

Supporting Healthier Eating in the New Normal: The Ultimate Toolkit for Retail Dietitians



In this guide:

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Retail Dietitian Toolkit



WELCOME

The COVID-19 pandemic drove many Americans to think more about their health – from general wellness to chronic disease management. We learned quickly that individuals living with – or at high risk of – some nutrition related chronic diseases were hit harder by COVID. These individuals may also be at a higher risk for long-term COVID impact. Even as record numbers of Americans are getting vaccinated against COVID-19, many report plans to continue or increase their focus on health and wellness. Retail dietitians can be essential in helping Americans make healthier choices.

The Retail Dietitians Business Alliance and the Reagan-Udall Foundation for the FDA have partnered to put resources at your fingertips in this Retail Dietitian Toolkit. Our goal is to provide you with ready-to-use resources to engage consumers through social media, online quizzes, cook a-longs, virtual tours, and more! We have also included a few tips that may be useful as you adapt to what everyone is calling “the new normal.”

We invite you to tailor these resources to your brand and messaging. And please let us know what else you need. This is a starter kit – not a final product. If you want additional materials or more information on specific topics or other types of materials, tell us! You can email the authors at efain@reaganudall.org.

“RDBA is thrilled to be partnering with the Reagan-Udall Foundation for the FDA to educate and empower shoppers with truthful science-based information that will enhance families lives and well-being. Now more than ever our shoppers are asking more questions about the foods they consume; and through this partnership we are pleased to offer RDBA's members, the Retail RDs who are on the frontlines in our stores, the tools they need to effectively share this knowledge with their shoppers.”

*Phil Lempert, President & CEO
Retail Dietitians Business Alliance*



Retail Dietitian Toolkit



Quiz: Added Sugar

Multiple Choice

Q: How many teaspoons of sugar does the average American eat and drink every day?

- A. 9
- B. 13
- C. 17
- D. 22

A: (D) 22 – or almost half a cup! That's way more than the American Heart Association recommends: 6 teaspoons per day for women and 9 for men. Our sweets add up: check the Added Sugars on the Nutrition Facts Label to help you keep track of your intake.

Q: On food labels, the amount of sugar is listed in grams. What's 1 gram of sugar?

- A. $\frac{1}{4}$ teaspoon
- B. $\frac{1}{2}$ teaspoon
- C. 1 teaspoon
- D. 1 tablespoon

A: (A) $\frac{1}{4}$ teaspoon. A teaspoon of sugar is about what 4 grams of sugar looks like. A 12-ounce can of regular cola has about 39 grams -- or 9 teaspoons -- of sugar!

Q: Where do added sugars often hide?

- A. Fruit drinks
- B. Dairy desserts
- C. Snack bars
- D. All of the above

A: (D) All of the above. Fruit drinks, juices, non-diet soda, sports drinks, energy drinks, and other sugar-sweetened beverages are the number one source of added sugar in American diets. A recent study found that drinking one or two sugary drinks a day raises the risk of type 2 diabetes by 26% compared with those who limit sweet drinks to just one a month. But sugar alone isn't to blame for diabetes. Diets that are high in calories from any source, like sugar or

fat, lead to weight gain -- and being overweight raises your chance of type 2 diabetes. Look for added sugars on the Nutrition Facts Label.

Q: If you're trying to limit added sugars, which ingredient should you watch for on food labels?

- A. Raw sugar
- B. Corn syrup
- C. Molasses
- D. All of the above

A: (D) All of the above. It's easy to think that you can just skip packaged foods and drinks and you'll limit added sugars. But you can also find them in sweeteners you might use for cooking and baking -- like honey, fruit juice concentrate, and brown sugar.

Q: According to the Dietary Guidelines for Americans, no more than _____ of your daily calories should come from added sugars.

- A. 10%
- B. 20%
- C. 30%
- D. 40%

A: (A) 10%. Check the new Nutrition Facts Label's % of Daily Values to track your intake. It can add up quickly!

Q: Which of the following is a great way to reduce the sugar in your eating pattern?

- A. Replace sugary drinks with water
- B. Read the Nutrition Facts Label to identify foods with less added sugar
- C. Replace candy with fresh fruit
- D. All of the above

A: (D) All of the above.

Q: When grocery shopping, how can you limit foods with added sugar?

A: Stick to the perimeter. The outside walls of a supermarket are where you will find staples like produce, milk, eggs, breads, meats, and fish -- which also happen to be the basis of a healthy diet that's low in added sugars.

True/False

True or false? Regular consumption of added sugars may cause an imbalance in blood sugar, swings in energy levels, a decrease in immune function, and an increased risk of chronic disease.

A: True (sorta). This one is tricky because it's less about frequency than amount. Most of us should keep our added sugar intake to no more than 10% of total daily calories.

True or False? Eating too much sugar can cause diabetes.

A: False! Type 1 diabetes is genetic and triggered by unknown causes. Type 2 diabetes is caused by genetics and lifestyle factors. However, being overweight and eating a high-calorie diet -- which often includes a lot of added sugar -- can raise your risk of developing type 2 diabetes.

Sources:

<https://www.cdc.gov/nutrition/data-statistics/added-sugars.html>

<https://newsinhealth.nih.gov/2014/10/sweet-stuff>

<https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar/added-sugars>

https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary_Guidelines_for_Americans_2020-2025.pdf

Retail Dietitian Toolkit



Quiz: Meal Planning

With all of the home cooking many people have been doing during the pandemic, the thought of continuously preparing meals can feel overwhelming. That is why it's really helpful to walk into preparing your weekly meals with a plan. We want to learn more about your meal planning thoughts and habits!

1. *What are the benefits of meal planning?*

- A. Save time and money
- B. Reduce stress around cooking
- C. Reduce food waste
- D. All of the above

Automatic response idea: Whether you are feeding yourself or a family, putting in a little bit of extra time and energy at the beginning of the week to plan out meals for multiple days can help you to better manage your time, reduce stress around cooking, and even save money! Meal planning can also prevent unused ingredients from going to waste and help you stick to following a well-balanced diet by reducing impulse eating.

2. *Where do you get your recipes from?*

- A. Cookbooks
- B. Family members
- C. Online
- D. I don't use recipes

Automatic response idea: For those who like to find their recipes online, we offer a variety of user-friendly recipes on our website.

3. *Do you make a grocery list?*

- A. Yes
- B. No

Automatic response idea: Whether you are shopping in-store or online, it is helpful to have a grocery list to keep you on track with your purchases. Prioritize a variety of nutrient-dense foods like fruits, vegetables, whole grains, low-fat dairy, and a few protein foods like lean meats, poultry, eggs, nuts, or soy products.

4. Do you prep any meals ahead of time?

- A. Yes
- B. No

Automatic response idea: Preparing parts of your meals ahead of time can save you precious time during busy weekdays. For example, you can chop fruits and vegetables on a day that you have a larger chunk of time so that it reduces the amount of time you have to spend preparing your ingredients on a later day. For crockpot or pressure cooker meals, you can even prepare all of the raw ingredients and then put them in an airtight container or bag and freeze it until you are ready to cook the meal later in the week.

5. Do you eat or use leftovers?

- A. Yes
- B. No

Automatic response idea: Leftover meals can be used for lunch or dinner the next day or can be used to create other new meals from the remaining ingredients. This can help save time because you don't have to prepare another meal, save money because you don't need to purchase more ingredients yet, and reduce food waste by preventing the leftovers from going into the trashcan!

6. How can our retail dietitians help you improve your meal planning habits?

- A. Informational blog post
- B. Educational fact sheet
- C. Online class or webinar

Automatic response idea: Check out website to learn more about meal planning.

Retail Dietitian Toolkit



Quiz: Sodium

Multiple Choice

What is the most common source of sodium in our eating habits in the U.S.?

- A. Potato chips
- B. Mixed dishes (e.g., sandwiches, burgers, tacos, etc.)
- C. Ready-to-eat cereal
- D. Vegetables

Answer: B. According to the Dietary Guidelines for Americans, sandwiches, burgers, and tacos are some of the most common sources of sodium in the American diet. Other top contributors are rice, pasta, grain-based dishes, pizza, processed meats/poultry, soups, and savory snacks.

What is the recommended maximum amount of sodium that we should consume each day?

- A. 1,500 milligrams
- B. 2,000 milligrams
- C. 2,300 milligrams
- D. 3,400 milligrams

Answer: C. 2,300 milligrams. The Dietary Guidelines for Americans recommends limiting sodium intake to less than 2,300 milligrams per day for those aged 14 and older. However, many U.S. adults consume greater than 3,000 milligrams of sodium per day.

What is the Daily Value for sodium?

- A. 2,000 milligrams
- B. 2,300 milligrams
- C. 3,000 milligrams
- D. 3,200 milligrams

Answer: B. 2,300 milligrams. On the Nutrition Facts label, the Daily Value (DV) for sodium is listed as 2,300 milligrams per day based on a 2,000-calorie daily diet.

True or False

True or False? The Sodium value on the Nutrition Facts label for food and beverages includes both naturally occurring sodium and any sodium added to a product.

Answer: True. The sodium value on the Nutrition Facts label accounts for both naturally occurring sodium as well as sodium added during processing.

