



Leadership in the Science, Policy and Practice of Preventive Medicine

NEWS

For Immediate Release

Contact: Michael Barry, CAE

(202-466-2044 X 106, mbarry@acpm.org)

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NATION'S LARGEST INDEPENDENT GROCER AGREES TO PILOT NUTRITION GUIDANCE SYSTEM ENDORSED BY AMERICAN COLLEGE OF PREVENTIVE MEDICINE

Washington, D.C. – The American College of Preventive Medicine (ACPM), a leading organization of some of the country's top physicians committed to preventing disease and promoting health, applauds Kroger, the nation's largest supermarket chain, for agreeing to pilot the NuVal nutritional scoring system endorsed by ACPM in January 2010. Kroger announced it is testing the system in 23 of its Central Kentucky stores, including all Lexington locations, as part of a larger nutrition initiative called "Health Matters at Kroger."

A key component of the initiative includes rollout of the NuVal nutritional scoring system on the Kroger shelves, which scores the majority of store products using one single score between 1 for the least healthy to 100 for the most. The system analyzes more than 30 different nutrients and ingredients to arrive at a score. It enables consumers at a glance to compare the nutritional value of the foods they buy.

"We are very pleased to see this system gaining traction in grocery stores across the nation," said ACPM President Mark B. Johnson, MD, MPH, FACPM, "and the addition of Kroger, given its significant market share, is a win for public health in this country." ACPM is the first independent medical/public health organization with national stature to endorse the NuVal rating system, or any non-federal nutrition guidance system for that matter.

Prior to the Kroger pilot, NuVal has been in use in more than 525 supermarkets in 18 states. The system is on the shelves of all Price Chopper, Hy-Vee, Meijer, and United Supermarkets stores, and 17 additional retailers are considering adopting the system.

In a joint ACPM/NuVal statement January 19 announcing ACPM's endorsement, Dr. Johnson said that while the number of food ranking systems available to retailers and consumers is growing, ACPM chose to endorse NuVal because it was developed without influence from food manufacturers, met ACPM's standards for scientific rigor, applies to all foods, and demonstrated an ability to positively influence consumers' purchasing habits.

"We commend the Kroger leadership for putting the health of consumers at the forefront of its business, and encourage other grocers to assess how their practices may be influencing their consumers' health, too," says Dr. Johnson.

In addition to rolling out the NuVal scoring system, Kroger's nutritional initiative includes bringing registered dietitians in to offer scheduled tours with shoppers to help determine their individual needs. The program also features the LC600 Health Station, or LUCY, which is a machine that allows customers to assess weight, body mass index, blood pressure, pulse, blood oxygen, and more. Kroger also is organizing monthly events such as "Healthier Meal Maker" and "Cruising the Aisles with Kroger."

"We all know the saying 'Two great minds think alike.' I am very gratified that in this instance two great organizations—ACPM and Kroger—thought alike about NuVal, said Dr. David Katz, ACPM Fellow, director and co-founder of the Yale Prevention Research Center, and one of the principal inventors behind the NuVal system. "The public should benefit enormously, and I look forward to seeing the proof of that!"

ABOUT AMERICAN COLLEGE OF PREVENTIVE MEDICINE

The American College of Preventive Medicine (ACPM) is the national professional society for physicians committed to disease prevention and health promotion. ACPM was established in 1954. Its 2,400 members are engaged in preventive medicine practice, teaching and research. Specialists in preventive medicine are uniquely trained in both clinical medicine and public health. They have the skills needed to understand and reduce the risks of disease, disability and death in individuals and in population groups. To learn more about the College, visit <http://www.acpm.org/>.