

SUPERMARKET DIETITIAN RECOMMENDED READING & RESOURCE LIST

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Books

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

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.

Moss, M. (2013). *Salt Sugar Fat: How Food Giants Hooked Us*. New York: Random House.

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.

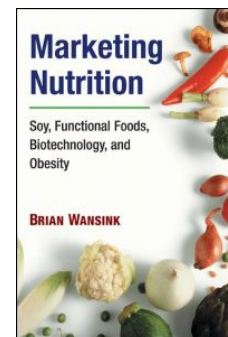
Schwartz, B. (2004). *The Paradox of Choice: Why More is Less*. New York: Harper Collins Publishers Inc.

Scrini, G (2013). *Nutritionism: The Science & Politics of Dietary Advice*. New York: Columbia University Press.

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.



Publications and Videos

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

Freedman, David. How Junk Food Can End Obesity (2013, June 2017). *The Atlantic Monthly*.
<http://tinyurl.com/ktu713z>

Gasparro, A Grocers Go Healthy: Stores Aim to Lure Whole Foods, Farmer's Market Shoppers. (2012, September 26). *The Wall Street Journal*. <http://tinyurl.com/lz74y8d>

Harmon, A. A Race to Save the Orange by Altering It's DNA. (2013, July 27). *The New York Times*.
<http://tinyurl.com/leb5zap>

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

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

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>

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

The Next Big Marketing Weapon for Supermarkets – The Dietitian. (2013, April 14). *Advertising Age*.
<http://tinyurl.com/ckjjw8y>

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

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

Resources to Host Nutrition Store Tours

Cans Get You Cooking™ Supermarket Tour Guide:
http://partners.cancentral.com/PDF/CansGetYouCookingTM_TourGuide.pdf

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

Make Half Your Grains Whole: Whole Grains Tour (Oldways Whole Grains Council)
www.wholegrainscouncil.org/files/WGStoreTour_SP.pdf

The Supermarket Tour: Helping Consumers Make Smart Snack Selections (Frito Lay) 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>

FoxFire Inc. www.foxfireprinting.com

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

Gladson – Nutrition Database www.gladson.com

NuVal® www.nuval.com

VESTCOM *Healthy Aisles*® www.vestcom.com

Grocery Related Information & Resources

Oldways Preservation Trust – Annual Supermarket Dietitian Symposium & Oldways Nutrition Exchange – online resources for supermarket dietitians www.oldwayspt.org

Aisle 7 www.aisle7.net

Bell Institute of Health & Nutrition (General Mills) www.bellinstitute.com

Catalina Marketing www.catalinamarketing.com

Food Marketing Institute – FMI dailyLead® www.smartbrief.com/fmi/

Food & Culinary Professionals (ADA)
Dietetic Practice Group *Supermarket Sub-Group* www.foodculinaryprofs.org

Grocery Headquarters	www.groceryheadquarters.com
Hartman Group – HartBeat	www.hartman-group.com
In-Store Insights (ROI Optimization)	www.instoreinsights.com
Mintel – Food & Drink	http://foodanddrink.mintel.com
MyWebGrocer (online grocery technology)	www.mywebgrocer.com
Nielsen (Research & Data Tools)	www.nielsen.com
Oldways Preservation Trust (non-profit)	www.oldwayspt.org
PeaPod (online grocery tool with nutrition filters)	www.peapod.com
Progressive Grocer	www.progressivegrocer.com
Pulse Health & Wellness Initiatives	www.pulsehw.com
Supermarket News	www.supermarketnews.com
Supermarket Savvy (Product Reviews)	www.supermarketsavvy.com
TOPCO	www.topco.com

Food & Public Health Campaign Newsletters

American Heart Association <i>Heart Check Mark Certification Program</i>	http://checkmark.heart.org
Apache Healthy Stores Project (funded by USDA) Johns Hopkins University	www.healthystores.org/AHS.html
Center’s for Disease Control – Social Marketing	www.orau.gov/cdcynergy/demo/
Economic Research Services (USDA)	www.ers.usda.gov
Int’l Food Information Council Foundation (IFIC)	www.foodinsight.org
Meatless Mondays Campaign <i>Eater’s Digest Weekly</i>	www.meatlessmonday.com
Policy Link <i>Improving Access to Healthy Food</i>	www.policylink.org
Prevention Institute	www.preventioninstitute.org

Produce for Better Health Foundation
Fruits & Veggies More Matters Campaign

www.fruitsandveggiesmorematters.org

The Center for Food Integrity

www.foodintegrity.org

The Food Trust (Research, Outreach & Advocacy)
Healthy Food Financing Initiative

www.thefoodtrust.org

Yale Rudd Center for Food Policy & Obesity
Rudd Report

www.yaleruddcenter.org

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