True or False? Long-term excess sodium consumption is associated with high blood pressure and can lead to heart disease.

Answer: True. Consuming too much sodium can increase blood pressure and eventually lead to heart and cardiovascular disease.

True or False? A product that contains 10% of the Daily Value for sodium would be considered low in sodium.

Answer: False. A product with 5% or less of the Daily Value is considered a low source of sodium while a product with 20% or more of the Daily Value is considered a high source of sodium.

Sources:

https://www.dietaryguidelines.gov/sites/default/files/2021-03/Dietary_Guidelines_for_Americans-2020-2025.pdf

<https://www.fda.gov/media/135304/download>

Retail Dietitian Toolkit



Quiz: Sleep

Multiple Choice

Q: Which of the following is a key risk factor for the sleep disorder obstructive sleep apnea (OSA)?

- A. High cholesterol
- B. Physical inactivity
- C. Use of certain medications
- D. Obesity

A: (D) Obesity. An unhealthy diet that contributes to excess body weight may cause or worsen this sleep disorder. One study found that people whose weight increased 10% were six times more likely to be at risk for obstructive sleep apnea.

Q: The amount of sleep you get can have an effect on which of the following?

- A. Concentration
- B. Mood
- C. Decision-making
- D. All of the above

A: (D) All of the above.

Q: How many times a day is your body programmed to feel sleepy?

- A. One
- B. Two
- C. Three
- D. Four

A: (B) Two. Our bodies are programmed for two natural periods of sleepiness during a 24-hour day, no matter how much sleep we've had in the previous 24 hours. The primary period is between midnight and 7 a.m., and a second period occurs in the midafternoon, between 1 p.m. and 4 p.m.

Q: Which group needs up to 13 hours of sleep per night?

- A. Newborns
- B. Preschoolers
- C. Teenagers
- D. Adults

A: (B) Preschoolers

Q: On average, how many of your sleeping hours are spent dreaming?

- A. One
- B. Two
- C. Three

A: (B) Two. On average, 20%-25% of a night's sleep is spent dreaming, or about two hours.

Q: Which of the following is the most common cause of nightmares?

- A. Eating right before bedtime
- B. Alcohol consumption
- C. Stress and anxiety
- D. Illness with a fever

A: (C) Stress and anxiety.

Q: Which of the following foods may contribute to better sleep?

- A. Kiwi
- B. Tart cherries
- C. Fatty fish
- D. None of the above
- E. All of the above

A: (E) All of the above.

True/False

True or False? Meals high in carbohydrates can impair your sleep quality.

A: True. In fact, high carbohydrate intake has been shown to increase the number of awakenings at night and reduce the amount of deep sleep you get.

True or False? Going to bed late can increase your risk of weight gain.

A: True. Keeping a regular sleep schedule is a major component of sleep hygiene, and many people find that it can keep them from pushing their bedtime later and later. Research has found that a late sleep schedule is correlated with a higher risk of weight gain.

True or False? We need less sleep when as we get older.

A: False. Poor sleep is not a normal part of aging. Many older people have difficulty sleeping in a single block of time each night, but that doesn't mean they need less sleep. They may also have medical conditions that contribute to sleep problems. For people ages 18 and up, the recommended amount of sleep in a 24-hour period is at least 7 hours.

True or false? Not getting enough sleep can lead to weight gain.

A: True. Several studies have shown that not getting enough sleep or a decrease in sleep quality can affect appetite controls and lead to overeating. Sleep loss has also been tied to decreased insulin sensitivity and increased risk of diabetes.

Sources:

<https://pubmed.ncbi.nlm.nih.gov/11122588/>

<https://www.sleepfoundation.org/how-sleep-works/how-much-sleep-do-we-really-need>

<https://pubmed.ncbi.nlm.nih.gov/29073412/>

<https://www.ninds.nih.gov/Disorders/Patient-Caregiver-Education/Understanding-Sleep>

<https://www.sleep.org/how-often-dreams/>

<https://www.sleepfoundation.org/nutrition>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5015038/>

<https://pubmed.ncbi.nlm.nih.gov/23814334/>

<http://healthysleep.med.harvard.edu/need-sleep/what-can-you-do/assess-needs>

Retail Dietitian Toolkit



Fast Facts & Social Media Posts Heart-Healthy Eating Habits



Reduce Your Risk for Heart Disease

Heart-healthy foods loaded with fiber may help reduce your risk of having heart disease later in life. Fill up your plate with fiber-filled foods like fruits and vegetables, whole grains and fiber-rich cereals, beans, peas, and lentils.

Are you Being Good to Your Heart?

Heart healthy foods are generally low in sodium, saturated fat, trans fat, and cholesterol. Use the #NewNutritionFactsLabel

to find out how much of these nutrients are in foods and beverages.

Working to Keep Your Blood Pressure Under Control?

Heart-healthy foods are often packed with minerals like potassium, which may help to control blood pressure by lessening the unwanted effects of eating too much sodium. Incorporate potassium-rich foods like fruits, vegetables, low-fat dairy, and fish into your diet. You can easily find these items in the store perimeter.

Show Your Heart Some Love

Opt for heart-healthy foods like fruits and vegetables, whole grains, beans, peas and lentils, poultry, oily fish, nuts, and seeds!

Little Things Make a Big Difference to Your Heart

Even small changes to your eating habits can help reduce your risk for heart disease. Protect your heart and blood vessels by making food choices that are lower in saturated fat, like lean meat and poultry or plant-based proteins like beans, peas, or lentils.



Not all fats are created equal

Studies have shown that replacing saturated fats with unsaturated fats may actually help improve your heart health. Make sure you are getting unsaturated fats in your diets from sources like cooking oils (e.g., canola oil, olive oil, etc.), nuts, seeds, avocados, and fatty fish.

Managing Both Heart Disease and Diabetes?

You're not alone. The trick is paying attention to what you eat – and what you DO! Getting enough exercise is so important, so talk to your doctor about the best activity plan for you!

Lower Your Risk by Reading the Label

Heart disease is the leading cause of death for both men and women in the U.S. Lowering your sodium may help lower your risk for heart disease. Watch for unexpected sodium by flipping the package over to read the #NewNutritionFacts label.

Try Something New

As seasons change, so do your produce choices. Make it a habit to try a fruit or vegetable you don't usually pick up. Explore the produce department, peruse the canned fruit/vegetable aisle, and stop by the frozen produce cases - your heart will thank you!

Sources:

<https://www.cdc.gov/heartdisease/prevention.htm>

<https://www.nhlbi.nih.gov/health-topics/heart-healthy-living>

https://www.dietaryguidelines.gov/sites/default/files/2021-03/DGA_2020-2025_ExecutiveSummary_English.pdf

https://www.dietaryguidelines.gov/sites/default/files/2021-03/Dietary_Guidelines_for_Americans-2020-2025.pdf

<https://ods.od.nih.gov/factsheets/Potassium-HealthProfessional/>

<https://ods.od.nih.gov/factsheets/Potassium-Consumer/>

<https://newsinhealth.nih.gov/special-issues/eating/skinny-fat>

Retail Dietitian Toolkit



Fast Facts/Social Media Posts Mental Health & Wellness

Your Brain on ...Brussels Sprouts?!?

Did you know what you eat can impact your brain health? Eating whole, unrefined foods, such as plant-based whole foods, can help optimize brain function. Good examples are walnuts, flaxseed, chia seeds, and brussels sprouts. Consider incorporating these into your next snack or meal!

Sip Away Your Stress

Ok, maybe it's not that easy, but if you find yourself feeling anxious or jittery, choose seltzer or flavored water in place of iced coffee or caffeinated soda. Consuming lots of caffeine can elevate feelings of anxiety—especially as we continue to deal with a global pandemic and its evolving guidelines.

Food for Your Mood

Fluctuations in blood sugar levels are associated with changes in mood and energy as well as irritability, anxiety, and worry. Eating consistently and healthfully can help you maintain steady blood sugar levels. So, stick to a meal and snack schedule—especially during a pandemic when we are all more likely to have mood and stress challenges.

Can You Find the Sugar?

You already know that sweet treats like candy and desserts obviously contain sugar, but sugar can also lurk in surprising places – and sugar spikes can sometimes make you feel jittery or stressed. Flavored yogurt, snack bars, and beverages (even water!) can sometimes have more added sugar than you expect.

Say Yes to Comfort Foods – Seriously!

Ever crave comfort foods when you're stressed, anxious, or worried? It's ok to occasionally feed that need – key word "occasionally." If you're unusually stressed, go ahead and indulge in that comfort food. Just try to eat a smaller portion or eat a little lighter the rest of the day. But be sure you don't skip meals to compensate. That can impact your mood.

What's Your Comfort Food?

A recent Harris Poll found pizza is the number one comfort food for most of us, followed by chocolate, ice cream, mac and cheese, and chips. The poll also found that 67% of Americans turn to

their favorite comfort food to boost their mood. Ask our store Registered Dietitian for ideas on how you can lighten up your favorite comfort foods!

Being Proactive can Keep Your Brain Active

Promote good mental health by keeping regular meal times, drinking enough water each day and cutting down on tea, coffee and alcohol that can affect your mood. Aim to have eating habits that incorporate a good mix of protein, slow-digesting carbohydrates like wholegrains or seeds, and plenty of vegetables and fruit.

