead® [www.smartbrief.com/fmi/](http://www.smartbrief.com/fmi/)

Food & Culinary Professionals (ADA)  
Dietetic Practice Group \*Supermarket Sub-Group\* [www.foodculinaryprofs.org](http://www.foodculinaryprofs.org)

Grocery Headquarters [www.groceryheadquarters.com](http://www.groceryheadquarters.com)

Hartman Group – HartBeat [www.hartman-group.com](http://www.hartman-group.com)

In-Store Insights (ROI Optimization) [www.instoreinsights.com](http://www.instoreinsights.com)

Mintel – Food & Drink <http://foodanddrink.mintel.com>

MyWebGrocer (online grocery technology) [www.mywebgrocer.com](http://www.mywebgrocer.com)

Nielsen (Research & Data Tools) [www.nielsen.com](http://www.nielsen.com)

Oldways Preservation Trust (non-profit) [www.oldwayspt.org](http://www.oldwayspt.org)

PeaPod (online grocery tool with nutrition filters) [www.peapod.com](http://www.peapod.com)

Progressive Grocer [www.progressivegrocer.com](http://www.progressivegrocer.com)

Pulse Health & Wellness Initiatives [www.pulsehw.com](http://www.pulsehw.com)

Supermarket News	<a href="http://www.supermarketnews.com">www.supermarketnews.com</a>
Supermarket Savvy (Product Reviews)	<a href="http://www.supermarketsavvy.com">www.supermarketsavvy.com</a>
TOPCO Share-Group (Buying) for Independent Grocery	<a href="http://www.topco.com">www.topco.com</a>
ViveMejor (Hispanic Marketing) Unilever Brands	<a href="http://www.vivemejor.com">www.vivemejor.com</a>
Zeer Ingredients (searchable product database)	<a href="http://www.zeer.com">www.zeer.com</a>

### **Food & Public Health Campaign Newsletters**

American Heart Association <i>Heart Check Mark Certification Program</i>	<a href="http://checkmark.heart.org">http://checkmark.heart.org</a>
Apache Healthy Stores Project (funded by USDA) Johns Hopkins University	<a href="http://www.healthystores.org/AHS.html">www.healthystores.org/AHS.html</a>
Center's for Disease Control – Social Marketing	<a href="http://www.orau.gov/cdcynergy/demo/">www.orau.gov/cdcynergy/demo/</a>
Economic Research Services (USDA)	<a href="http://www.ers.usda.gov">www.ers.usda.gov</a>
Int'l Food Information Council Foundation (IFIC)	<a href="http://www.foodinsight.org">www.foodinsight.org</a>
Meatless Mondays Campaign <i>Eater's Digest Weekly</i>	<a href="http://www.meatlessmonday.com">www.meatlessmonday.com</a>
Policy Link <i>Improving Access to Healthy Food</i>	<a href="http://www.policylink.org">www.policylink.org</a>
Prevention Institute	<a href="http://www.preventioninstitute.org">www.preventioninstitute.org</a>
Produce for Better Health Foundation <i>Fruits &amp; Veggies More Matters Campaign</i>	<a href="http://www.fruitsandveggiesmorematters.org">www.fruitsandveggiesmorematters.org</a>
The Center for Food Integrity	<a href="http://www.foodintegrity.org">www.foodintegrity.org</a>
The Food Trust (Research, Outreach & Advocacy) <i>Healthy Food Financing Initiative</i>	<a href="http://www.thefoodtrust.org">www.thefoodtrust.org</a>
Yale Rudd Center for Food Policy & Obesity Rudd Report	<a href="http://www.yaleruddcenter.org">www.yaleruddcenter.org</a>

### **Social Media Tools & Resources**

The Health Communicator's Social Media Toolkit – Center's for Disease Control (CDC)  
[http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit\\_BM.pdf](http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf)

### Twitter Handles – Retailers (and Supermarket Dietitians)

#### Retailers

Bashas' Family of Stores - Barbara Ruhs, RD	@EatSmartAZ (@BashasNews @AJsFineFoods)
Bi-Lo – Monica Amburn, RD	@MonicaAmburnRD
Big Y Foods – Living Well, Eating Smart	@BigYLWES
Brookshires	@BrookshireBros
Costco	@Costco_online
Food Lion	@FoodLion
Giant Eagle	@Giant_Eagle
Guiding Stars	@GuidingStarsRD
Hannaford	@Hannaford
Ingles Markets - Leah McGrath, RD	@InglesDietitian
Kroger Family of Stores	@KrogerCo
Fry's Food Stores	@FrysFoodStores
Lowes Food	@LoweFoods
Marsh Supermarkets	@MarshGrocery
Meijer	@Meijer
Mother's Markets	@MothersMarkets
Natural Grocers	@NaturalGrocers
PCC Markets	@PCC
Price Chopper	@PriceChopper
Pros Ranch Markets	@ProsRanch
Publix – Employment Opportunities	@PublixJobs
Raley's Markets – Mommy Blogger Panel	@RaleysMomsPanel (@RaleysStores)
Safeway	@Safeway
Save-A-Lot	@SaveALot
ShopRite	@ShopRiteStores
Sprouts Farmer's Markets	@Sprouts_AZ
Sunflower Farmers Market	@ShopSunflower
Trader Joe's List	@TraderJoesList
United supermarkets	@UnitedWestTexas
Walmart	@Walmart
Wegmans Food Markets	@Wegmans
Weis Markets	@WeisMarkets
Whole Foods	@WholeFoods

#### Retail-Related

@FoodInstitute  
 @MamboSprouts  
 @MyWebGRocer  
 @NationalGrocers  
 @NewHope360  
 @SocialGrocery  
 @SB\_Food (FMI SmartBrief)

PLEASE EMAIL ME IF YOU HAVE A RESOURCE THAT YOU BELIEVE SHOULD BE INCLUDED ON THIS LIST.  
THANK YOU!