

Hy-Vee & Nutrition Policy

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CERTIFICATE OF TRAINING IN CHILDHOOD AND ADOLESCENT WEIGHT
MANAGEMENT





Hy-Vee Dietitian Services

Corporate Level	Store Level
<ul style="list-style-type: none">• Dietitian on Marketing Team• Dietitian and Food Scientist on Label and Compliance Team• Dietitian Supervisors• Dietitian Supervisor in HealthMarkets	<ul style="list-style-type: none">• 185 registered dietitians in-store• Each day is different



Menu Labeling

Ruling under the Patient Protection and Affordable Care Act of 2010 – disclosure of calories and nutrition information for “restaurant-style” food at the point-of-decision for the customer

- “Restaurant-style” foods are ready-to-eat on or off premise and require no further processing.

****Required information to disclose is calories – not the full nutrition facts panel**

- If item is customizable a calorie range is allowed to be posted

Two standard statements are also required:

- “2000 calories a day is used for general nutritional advice, but calorie needs vary”
- “Additional nutrition information available upon request”
- **Must be same type and size as calorie disclosures

Certain items are exempt from this ruling

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 235mg	6%
<small>* 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.</small>	

Menu Labeling

Multiple ways calorie disclosure can be posted:

- menus
- menu boards
- stickers on individual product
- placard or easel next to the product
- glass clings
- labels if items individually packaged



Menu Labeling

Exempt Items Include:

Non-standard menu items

- Custom orders, daily specials
- Test market items

Temporary menu items

- Offered fewer than 60 days per year
- Seasonal offerings, promotions

Multi-serve items

- Condiments
- Food packaged to be eaten over several occasions
- Whole cakes or pies, bag of cookies, etc.

Foods requiring further processing prior to consumption

- Raw products that must be cooked
- Items intended as ingredients



MISCELLANEOUS

70 cal.	Cottage Cheese	90 cal. / ½ cup
70 cal.	Deviled Eggs	110 cal. each
0 cal.	Dill Pickle Spears	0 cal. each
0 cal.	Jalapeños	5 cal. / 2 tbsp.
	Oats 'N Honey Granola	35 cal. / 2 tbsp.
	Pepperoncini	5 cal. / 2 tbsp.
	Pickled Herring	45 cal. / 2 tbsp.
	Salsa - Hot	10 cal. / 2 tbsp.
	Salsa - Mild	10 cal. / 2 tbsp.

Salsa - Mild Black Bean	25 cal. / 2 tbsp.
Salsa - Peach Mango	15 cal. / 2 tbsp.
Salsa - Pineapple Chipotle	15 cal. / 2 tbsp.
Sour Cream	60 cal. / 2 tbsp.
Strawberry Yogurt	200 cal. / 1 cup
Vanilla Yogurt	200 cal. / 1 cup

PROTEINS

Black Beans	60 cal. / ¼ cup
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Chicken	170 cal. / 5 oz
Di Lusso Bacon	80 cal. / 2 tbs
Di Lusso Ham	50 cal. / 2 oz
Di Lusso Roast Beef	70 cal. / 2 oz
Di Lusso Turkey	50 cal. / 2 oz
Extra Firm Tofu	120 cal. / ½
Fajita Chicken	50 cal. / ¼
Garbanzo Beans	50 cal. / ¼
Grilled Salmon	290 cal. / 5

GOURMET DONUTS

Butterfinger Raised	550 cal.	Pecan Danish	740 cal.
Cherry Cheesecake Raised	480 cal.	S'mores Cake	710 cal.
Chocolate Delight Long John	800 cal.	Snickers Raised	710 cal.
Heath Raised	590 cal.	Strawberry Cream Long John	770 cal.
Iced Gourmet Cinnamon Roll	790 cal.		
Lemon Burst Raised	890 cal.		
Maple Bacon Long John	700 cal.		
Oreo Fluff Raised	940 cal.		

SUPREME DONUTS

Apple Fritter	750 cal.	Cream Filled Bismark	860-910 cal.
Apple Pie Bismark	560 cal.	Fried Cinnamon Roll	790-930 cal.
Bavarian Cream Danish	420 cal.	Fried Croissant	500 cal.
Bavarian Filled Bismark	630-680 cal.	Fruit Danish	410-430 cal.
Blueberry Streusel Cake	590 cal.	Lemon Filled Bismark	470-640 cal.
Cereal Raised	660-720 cal.	Peanut Butter & Jelly	540 cal.
Cinnamon Twist	590-680 cal.	Raspberry Filled Bismark	660-800 cal.
Cream Cheese Danish	430 cal.	Rosebud	510 cal.