In a Fog

Find yourself in a work-from-home, school-from-home fog? Grab a nutrient-dense snack like fruit for a refreshing boost to your afternoon! Fruit provides important nutrients like vitamins, minerals, dietary fiber, and water.

Pump Up Your Brain

Our brains need exercise to stay fit just like our bodies. Physical activity can help you feel better right away by boosting your mood, sharpening your focus, reducing your stress, and improving your sleep. Ask your doctor about ways to increase your daily exercise.

Need Another Reason to Exercise?

Studies show that exercising just 20 minutes a day can help improve your mood. So, go for a brisk walk, open your exercise app, or just dance around to your favorite song. Boost your mood and your energy.

Feeling a Little Down?

Make sure you're getting enough Vitamin D—your nerves need it to carry messages between your brain and your body! Salmon and egg yolks are natural sources of vitamin D while some foods like cow's milk, soy milk, orange juice, yogurt, and cereals are fortified with vitamin D. Use the Nutrition Facts Label to monitor your intake.

Find Calm in the Produce Department

Studies are finding higher stress levels may be connected to too few fruits and veggies. Spend time in the produce department picking out your pick-me-up.

Sources:

https://health.gov/sites/default/files/2019-11/PAG_MYW_Adult_FS.pdf

<https://ods.od.nih.gov/factsheets/VitaminD-Consumer/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7019743/>

Retail Dietitian Toolkit



Fast Facts and Social Media Posts Sodium

Train your Tastebuds

DYK you can retrain your tastebuds? High sodium intake is a big challenge when you're eating for good health. But you can actually train your tastebuds to support your eating goals. As you reduce the amount of sodium you eat over time, the less you'll want it.

Speaking of Sodium

Do you know how much sodium you're consuming? More than 70% of the sodium Americans eat comes from restaurant and prepackaged foods.

Soup for the Soul ... and Sodium Intake

Soup is great comfort food but watch out! It can also be high in sodium. Check the #NewNutritionFacts label to monitor your sodium intake.

Be Good to Your Heart

Why should you look out for sodium in your foods? Eating too much sodium can lead to increased blood pressure, increasing your risk for heart attack, stroke, and other cardiovascular conditions. Reducing sodium intake can help lower these risks.

Don't Get Surprised by Hidden Sodium

Despite what you might think, most dietary sodium doesn't come from the salt shaker. It comes from eating packaged and prepared foods. Use the #NewNutritionFacts Label to identify the amount of sodium in foods to stay under the recommended less than 2,300 mg per day for adults—that's equal to about 1 teaspoon of salt! And children under 14 need even less sodium per day!

Sodium and Blood Pressure: What's the Connection?

Sodium attracts water, and a high-sodium diet draws water into the bloodstream, which can increase the volume of blood and subsequently your blood pressure. High blood pressure makes your heart work too hard, and the high force of the blood flow can harm arteries and



organs (such as the heart, kidneys, brain, and eyes). Uncontrolled high blood pressure can increase the risk of heart attack, heart failure, stroke, kidney disease, and blindness.

Sources:

<https://www.fda.gov/food/nutrition-education-resources-materials/sodium-nutrition-facts-label>

<https://www.fda.gov/media/84261/download>

<https://www.cdc.gov/heartdisease/sodium.htm>

<https://www.cdc.gov/salt/index.htm>

<https://www.nhlbi.nih.gov/health/educational/healthdisp/pdf/tipsheets/Tips-to-Eat-Less-Salt-and-Sodium.pdf>

<https://www.nih.gov/news-events/nih-research-matters/health-benefits-cutting-salt>

<https://www.nia.nih.gov/health/high-blood-pressure>

LEADING A HEALTHY LIFESTYLE

Good nutrition and physical activity are important parts of leading a healthy lifestyle. A balanced lifestyle can help you reach and maintain a healthy weight, reduce your risk for chronic disease, and promote your overall health.



EXERCISE REGULARLY

Get at least **150 minutes** a week of moderate aerobic activity or **75 minutes** a week of vigorous aerobic activity. You also can do a combination of moderate and vigorous activity. The guidelines suggest that you spread out this exercise during the course of a week.

As a general goal, aim for at least 30 minutes of physical activity every day.



DRINK LOTS OF WATER

It helps flush our systems of waste products and toxins, yet many people go through life dehydrated—causing **tiredness, low energy, and headaches**. It's common to mistake thirst for hunger, so staying well hydrated will also help you make healthier food choices.

Aim for 8-10 glasses of fluid per day



EAT HEALTHY FOOD

Eating a healthy, balanced diet provides nutrients to your body. These nutrients give you energy and **keep your heart beating, your brain active, and your muscles working**. Nutrients also help build and strengthen bones, muscles, and tendons and also regulate body processes, such as blood pressure.



REST AND REFRESH

Go to bed at a regular time each day and practice good habits to get better sleep. Sleep restores both your mind and body. Allow yourself some unfocussed time each day to refresh. It's okay to add 'do nothing' to your to-do list!

Sources:

www.fitness.gov, www.mayoclinic.org, www.cdc.gov,
www.livelifewell.nsw.gov.au, www.betterhealth.vic.gov.au



smart foods for brain health



Vitamin B

- Dark green leafy vegetables
- Chickpeas & legumes
- Fish
- Poultry
- Meat

Vitamins A, C, E

- Berries
- Citrus fruits
- Carrots
- Cruciferous veggies
- Nuts & seeds
- Salmon & omega-3 fatty acids

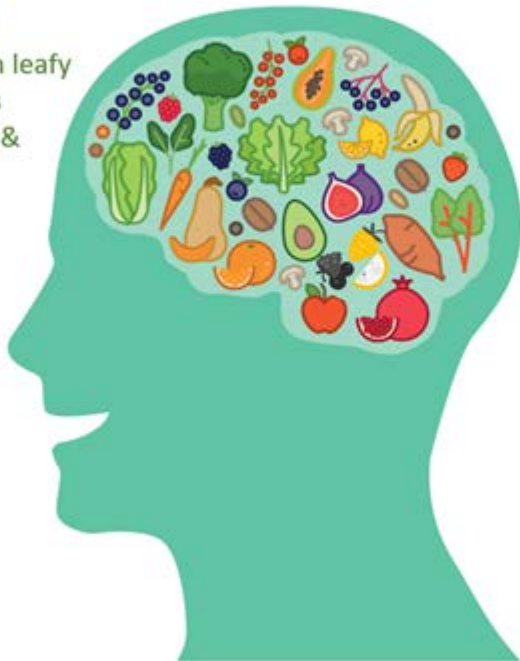
Vitamin D

- Oily fish such as mackerel & sardines
- Egg yolks
- Cod liver oil
- Canned tuna
- Moderate sun exposure

Food for Thought

Vitamin B

- Dark green leafy vegetables
- Chickpeas & legumes
- Fish
- Poultry
- Meat



Vitamin D

- Oily fish – mackerel & sardines
- Cod liver oil
- Canned tuna
- Moderate sun exposure

Antioxidants (Vitamins A, C, E)

- Berries
- Citrus fruits
- Carrots
- Cruciferous veggies
- Nuts & seeds
- Salmon & omega-3 fatty acids

Choose Nutrients Wisely

Nutrients To Get **More** Of

Compare and choose foods to get **100% DV of these on most days:**

- Dietary Fiber
- Iron
- Vitamin D
- Potassium
- Calcium

Nutrients To Get **Less** Of

Compare and choose foods to **get less than 100% DV of these each day:**

- Saturated Fat
- Sodium
- Added Sugars
- *Trans* Fat (Note: *Trans* fat has no %DV, so use grams as a guide)

Eat a variety of foods to get the nutrients your body needs, including:

- Fruits and vegetables
- Whole grains
- Dairy products
- Lean meats and poultry
- Eggs
- Seafood
- Beans and peas
- Soy products
- Unsalted nuts and seeds

Check the #NutritionFactsLabel

The Nutrition Facts Label: Consider the Calories

Calories from food provide the energy your body needs to function and grow. Balance the number of calories you eat and drink with the number of calories you burn during physical activity. Curious about calorie needs? Check out www.choosemyplate.gov/MyPlatePlan.



TIP: 100 calories per serving of an individual food is considered a moderate amount and 400 calories or more per serving of an individual food is considered high in calories.

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

(For educational purposes only. These labels do not meet the labeling requirements described in 21 CFR 101.9.)

Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per serving

Calories

230

% Daily Value*

Total Fat 8g

10%

Saturated Fat

Trans Fat 0g

5%

Cholesterol 0g

Sodium 160mg

Total Carbohydrate

0%

Dietary Fiber 4g

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg

10%

Calcium 260mg

20%

Iron 8mg

45%

Potassium 240mg

6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Look for Percent Daily Value on the Nutrition Facts Label

% Daily Value (%DV) is the percentage of the Daily Value (reference amounts of nutrients to consume or not to exceed each day for adults and children 4 years of age and older) and shows how much a nutrient in a serving of the food contributes to a total daily diet. **Use %DV to see how a food's nutrients stack up and choose foods that are higher in nutrients to get more of and lower in nutrients to get less of.**

Use it to compare and choose foods!



