



Guiding Stars **History and Development**

Consumer Driven

The *Guiding Stars* system and symbol are based on consumer research showing a need for a simple and convenient way to shop for more nutritious food choices.

Hannaford conducted research with more than 3,000 Hannaford shoppers that revealed confusion regarding nutrition-related messages that are available to shoppers in the media, in advertisements, and on food packaging. Consumers said they want to live healthier lifestyles, but aren't sure how to digest the volume and complexity of the information.

When asked if they would use a system like Guiding Stars, 84 percent of consumers said they would use the system fairly often. Consumer reaction included comments such as:

- "Quick - it does the work for you...easy to understand."
- "I love the fact that it gives me alternatives."
- "I could personalize it to my needs."

Based on focus group results, the Guiding Stars symbol, featuring a figure with stars was developed.

Foundation in Science

To offer consumers a solution to their shopping confusion and frustrations, the company formed a scientific advisory panel of nutrition experts in 2004 to develop a set of criteria for a Hannaford in-store navigational system that would help interested consumers identify more nutritious foods. The scientific advisory panel members are:

- Leslie M. Fischer, Ph.D., MPH, RD, *University of North Carolina*
- Lisa A. Sutherland, Ph.D., *Dartmouth Medical School*
- Jeffery B. Blumberg, Ph.D., *Tufts University*
- Tracy A. Fox, MPH, RD, *Food, Nutrition & Policy Consultants*
- Clare M. Hasler, Ph.D., M.B.A., *University of California, Davis*
- Lori A. Kaley, MS, MSB, RD, LD, *Edmund S. Muskie School of Public Service at University of Southern Maine*
- Dr. Jeremy Nobel, M.D., MPH, *Harvard University*

The advisory panel drew from extensive research conducted by leading national health organizations in developing labeling practices and determining nutrient levels

that are most beneficial for promoting health. Sources included: U.S. Food and Drug Administration, U.S. Department of Agriculture, National Academies of Science and the World Health Organization.

The panel identified consistencies between the recommendations of these agencies and used that information to guide the development of the proprietary algorithm that is now used to analyze the food products.

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