CLASSIC DONUTS

Glazed Raised	400 cal.
Iced Cake	510-640 cal.
Iced Raised	500-640 cal.
Long John	480-600 cal.
Old Fashioned	510-650 cal.

03/14/18

COOKIES

Butter Spritz	90-100 cal.
Decorated	180-600 cal.
Gourmet Chocolate Chunk	480 cal.
Gourmet Oatmeal Greek Yogurt	290 cal.
Gourmet Triple Chocolate	520 cal.
Gourmet White Chocolate Macadamia Nut	510 cal.
Mexican Wedding	120 cal.
Thumbprint	130-150 cal.

03/14/18



TRADITIONAL MEATLOAF
550 cal.

SMOKED POLISH SAUSAGE
760 cal.

COWBOY BAKED BEANS
160 cal.

Challenges & Benefits Facing Retailers

Challenges to Retailers:

- Cost to implement: software systems, labor, signage
- Font size of calories has to be the same size as the price
- Large varieties of specialty items

Benefits to Retail Dietitians, Customers and the Community:

- Hy-Vee stores offer autonomy which led to more than 300 recipes for meatloaf
- Allows standardization when helping customers select options to fit their dietary needs or make recommendations that fall over multiple stores depending upon where clients live



Future Plans for Hy-Vee



Hy-Vee is working toward the Healthiest State Initiative

Double Up Food Bucks Iowa's Healthiest State Initiative

Going to pilot the program at two stores in Iowa – expected to roll out in 2019

Participants will be able to receive \$10.00 toward our “Homegrown” local produce sold in Hy-Vee stores

Focusing on one market to start and smaller stores

Hy-Vee Community Initiatives



Hy-Vee's One Step program's mission is to offer customers a selection of everyday products and donate a portion of those proceeds to relevant, worthy causes.

Every purchase of One Step Potatoes helps fund community gardens – on location at a Hy-Vee store or at a local business.

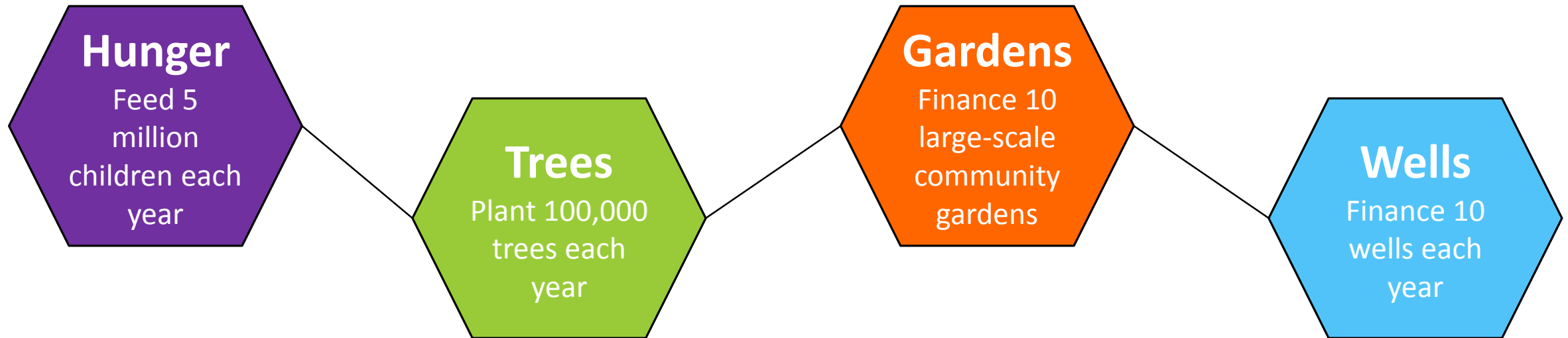
Hy-Vee has helped fund more than 240 gardens to date.



One Step



The One Step program has included bottled water, potatoes, cereal and some paper products since 2011. The program has generated more than **365,000 meals for Meals from the Heartland**, provided **\$650,000 in grants for community gardens**, paid for more than **214,000 trees**, and **financed 39 wells**.



Community Gardens

Dietitians teach lessons on nutrition and healthy eating while offering a hands-on experience in the garden for children of all ages.

Students are assisted from planting to harvest and create healthy snacks utilizing items from the garden.



Questions?

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