TIP: 5% DV or less per serving is low and 20% DV or more per serving is high

Size up Servings on the Nutrition Facts Label

Check the serving size and servings per container. The nutrition information listed on the Nutrition Facts label is usually based on one serving of the food.

Packages can—and often do— contain more than one serving! If you eat multiple servings, you're getting "multiples" on calories and nutrients, too.



Know Your Numbers

Sodium is an essential nutrient and is needed by the body in relatively small amounts (provided that substantial sweating does not occur) to maintain a balance of body fluids and keep muscles and nerves running smoothly. However, most Americans eat too much of it—and they may not even know it.


Americans eat on average about 3,400 mg of sodium per day. However, the *Dietary Guidelines for Americans* recommends limiting sodium intake to **less than 2,300 mg per day**—that's equal to about **1 teaspoon of salt!**



Check the Package for Nutrient Claims

You can also check for nutrient claims on food and beverage packages to quickly identify those that may contain less sodium. Here's a guide to common claims and what they mean:

What It Says	What It Means
Salt/Sodium-Free	Less than 5 mg of sodium per serving
Very Low Sodium	35 mg of sodium or less per serving
Low Sodium	140 mg of sodium or less per serving
Reduced Sodium	At least 25% less sodium than the regular product
Light in Sodium or Lightly Salted	At least 50% less sodium than the regular product
No-Salt-Added or Unsalted	No salt is added during processing – but these products may not be salt/sodium-free unless stated



People of different races, ethnicities, genders, and ages participated in COVID-19 clinical trials so researchers could learn if any group responds differently to the vaccines.



Vaccines 101

Vaccines are one of the safest ways to help prevent infectious diseases and they can help protect you and your loved ones from COVID-19.

www.fda.gov/healthequity



Vaccines 101

Vaccines do not give you the illness
they are protecting you from.

Fact Sheet: Added Sugars

[REPLACE WITH YOUR BRANDING IDENTITY]

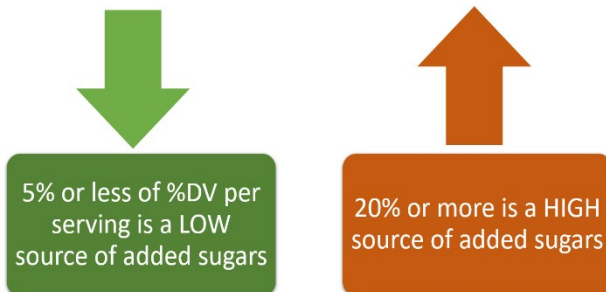
Q&A on Added Sugar

While sugar can make food taste great, it's not always so great for our health. Too much sugar is linked to many chronic diseases, including cancer, type 2 diabetes, heart disease, and obesity. These conditions can also be risk factors for more severe symptoms of COVID-19. Take a few minutes to find answers to some of your sugar questions.



How much added sugar is too much?

Let the Nutrition Facts Label Be Your Guide



Consuming too much sugar can make it difficult to meet nutrient needs while staying within calorie limits. The *Dietary Guidelines for Americans* recommends limiting calories from added sugars to **less than 10% of total calories per day**. For example, if you consume a 2,000-calorie daily diet, that would be 200 calories or 50 grams of added sugars per day.

The new Nutrition Facts label can help you compare and choose foods that are lower in added sugars.

Check the food label to see if foods are **LOW** or **HIGH** in added sugars.

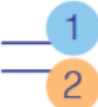
Are All Sugars Equal?

1 **Total sugars** include sugars **naturally present** in many nutritious foods and beverages, as well as **any added sugars** that may be present in the product. There is no Daily Value for total sugars because no recommendation has been made for the total amount to eat in a day.

2 **Added sugars** are sugars that are added during the processing of foods (such as sucrose or dextrose), foods packaged as sweeteners (such as table sugar), sugars from syrups and honey, and sugars from concentrated fruit or vegetable juices. They do not include naturally occurring sugars that are found in milk, fruits, and vegetables. The Daily Value for added sugars is 50 grams per day based on a 2,000-calorie daily diet.

Nutrition Facts	
8 servings per container	
Serving size 8 fl oz (240mL)	
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 27g	10%
Dietary Fiber 0g	0%
Total Sugars 25g	
Includes 23g Added Sugars	46%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 40mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Fact Sheet: Shopper Follow Up

[REPLACE WITH YOUR BRANDING IDENTITY]

Reducing Added Sugar

Total Vs. Added Sugar

The Nutrition Facts label on food and drinks tells you the amount of total sugar and added sugar that can be found in a specific product. Important information if you want to watch your sugar intake.

Total sugars include the sugars that are naturally occurring in many nutritious foods and beverages, like the sugars found in fruit and milk, as well as any sugars that are added during processing. There are not yet specific recommendations around how much total sugar should be consumed in a day.



On the other hand, added sugars only include the sugars that are *added* during the processing of foods. Table sugar, brown sugar, concentrated fruit and vegetable juices, and the sugar in syrups and honey are all considered sources of added sugar.

The main sources of added sugar in the American diet are sugar-sweetened beverages, baked goods, cereals, and sweets like ice cream and candy. Healthy eating habits are limited in added sugar, staying below 50 grams of added sugar per day.

Reducing Added Sugar Consumption

To find out how much added sugar you are eating each day, add together the grams of added sugar from the Nutrition Facts labels on the food and beverages you consume in a 24-hour period. The Nutrition Facts label shows how much added sugar is in each serving of the food or drink, so make sure to account for how many servings you are eating in each sitting.

In addition to the number of grams of added sugar in each serving, the percent Daily Value (DV) on the Nutrition Facts label shows what percentage of the recommended 50 grams of added sugar is in each serving. A product with 5% or less of the DV per serving is a low source of added sugar, while a product with 20% or more of the DV is a high source of added sugar.

Most people in the United States consume more than the recommended 50 grams of added sugar per day. If you are consuming more than 50 grams per day, consider making a few small shifts to your dietary habits that could go a long way towards reducing your added sugar intake.

Use This	Instead of
Low-fat milk or sugar-free creamer	Sweetened creamer
Canned fruit in 100% juice or water	Canned in fruit light or heavy syrup
Unsweetened applesauce	Sweetened applesauce
Plain, Greek yogurt with fresh fruit	Sweetened fruit yogurt
Plain, unfrosted cereal	Frosted cereal
Plain water, sparkling water, or diet soda	Regular soda
Unsweetened tea	Sweet tea
½ a serving of cookies	Full serving of cookies

Retail Dietitian Toolkit



Virtual Tour Talking Points Managing Added Sugar Intake

Intro:

You may have heard or read the word “added sugars” on your food labels. If you are wondering what this means, added sugars are the sugars that are *added* during the processing of food and drinks. Table sugar, brown sugar, concentrated fruit and vegetable juices, and the sugar in syrups and honey are all considered sources of added sugar. The sugars that are naturally present in some foods like milk and fruit are not considered added sugar.

You should limit the amount of added sugar in your diet to no more than 50 grams per day. This sounds like a large number but added sugar can *add up* really quickly by eating just a few sugar-filled foods each day. Even foods that don’t seem like they are very sweet can be full of hidden added sugar. The main sources of added sugar in the American diet are sugar-sweetened beverages, baked goods, cereals, and sweets like ice cream and candy. But other foods like protein bars and fruity yogurts can also contain a lot of added sugar.

Using the Nutrition Facts Label:

While you are shopping in the store, you can use the Nutrition Facts label as a tool to determine how much added sugar is in your food or drinks. If you turn the package over, you will find the Nutrition Facts label. Look towards the middle of the label where you will see Total Sugars and Added Sugar. You will see the number of grams of added sugar in each serving of the product. Remember that the Nutrition Facts label lists the amount of nutrients in one serving, so make sure to account for the number of servings you are eating in one sitting.

You can use the percent Daily Value (%DV) to determine if the product is high or low in added sugar. If the product has 5% or less of the DV then it is considered low in added sugar, and if the product has 20% or more of the DV then it is considered high in added sugar.

Talking Points Around the Store:

Now, let’s take a look at ways to manage added sugar intake in various sections of the store.

- In the produce section of the store, you don’t need to worry too much about the sugar that is found naturally in fresh fruit. Remember, that is not considered added sugar. But in the refrigerated area you may find smoothie drinks or refrigerated fruit cups. Flip these products over and take a look at how much added sugar is found in each of them.

Some of these refrigerated fruit products may contain no added sugar while others may contain upwards of 10 grams or more.

- In the canned fruit and vegetable aisle, there are many different varieties of canned and jarred fruits. Canned fruits come in many different liquid types, such as light syrup, heavy syrup, 100% fruit juice, and water. When available, select canned fruit in 100% fruit juice or water to manage the amount of added sugar you are consuming. Both of these types should contain little to no added sugar.
- The cereal aisle contains many options with a high amount of added sugar, especially any cereals that are frosted or contain marshmallows. Instead of choosing these, look for cereals that are plain or unfrosted. Nearly all cereals have at least a little bit of added sugar, so don't get too worked up about a few grams of added sugar in an otherwise healthy cereal.
- The beverage section of the store contains many different products. There are sports drinks, sodas, flavored waters, fruit drinks, juices, and more. It is very important to read the Nutrition Facts label closely when comparing beverage options. Instead of choosing regular soda, swap it out for a diet soda or, even better, a sparkling water or regular water. Pick sport drinks that have minimal or low added sugar compared to the fully sweetened varieties—many brands offer multiple products in the same flavor with a gradient of sugar levels. When it comes to juices, 100% juices are the best option compared to those with added sugar.
- Sometimes we all crave a sweet treat like cookies or baked goods from time to time. But if you are eating these on a regular basis, you may want to compare the amounts of added sugar in the different types to select the one with the lowest amount of added sugar. It is unlikely that any of these types of foods have zero added sugar, unless they are considered sugar-free or diet varieties. So using the Nutrition Facts label to choose the options with the lowest added sugar will be your best option.
- The milk and non-dairy milk section of the store carries a mix of items that contain a wide range of different added sugar values. Choose plain milk over chocolate milk or other flavors that contain added sugar. Opt for plain and unsweetened varieties of non-dairy milks like soy milk, almond milk, or oat milk. And when selecting a creamer, pick the plain unsweetened varieties of these because the amount of sugar in sweetened creamers can add up quickly if you add more than one tablespoon of creamer to your hot beverages.

Sources:

<https://www.fda.gov/media/135299/download>

https://www.dietaryguidelines.gov/sites/default/files/2021-03/Dietary_Guidelines_for_Americans-2020-2025.pdf

Fact Sheet: Added Sugars

[REPLACE WITH YOUR BRANDING IDENTITY]

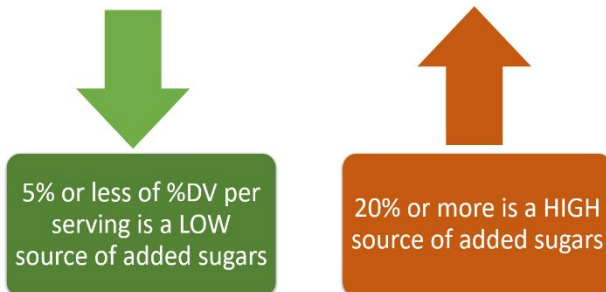
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Consuming too much sugar can make it difficult to meet nutrient needs while staying within calorie limits. The *Dietary Guidelines for Americans* recommends limiting calories from added sugars to **less than 10% of total calories per day**. For example, if you consume a 2,000-calorie daily diet, that would be 200 calories or 50 grams of added sugars per day.

The new Nutrition Facts label can help you compare and choose foods that are lower in added sugars.

Check the food label to see if foods are **LOW** or **HIGH** in added sugars.

Are All Sugars Equal?

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Total Sugars 25g	
Includes 23g Added Sugars	46%
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Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
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Fact Sheet: Saturated Fat

[REPLACE WITH YOUR BRANDING IDENTITY]

Working toward a Healthier Heart?



Working toward a healthier heart? A lot of us are. Paying attention to saturated fat can be key in overall health, but is especially important for our hearts. Higher saturated fat intake is associated with an increased risk of developing cardiovascular disease.

The human body makes all the saturated fat that it needs, so it is not necessary to get saturated fat from food.



Seafood is generally low in saturated fat. While saturated fat is found in higher proportions in animal products, seafood is the exception. Ask the seafood manager for suggestions and cooking instructions.

Saturated fat is found in a variety of foods

- Animal fat and vegetable shortening
- Baked goods (such as brownies, cakes, cookies, doughnuts, pastries, and pies)
- Condiments and salad dressings
- Dairy products (such as whole and 2% reduced-fat milk, cheese, and yogurt)
- Desserts (such as ice cream, other frozen desserts, and puddings)
- Meats and poultry
- Pizza
- Sandwiches (such as hamburgers, hot dogs, and submarine sandwiches)
- Snack foods (such as chips, crackers, microwave popcorn, and pretzels)
- Spreads (such as butter, stick margarine, cream cheese, and sour cream)
- Sweets (such as chocolate candies)
- Tropical plant oils (such as coconut, palm, and palm kernel oils)

Fast Tip: Download the store app to plan your shopping trip. Having a list and a plan can lead to smarter choices.

Retail Dietician Toolkit



6 Tips for Building a Quick, Easy, and Nutritious Breakfast

You have probably heard the saying “Breakfast is the most important meal of the day.” And while all meals are equally important, breakfast is unique because it gives you the fuel needed to start and power your day.

Kicking off the day with unhealthy options, or even worse - skipping this essential meal - can leave you feeling sluggish and drained throughout the rest of the day, making it hard to recover no matter what you eat later on. The good news is that your everyday breakfast doesn't need to be a complicated gourmet feast. Simple, on-the-go breakfast meals can be just as healthy and sustaining. Below are six tips for quick nutritious breakfasts that can be eaten at home or on the move.

Plan your meals the night before.



Unless you eat the same thing every morning, it can be stressful rushing around to get ready for the day while also trying to decide what to have for a balanced breakfast. And unfortunately, when this happens, sometimes the quality of the breakfast can suffer. That's why you should try deciding what you will eat for breakfast the night before. Beyond just choosing what to have, lay out any shelf-stable ingredients or utensils you may need to save yourself a few steps the next day.

Prep breakfast meals ahead of time.

Many healthy breakfast options can be prepared ahead of time, like eggs or power muffins. You can find multiple recipes online for preparing baked eggs in muffin tins that can be refrigerated for multiple days or easily frozen and pulled out when you are ready to use them. Just pop them in the microwave and pair them with another breakfast favorite like whole-grain toast or wraps. You can also find a variety of recipes for power muffins made from oats or whole-grain flours that will surely make your protein packed breakfast meals easier for on-the-go.

Fill half your plate with fruits or vegetables.

The USDA MyPlate is a helpful tool for building healthy breakfasts. Aim to fill up half of your plate with fruits or vegetables. Fruit can be chopped up in advance to save time in the morning, or simply grab a whole piece of washed fruit to eat away from home. Leftover cooked vegetables from a previous meal can be eaten for breakfast on their own or mixed into breakfast dishes like an omelet or baked casserole for a creative new meal.

**Make your grains whole.**

It is no secret that grains are a breakfast staple. If you enjoy eating breads, bagels, cereals, oats or other grains to start your day, then choosing whole grain options is one way to build out the base of a nutritious meal. Look for the words “whole grains” on your food labels.

Power up your day with protein.

No matter what your dietary preferences are, aim to eat at least one source of protein to start each and every day. Examples of animal-based proteins include eggs, lean meats, and low-fat dairy products like Greek yogurt. Plant-based proteins include beans, peas, lentils, chickpeas, and nuts. Some whole grain products also provide some protein to fuel your day.

Choose fortified breakfast cereals.

Starting your day with fortified breakfast cereals can be a quick, easy, and affordable way to get important nutrients. The Nutrition Facts label on the back of the box will tell you the amount of vitamins and minerals packed into each serving. Iron and B vitamins like folic acid are key nutrients commonly found in fortified breakfast cereals. Top your bowl with fruit and low-fat milk or a plant-based beverage for a well-rounded and filling meal.

Retail Dietician Toolkit



Video and Cook-Along Ideas

5 Tips for Meal Planning While on a Budget

Intro:

The thought of preparing dinner every night can feel daunting when you don't have a plan. Whether you are feeding yourself or a family, putting in a little bit of extra time and energy at the beginning of the week to plan out meals for multiple days can help you to better manage your time, maintain healthy eating habits, reduce stress around cooking, and even save money! Today we are going to cover some tips for meal planning while sticking to your budget.

Talking points:

Take stock of what foods are in your fridge and pantry. All too often foods can get lost in the back of the fridge or in hard-to-reach areas of the pantry. Before making your weekly shopping list, take stock of what you already have on hand and consider trying out a new recipe that incorporates those ingredients. This will reduce the number of new ingredients you need to purchase at the store while also preventing food waste. Leftover meals can be used for lunch or dinner the next day or can be used to create other new meals from the remaining ingredients.

Tips for RDN videos/cook-alongs:

- Look in your own pantry or fridge and select an ingredient on hand to serve as part of a cook-along recipe.
- Give ideas about how leftovers or unused ingredients can be incorporated into new dishes.

Plan your meals out ahead of time. Once you have taken stock of the foods you have on hand, it's time to start planning ahead for your meals. Take a look at your store sale and coupon flyers to find ways to save on your purchases. Look for savings on big-ticket items like lean meat, poultry, fruits, vegetables, nuts, and low-fat dairy products that can serve as the basis for healthy meals. Select some of these sale items and consider searching for simple recipes to pair those ingredients with any leftover foods you need to use up. Try selecting multiple recipes for the week that use similar ingredients to lessen the number of foods on your grocery list.

Tips for RDN videos/cook-alongs:

- Highlight a few sales items from the store sale flyer of the week and choose a recipe that uses that ingredient.

- Share example sets of recipes that use a few similar ingredients to cut down on number of new ingredients to purchase.

Create a grocery list for in-store and online shopping. Whether you are shopping in-store or online, it is helpful to have a grocery list to keep you on track with your purchases. Build your list based upon the meals and recipes you plan to prepare for the week. Make sure the list includes a variety of nutrient-dense foods like fruits, vegetables, whole grains, low-fat dairy, and a few protein foods like lean meats, poultry, eggs, nuts, or soy products.

Tips for RDN videos/cook-alongs:

- Talk about the benefits of creating a grocery list even when online shopping. For example, not forgetting to purchase any ingredients, spending less money on impulse purchases, sticking to your weekly meal plan and increased likelihood of eating healthier that week.

Purchase a mix of fresh, frozen, and shelf-stable foods. Each week, you should aim to buy a combination of fresh, frozen, and shelf-stable foods. The fresh products should be eaten first while they are at their peak quality. If you won't be able to eat all of the fresh food before it goes bad, put a portion of the foods into the freezer for a later time. The freezer and shelf-stable foods can be used to supplement your meals later in the week before you make your next shopping trip.

Tips for RDN videos/cook-alongs:

- Give tips for freezing a portion of fresh food for eating at a later date.

Buy family-sized or value packs of foods you eat often. If you look closely at the price tags on the store shelves, you can see that a unit price is listed. Comparing unit prices across various product sizes and looking for the lowest unit prices is an often-overlooked saving strategy. If you purchase a family-sized or larger package of foods with a lower unit price, this can help you to save money in the long run on foods you eat often. However, you will want to make sure that you can eat all of the food before it goes bad. One way to manage this is to use airtight containers to keep shelf-stable food fresher for longer or to freeze portions of food that you can eat in the future.

Tips for RDN videos/cook-alongs:

- Give examples of the types of products that are often helpful to purchase in family size.

Retail Dietician Toolkit



Video Talking Points

6 Tips for Incorporating More Fruits and Veggies

Intro:

With summertime upon us, you have probably noticed that the produce section of the store is starting to be filled with an even more abundant supply of beautiful fresh produce. When the weather gets warmer, there are a lot of fresh fruits and vegetables that are finally in season.

There is nothing better than enjoying juicy watermelon, sweet corn on the cob, and crispy lettuce leaves on a warm summer day or evening. There are so many produce varieties in season in the summer that June is actually deemed National Fresh Fruit and Vegetable Month. The goal of National Fresh Fruit and Vegetable Month is to increase daily consumption of fresh produce. So today we are going to talk about tips for incorporating more fruits and vegetables into your diet.

Tips/Talking Points:

1. **Enjoy fruits and veggies while they are in season.** When produce is at its prime you may be encouraged to include more of it into your meals. Buying produce in season not only ensures that the produce is at peak quality in terms of taste and texture, but it can actually save you money too. Produce that is in season is often sold at a better price because the supply is more abundant.

Fruit in season during the summer months is plentiful, including favorites like blackberries, blueberries, cantaloupe, cherries, grapes, kiwi, mangoes, peaches, raspberries, strawberries, and watermelon. While vegetables in season in the summer months include bell peppers, corn, cucumber, eggplant, Swiss chard, tomatoes, zucchini and more!

2. **Store produce properly to keep it fresher for longer.** There is nothing worse than having to toss out produce because it went bad before you could eat it all. Some fruits should be stored at room temperature, like apples, bananas, citrus fruits, mangoes, melons, and pineapple. A couple of vegetables should be left at room temperature as well, like ginger, onions, potatoes, pumpkins, tomatoes, and winter squash. On the other hand, some fruit should be left on the counter to ripen and then refrigerated like avocado, kiwi, peaches, pears, and plums. Most other fruits and vegetables should be stored in the refrigerator.

3. **Experiment with herbs, spices, juices, and oils to bring your produce flavors to life.** Even though produce is delicious on its own, you can also mix things up with seasonings to add a new twist that will keep you coming back for more!

For example, you can sprinkle cinnamon on top of sliced pears or apples and add a squeeze of lime juice to melons like cantaloupe or honeydew. For veggies, mix juicy tomatoes with fresh basil and balsamic vinegar, cover cubed potatoes with rosemary and olive oil, or add dill to roasted carrots.

4. **Make a goal to replace one side dish per day with a fruit or vegetable.** Evaluate your daily meals and determine if you could easily swap something out for produce. Fresh cut fruit makes a perfect side in the morning on top of cereal, mixed into yogurt, or paired with eggs and toast. Leftover vegetables from a previous lunch or dinner can also make a quick and easy breakfast side or can be mixed into a new dish like an omelet or casserole. And an extra serving of bread, rice, or pasta at dinner can be swapped for a side salad, roasted vegetables, or vegetable sticks and dip.
5. **Eat fruits and veggies as an on-the-go snack.** Instead of grabbing a bag of chips or a candy bar for the road, plan ahead by packing up some produce. This can be as easy as tossing pre-washed whole fruit like an apple or banana in your bag, or taking a few extra minutes to chop and bring along carrot sticks, sliced bell pepper, or cucumber to munch on. Fruits and vegetables pair perfectly with savory foods like nuts or low-fat cheese sticks for a filling handheld snack.
6. **Swap sugary desserts for a serving of fresh fruit.** Instead of ending the day with a sugary treat like baked goods, ice cream, or candy, consider swapping those out for a serving of fresh fruit. Chopped berries, poached pears, unsweetened applesauce, frozen grapes, or sliced watermelon can all satisfy your sweet tooth without all of the unnecessary added sugar from typical desserts.

Sources:

<https://fruitsandveggies.org/series/summer-produce-guide-whats-in-season-june-july-and-august/>

https://fruitsandveggies.org/wp-content/uploads/2019/04/Storing_Fruits_Veggies_FINAL-pdf.jpg

Fact Sheet: Brain Health and Diet

[REPLACE WITH YOUR BRANDING IDENTITY]

Brain Health and the Mediterranean Diet

You may have heard that a Mediterranean-style diet has lots of health benefits, but did you know it may also be good for your brain? Research shows that diets rich in fish, green leafy vegetables, olives, whole grains, and nuts – all part of the Mediterranean diet -- help maintain brain health and may reduce the risk of Alzheimer’s disease. See below for ideas on how to eat for brain health.



Food	Serving Goal	Ways to Incorporate
Fresh fruits and vegetables	3 servings of fruit per day 3+ servings of vegetables per day	Include both fruits and vegetables in every meal – and munch on raw veggies as a snack.
Legumes (beans and lentils)	3 servings per week	Add to salad, soups, and pasta dishes; or snack on hummus or bean dip
Extra virgin olive oil (EVOO)	At least 1 Tbsp per day	Replace use of vegetable oil in cooking; and try olive oil instead of butter, sour cream or mayonnaise on salads, cooked vegetables, pasta, or bread. But don’t go too far. Limit your intake to no more than 4 Tbsp per day.
Fish (especially fish rich in omega-3 fatty acids)	3 servings per week	Make salmon, sardines, herring, tuna, and mackerel part of your meal planning routine.
Nuts	At least 3 servings per week	Snack on walnuts, almonds, and hazelnuts during the day or add them to cereal, salads, and yogurt. Remember raw, unsalted, and dry roasted varieties are healthiest.
Whole grains and starchy vegetables (potatoes, peas, and corn)	3 to 6 servings per day	Make oats, barley, quinoa, brown rice, or a baked or roasted red skin or sweet potato a side or the base of your entrée. Choose whole grain bread, cereal, couscous, and pasta.

Sources:

<https://my.clevelandclinic.org/health/articles/16037-mediterranean-diet>; <https://healthybrains.org/pillar-nutrition/>

<https://www.nih.gov/news-events/news-releases/diet-may-help-preserve-cognitive-function>

Fact Sheet: Saturated Fat

[REPLACE WITH YOUR BRANDING IDENTITY]

Working toward a Healthier Heart?



Working toward a healthier heart? A lot of us are. Paying attention to saturated fat can be key in overall health, but is especially important for our hearts. Higher saturated fat intake is associated with an increased risk of developing cardiovascular disease.

The human body makes all the saturated fat that it needs, so it is not necessary to get saturated fat from food.



Seafood is generally low in saturated fat. While saturated fat is found in higher proportions in animal products, seafood is the exception. Ask the seafood manager for suggestions and cooking instructions.

Saturated fat is found in a variety of foods

- Animal fat and vegetable shortening
- Baked goods (such as brownies, cakes, cookies, doughnuts, pastries, and pies)
- Condiments and salad dressings
- Dairy products (such as whole and 2% reduced-fat milk, cheese, and yogurt)
- Desserts (such as ice cream, other frozen desserts, and puddings)
- Meats and poultry
- Pizza
- Sandwiches (such as hamburgers, hot dogs, and submarine sandwiches)
- Snack foods (such as chips, crackers, microwave popcorn, and pretzels)
- Spreads (such as butter, stick margarine, cream cheese, and sour cream)
- Sweets (such as chocolate candies)
- Tropical plant oils (such as coconut, palm, and palm kernel oils)

Fast Tip: Download the store app to plan your shopping trip. Having a list and a plan can lead to smarter choices.

Fact Sheet: Shopper Follow Up

[REPLACE WITH YOUR BRANDING IDENTITY]













Increasing Potassium and Reducing Sodium Intake to Help Manage Blood Pressure and Overall Health

Potassium

Potassium is a very important mineral for the human body. It helps our bodies maintain the right amount of fluid inside of cells, aids in muscle contractions, and plays a role in controlling blood pressure levels. In short, it is an important component of good health.

For packaged food and drinks, the amount of potassium in each serving can be found by reading the Nutrition Facts label on the back of the container. The label will list the number of milligrams of potassium in each serving as well as the percent Daily Value (%DV). The %DV indicates how much potassium the food contributes toward the total daily recommended intake for potassium. The Daily Value recommendation for potassium is 3,400 mg per day. Products that contain 5% or less of the Daily Value would be low sources of potassium while products that contain 20% or more of the Daily Value would be high sources of potassium.

Interestingly, typically the more sodium a food has the less potassium it will have and vice versa. This is because potassium is typically found in fresh and minimally processed foods while sodium is typically found in processed foods.

 bananas	 spinach	 acorn squash	 yogurt
 fish	food sources of potassium (K)		 baked potato
 white beans			 dried apricots
 oranges	 tomatoes	 avocados	 mushrooms



Sodium

While many of us may need to increase our potassium intake, the opposite is true for sodium. Sodium is an essential mineral for our bodies, but most Americans already consume more than the recommended 2,300 mg Daily Value for sodium each day. Consuming too much sodium can increase blood pressure and eventually lead to heart and cardiovascular disease.

Sodium is found in many products across almost all food categories in the food supply.

- Mixed dishes (E.g., sandwiches, burgers, and tacos)
- Rice, pasta, grain-based dishes
- Pizza
- Processed meat, poultry, and seafood
- Soups
- Vegetables
- Savory snacks

Brussels Sprouts with Mushroom Sauce

USDA MyPlate

Makes 2 servings



Ingredients

- 2 cups brussels sprouts (or broccoli, cabbage, kale, collards, or turnips)
- 1/2 cup chicken broth, low-sodium
- 1 teaspoon lemon juice
- 1 teaspoon brown mustard (spicy)
- 1/2 teaspoon thyme (dried)
- 1/2 cup mushroom (sliced)

Preparation

1. Trim brussels sprouts and cut in half. Steam until tender - about 6 to 10 minutes, or microwave on high for 3 to 4 minutes.
2. In a non-stick pot bring the broth to a boil.
3. Mix in the lemon juice, mustard, and thyme. Add the mushrooms.
4. Boil until the broth is reduced by half, about 5 to 8 minutes.
5. Add the brussels sprouts (or other cooked vegetable).
6. Toss well to coat with the sauce.

This side dish is delicious when made with brussels sprouts, and you could also make it with broccoli, cabbage, kale, collards, or turnips. Cooking time may vary for different types of vegetables.

Calories 54; total fat 1g; saturated fat 0g; cholesterol 0mg; sodium 69mg; carbohydrate 10g; dietary fiber 4g; total sugars 2g; protein 5g

Chia Seed Energy Bites

Iowa State University

Serving Size: 1 energy bite | Serves: 25



Ingredients

- 1 1/2 cups oats (old fashioned or quick)
- 1/2 cup unsweetened coconut flakes
- 1/4 cup chia seeds
- 1/4 cup mini chocolate chips
- 1/2 cup creamy peanut butter
- 1/3 cup honey
- 1 teaspoon vanilla extract

Preparation

1. Stir all ingredients together in a medium sized bowl.
2. Cover a cookie sheet with foil or parchment paper. Drop mixture by tablespoonfuls onto the cookie sheet.
3. Refrigerate 1 hour.
4. Roll each drop of mixture into a ball. Place in an airtight container. Store in the refrigerator.

90 calories, 5g total fat, 1.5g saturated fat, 0g trans fat, 0mg cholesterol, 25mg sodium, 10g total carbohydrate, 2g fiber, 5g sugar, 2g protein

Chickpeas and Spinach Sauté

USDA MyPlate

30 minutes • Makes 4 servings



Ingredients

- 1 tablespoon vegetable oil
- 1 yellow onion (peeled and chopped)
- 1 clove garlic (peeled and minced)
- 1 celery stalk (chopped)
- 1 carrot (chopped)
- 1 can 14.5 ounce low-sodium diced tomatoes (including liquid)
- 1 can 16 ounce low-sodium chickpeas (drained and rinsed with cold water)
- 1/4 cup water
- 1 package 10-ounce frozen spinach (kale can be used instead of spinach)
- 1 teaspoon fresh lemon juice (or red vinegar)
- 1/4 teaspoon Crushed red pepper flakes

Directions

1. Put a skillet on the stove on medium high heat. When the skillet is hot, add oil.

2. Add onion, garlic, celery and carrot and cook about 15 minutes until the mixture is soft and the onions are lightly browned.

3. Raise the heat to high and add the tomatoes, beans (white beans instead of chickpeas) and water and cook for 5 minutes. Lower the heat to low and top the mixture with the spinach (don't worry about stirring). Cover and cook until the spinach has thawed and heated throughout, about 10 minutes. Stir well.

4. Add the lemon juice and red pepper flakes and stir thoroughly.

5. Serve with cooked quinoa or brown rice.

Sautéed veggies simmered with a can of tomatoes, chickpeas and wilted spinach make up this colorful dish. This recipe calls for chickpeas and spinach, but any combination of "beans and greens" will work.

Calories 193; total fat 7g; saturated fat 1g; cholesterol 0mg; sodium 256mg; total carbohydrate 28g; dietary fiber 10g; protein 10g

Fish with Spinach

USDA MyPlate

30 minutes • Makes 4 servings



Ingredients

- 1 tablespoon vegetable oil
- 1 pound skinless cod fillets
- 1 yellow onion (peeled and chopped into 1/4 inch pieces)
- 2 cloves garlic (peeled and minced)
- 2 cups canned low-sodium diced tomatoes (or fresh tomatoes)
- 1/2 cup water
- 2 cups frozen spinach (coarsely chopped)
- 1/4 cup Kalamata olives (or other Greek olives pitted and coarsely chopped)

Preparation

1. Put the skillet on the stove over high heat. When it is hot, add 1½ teaspoons oil.
2. Add fish. Cook about 5 minutes per side, until deeply browned. Remove the fish to the plate and cover.
3. Reheat the skillet to medium heat. Add the remaining 1½ teaspoons oil, onion, and garlic. Cook about 7 minutes. Add tomatoes and water. Cook about 10 minutes, until the mixture thickens and turns from bright red to an orange color.
4. Return fish to skillet with the tomato mixture. Cover with spinach and sprinkle with olives. Cover skillet. Cook about 2 minutes over low heat until the spinach is steamed. Serve right away.

Notes

- Try this recipe with another white fish, such as tilapia, haddock, or catfish.
- Fresh tomatoes can be used instead of canned.

Calories 194; total fat 6g; saturated fat 1g; cholesterol 47mg; sodium 255mg; total carbohydrate 12g; dietary fiber 6g; protein 25g

Hearty Salmon Skewers over Brown Rice

USDA MyPlate

15 minutes • Makes 4 servings



Ingredients

- 1 pound Salmon
- 3 Cherry tomatoes (2 ounces)
- 1 cup Pineapple (cubed)
- 2 cups Cooked brown rice
- 1 Lemon, raw
- Kosher salt, freshly ground pepper, and paprika (to taste)
- 8 Skewers

Notes

- Salmon skewers can be made in the oven or on the grill.
- Covering them while on the stove will steam them rather than sear them.

Preparation

1. Cook rice according to package instructions and set aside.
2. Clean fish and pat dry.
3. Cut salmon into 24-1/2 inch cubes and coat all sides with topping of kosher salt, freshly ground pepper, paprika or any desired spice.
4. Cut fruit into cubes and cut tomatoes in half. Set aside.
5. Slide piece of salmon onto skewer, then tomato, then fruit. Repeat 3 times on each skewer (or until skewer is full).
6. Heat 1/2 cup of canola oil in large skillet over medium-high heat for one minute.
7. Place skewers in pan and turn every 2 minutes a side. Squeeze lemon on skewers as they are cooking.
8. To serve, place 1/2 cup rice on plates and with 2 skewers on top. Squeeze a hint of lemon, if desired.

Calories 333; total fat 13g; saturated fat 3g; cholesterol 61mg; sodium 65mg; total carbohydrate 30g; dietary fiber 3g; total sugars 5g; protein 24g

Pasta with Chickpeas, Tomato, and Spinach

USDA MyPlate

Cook time: 1 hour | Makes 4 servings



Ingredients

- 1 small yellow onion (peeled and chopped into 1/4 pieces)
- 8 ounces medium-size whole-wheat pasta (such as rotini or shells)
- 1 tablespoon vegetable oil
- 2 cloves garlic (peeled and minced)
- 2 carrots (scrubbed and diced into 1/4-inch pieces)
- 1 celery stalk (diced into 1/4-1/2-inch pieces)
- 1/2 teaspoon dried rosemary
- 1 can 16-ounce low sodium chickpeas (drained and rinsed with cold water)
- 1 can 14.5-ounce low-sodium diced tomatoes (including the liquid)
- 2 cups spinach (washed and chopped)
- 1/2 teaspoon chopped red pepper flakes (optional)
- 1/4 cup grated Parmesan cheese

Note: Kale can be used instead of spinach.

Directions

1. To cook the pasta, fill the pot halfway with water. Bring it to a boil over high heat. When the water is boiling, add the pasta and cook until just tender, about 12 minutes. Just before draining, reserve 1 1/2 cups of the pasta water. Drain the pasta and set aside.
2. While the pasta is cooking, cook the sauce: Put the skillet on the stove over medium-low heat and when it is hot, add the oil. Add the garlic, onion, carrots, celery, and rosemary and cook until the garlic is golden, about 15 minutes.
3. Add the chickpeas and using the fork, lightly mash half of them. Add the reserved pasta water and tomatoes and cook 10 minutes.
4. Add the pasta and spinach to the skillet mixture and cook until the spinach is tender and most of the liquid has been absorbed by the pasta, about 10 minutes. Add the red pepper flakes, if desired.
5. Mix well and serve immediately, garnished with Parmesan cheese.

Calories 395; total fat 8g; saturated fat 2g; cholesterol 4mg; sodium 303mg; total carbohydrate 68g; dietary fiber 13g; total sugars 9g; protein 19g

Smoky Mustard-Maple Salmon

USDA MyPlate

Makes 4 servings



Ingredients

- 3 tablespoons whole-grain or Dijon mustard
- 1 tablespoon pure maple syrup
- 1/4 teaspoon smoked paprika or ground chipotle pepper
- 1/4 teaspoon freshly ground pepper
- 1/8 teaspoon salt
- 4 4-oz skinless, center-cut, wild-caught salmon fillets

Preparation

1. Preheat oven to 450 degrees.
2. Line a baking sheet with foil and coat with cooking spray.
3. Combine mustard, maple syrup, paprika (or chipotle), pepper, and salt in a small bowl.
4. Place salmon fillets on the prepared baking sheet.
5. Spread the mustard mixture evenly on the salmon.
6. Roast until just cooked through (approx. 8-12 minutes).

Quick Tips:

- Smoked paprika is made from smoke-dried, red peppers and adds earthy, smoky flavor. It can be used in many types of savory dishes. Look for different types of paprika at large supermarkets or online.
- Wild-caught salmon from the Pacific (Alaska and Washington) are more sustainably fished and have a larger, more stable population.

Calories 148; total fat 4g; saturated fat 1g; cholesterol 53mg; sodium 276mg; total carbohydrate 4g; dietary fiber 0g; total sugars 3g; protein 23g

Summer Salad

USDA MyPlate

Makes 8 servings



Ingredients

- 2 cups salad greens
- 6 green onions (thinly sliced, with tops)
- 6 mushrooms (large, fresh, thinly sliced)
- 1/4 cup walnuts (coarsely chopped)
- 3/4 cup parsley (fresh, finely chopped)
- 3/4 cup Tangy Dressing

Directions

1. Wash and dry greens. Tear into bite-sized pieces and place in large salad bowl.
2. Add onion, mushrooms, walnuts and parsley. Just before serving, toss with dressing.

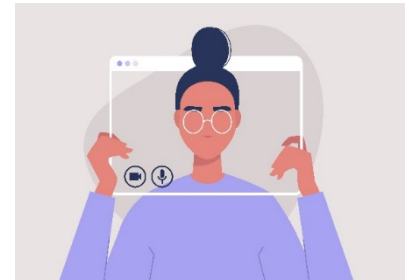
Calories 37; total fat 3g; saturated fat 0g; cholesterol 0mg; sodium 11mg; total carbohydrate 3g; dietary fiber 1g; protein 2g

Retail Dietitian Toolkit



Ready for Your Close-up? *Tips for Being Camera Ready*

You've already mastered lighting and technology as you've incorporated video or Zoom sessions into your consumer engagement. Here are a few extra tips and tricks to ensure you're ready for your closeup.



- **Preparation is key.** Take a few selfies before you go on camera to get a sense of how you will look, and what angles work best for you. Typically it's best to have the camera at or slightly above eye level. And, when you turn on your webcam, be sure you're filling the frame. A common distraction is having too much space above your head.
- **Keep it simple.** Keep the focus on you, not your outfit, by avoiding bold or distracting clothing (and accessories). Stay away from shiny fabrics or patterns, especially herringbone and checks, that can appear to 'dance' on camera.
- **Set the scene.** Make sure your background reinforces your message, not distracts from it. If you don't have a virtual background from corporate, get creative. A knife block, stack of bowls, cookbooks, or fruit and veggie collections all make good background accessories. Or hang a poster or store sign behind you. Just think about height of background items and placement. And, be sure to see how it all looks through your webcam before you go live.
- **Hide!** (Wait, what?) Hide your video preview. Not only will you be less prone to fixing your hair or adjusting your angle, but you will be less distracted and less distracting to your audience.
- **Create engagement avenues.** Chances are you already encourage consumers to ask you questions, whether online or in the store. Pull that interaction into your video presence. If you're doing a cook along, share a story from one of your customers related to an ingredient or cooking tip. If you're recording a video, answer a health question from a consumer that might be of interest to others. Of course, remember to use first names only. And, if you don't yet have a rich resource of consumer questions, create a hypothetical consumer and tell his/her story or ask your friends and family for questions on topics you want to cover. And don't forget to invite viewers to send you questions via your website, email or social media platforms.

Retail Dietitian Toolkit



Talking About Underlying Health Conditions *Tips for Difficult Conversations*

Cancer, diabetes, heart disease, and obesity are just some of the underlying conditions the CDC says can put people at greater risk for severe illness with COVID-19. Many of these conditions can be impacted by nutrition, but can also be difficult to discuss. Here are a few tips and reminders that might be useful as you talk with people about underlying nutrition-related health conditions.

Take a walk in their shoes. Many people who are obese or have another nutrition-related health condition may already be trying to develop healthier eating habits. Some may find this an easy transition, but for others, it can be incredibly difficult. They may already feel worried or guilty for not eating better or they may not feel like they really understand how to navigate all the “diet advice.” Put yourself in their position. How would you want someone to talk to you? Being empathetic goes a long way in making any difficult conversation more productive and a little easier for both of you.



Consider opening with a question. Asking an open-ended question will help engage someone in conversation. “What worries you most about COVID-19?” or “What is your biggest health/nutrition concern at this time?” A question gives you the opportunity to truly listen to the individual’s concerns and to position your follow up conversation around *their* needs and priorities. And open-ended questions generally sound less judgmental.

Be respectful of culture. As you know, oftentimes food is about more than just fuel for our bodies. It can be part of our culture, tradition, spirituality, and sense of self. When preparing for or engaging in conversations about food, recognize some individuals may have very strong feelings and listen for cues that suggest an emotional connection that goes beyond just nutrition.

Validate efforts, concerns, and challenges. Sometimes we all need a little validation. See the wins – and help him/her recognize those wins – in someone’s effort to change their eating habits. If they express frustration or talk about barriers, take a minute to acknowledge the struggle. A little validation helps them see you as a partner in the change rather than a judge.



Don't be surprised by emotion. For a lot of us, this stuff is hard. Even with the diagnosis of diabetes, it's hard to cut back on carbs and sugars. In addition to the struggle, people can feel emotional about their weight and their health. The conversation can get emotional quickly. The individual may be on the verge of tears (or actually cry) or may become anxious. If you're prepared for the potential of an emotional reaction, then you won't be caught off guard. Empathize with the individual. Provide comfort as you can. And reassure them that there's no need to be embarrassed for showing emotion. Reinforce that you can see how important the topic is for them and that you are on their team.

Stick to facts. People with some underlying conditions are at a higher risk of COVID-19 hospitalization, needing intensive care, being put on a ventilator, or death. It is scary, and individuals may have lots of questions. Plus, the world's experience and understanding of the virus continues to evolve. Remember to stick to the facts and to proven, trusted resources like the CDC and FDA. Here are two helpful reference links to help you stick to the facts: (<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/index.html> and <https://www.fda.gov/emergency-preparedness-and-response/counterterrorism-and-emerging-threats/coronavirus-disease-2019-covid-19>)

Check your own assumptions. Preparing for difficult conversations sometimes means we need to look inward as well as out. Think about your own beliefs, feelings, and concerns. How might those show through in your word choices or the tone of your voice?

Select the time and place carefully. Think about where you have the conversation. If you're in store, can you go to the consultation section of the pharmacy or find an alcove or other semi-private place to talk? If you're approached on social media, consider if anything beyond your initial answer might be more of a one-on-one conversation that's not exposed for everyone to read. DM or offer to email the consumer. (If you DM, be sure to tell them on the platform; all DMs aren't easily visible on some platforms.) If you are on Zoom, WebEx or even the phone, use earbuds so no one overhears the consumer side of the conversation, and make sure not to multitask so the individual feels like he/she has your full attention.

Be clear that you are a partner, not a critic. People struggling with underlying conditions may feel that everyone is a critic. Demonstrate that you are a partner and supporter in their health journey with your words ("I'm here to help" or "I get that this is tough"), gestures (keep your body language open, don't cross your arms), and eye contact (keep it natural; people who are obese, for example, often report feeling stared at or unseen).



Practice – especially your opening line. Don't try to memorize what you want to say but do plan that opening question and run through the conversation in your head. It may not – ok, likely won't – go exactly as you plan, but a little practice helps you deal with the real-time interaction.