



Supermarket Savvy

NEWSLETTER

Private Label & Mass Merchandisers are Changing the Shopping Experience

The current economic downturn has changed the grocery shopping trends of Americans. As families look to stretch their food budget as far as possible, they aren't purchasing food from the same retailers as they have in the past. Although supermarkets continue to account for the majority of grocery sales (29% in 2010), **Food Marketing Institute** research shows that they have recently been losing out to other store formats, especially mass merchandisers such as Target, Wal-Mart, and K-Mart (21% in 2010).

This trend toward shopping at non-traditional grocery channels is partnered with an increase in private label food selections. In some chains, private label brand sales account for as much as 35% of total sales. **According to**

Private Label Magazine, private label brands save shoppers discounts that average 30% over branded products. Many private label brands are now viewed as similar, or even superior, to the name brand product.

To assess these two trends, we visited Target, the top mass merchandise supermarket, and reviewed a selection of their branded products to assess savings and quality compared to national brands.

References:

FMI Backgrounder, Food Retailing in the 21st Century—Riding a Consumer Revolution.

Private Label Magazine November/December 2009



FYI Target Archer Farms Simply Balanced

You no longer have to choose between eating right and affordable prices. Target offers their private label Archer Farms Simply Balanced line of healthy food choices, which are nothing like the private label foods of yesteryear. They include a variety of interesting flavors, are trans fat free, offer less than 30% of calories from fat and less than 10% saturated fat, are free of synthetic colors and artificial flavors, contain a maximum of 25% of calories from added sugars, and are moderate in sodium. Each item also includes one positive nutrient, such as fiber, calcium, or vitamin C.

ARCHER FARMS SIMPLY BALANCED BLACK PEPPER & SEA SALT BAKED POTATO CRISPS

Rating ***
Claims Low sodium, low fat, high fiber.
Allergens Soy
\$ \$2.79/8 oz bag
Distribution ND, Target stores only.
www.target.com/archerfarms

Archer Farms Simply Balanced Black Pepper & Sea Salt Baked Potato Crisps

Do you need some crunch in your life? Crunchy snacks are a favorite among many, and now there is a low fat potato crisp option that packs a punch of flavor. Typical of a baked potato crisp, this variety stops at 3 g of fat per 1-oz serving, but is a little lower in sodium than most (140 mg). This snack also provides a good source of fiber (3 g), and no artificial flavors or synthetic colors. Keeping with today's emphasis on being green, the packaging is made from 25% renewable materials.



The Simply Balanced line of baked potato crisps includes the additional flavors of Garlic Rosemary, Sea Salt & Vinegar, Smokey Bacon & Cheddar, Aged Cheddar, and Balsamic Vinegar & Herb. Try them

Archer Farms Simply Balanced Black Pepper & Sea Salt Baked Potato Crisps

Nutrition Facts

Serving Size: 1 oz (15 crisps)	
Servings Per Container:8	
Calories 120	Calories from Fat 30
% Daily Value	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 140mg	6%
Total Carb. 23g	7%
Dietary Fiber 3g	12%
Sugars 1g	
Protein 1g	
Vitamin A 0%	Vitamin C 6%
Calcium 4%	Iron 2%

Our mission statement

To provide objective, balanced, and science based information on new food products, health issues, food labels, trends, and educational resources.

Key to information boxes

Rating
 *** Recommended
 ** Recommended (see 'Cons')
 * Not Recommended
Distribution
 SM = Supermarkets
 H/N = Health/Natural Food Stores
 GS = Gourmet & Specialty Stores

DC = Drug & Convenience Stores
 CS = Club & Super Stores
 ND = Nationally Distributed
 RD = Regionally Distributed
 SD = Spotty Distribution
 TM = Test Market
 IO = Internet Order
 FS = Food Service

NA = Information not available at the time of publication
FREE OFFER = Link to obtain Free Sample Offer
 = Editorial comments

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all, and decide on your favorite. A one ounce serving provides about 15 crisps, enough to go along with a sandwich at lunch, or for a quick snack at your desk.

Price comparison: 23% Savings

Archer Farms Simply Balanced Baked Potato Crisps	\$2.79/8 oz bag
Baked Lays Potato Crisps	\$3.99/8.75 oz bag

Pros: Low fat (3 g), good source of fiber (3 g), 0 g saturated fat, low sodium (140 mg), variety of flavors available.

Cons: None.

🌸 Too often baked potato crisps are bland. These crisps offer a crunch with a light salty flavor followed by the slightly spicy bite of pepper taste on your tongue. You may be surprised at how tasty this snack food is.

FYI Organic Foods are on the Rise

The Food Marketing Institute reports that while grocery sales were up 1.8% last year, the sales growth of organic food increased 4.4%. Watch out for large food manufacturers who are looking to turn traditional “junk food” into “organic” or “natural” items. Organic doesn't mean a food is more nutritious. [Read article.](#)



Archer Farms Simply Balanced Feta & Roasted Red Pepper Snack Crackers made with flax seed

Looking for a tasty treat to dip into your hummus? These whole grain (12 g) crackers are a healthy option with only 3 g fat per 1-oz serving, and are trans and saturated fat free. Four flavor varieties are available- Feta & Roasted Red Pepper, Asiago Rosemary & Pepper, Toasted Eight Grain, and Sun Dried Tomato & Basil. At 18 crackers per serving, these crackers are a healthy item to pack for lunch for both adults and children who are tired of sandwiches.

We compared these crackers to All Bran multigrain crackers, a similar fiber containing cracker. While the caloric content is the same for both based on an 18 cracker serving, the All Bran crackers bring 6g fat and 1 g saturated fat compared to only 3g fat and 0g saturated fat in the Archer Farms Simply Balanced product. While the All Bran crackers provide 5 g fiber which is 3 g more than the Archer Farms Simply Balanced product, 3 g of extra fiber may not be enough trade off to accept the extra fat and saturated fat.

Price comparison: Save 22%

Archer Farms Simply Balanced snack crackers:	\$2.19/7 oz box
All Bran Snack Crackers	\$3.95/10 oz box

Pros: Low fat (3 g) with 0 g saturated fat; good source of whole grains (12 g).

Cons: Somewhat high in sodium (220 mg).

🌸 These crackers offer an excellent flavor selection. Add a low fat cheese stick or some hummus, a cup of light yogurt, a piece of fresh fruit, and some raw veggies and you have a balanced heart healthy lunch for around 400 calories. These crackers are not at all dry and the flavor is enjoyable without being too strong.

*Thanks to
Melissa
Herrmann Dierks,
RD, LDN, CDE,
who wrote this
article and the
“How Safe is Your
Cart” Tip Sheets.*

Archer Farms Simply Balanced Feta & Roasted Red Pepper Snack Crackers

Nutrition Facts	
Serving Size: 18 crackers (30 g)	
Servings Per Container: 7	
Calories 130	Calories from Fat 30
% Daily Value	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 220mg	9%
Total Carb. 22g	7%
Dietary Fiber 2g	8%
Sugars 3g	
Protein 3g	
Vitamin A 0%	Vitamin C 0%
Calcium 6%	Iron 8%

ARCHER FARMS SIMPLY BALANCED FETA & ROASTED RED PEPPER SNACK CRACKERS MADE WITH FLAX SEED

Rating	★★
Claims	No artificial flavors or synthetic colors
Allergens	Wheat, milk, and soy
\$	\$2.19/ 7oz box
Distribution	ND, Target stores only
📍	www.sites.target.com

FYI Shopping at Dollar Stores

Shoppers are trying different places to shop. The Food Marketing Institute reports that shoppers are fickle, price sensitive, and shopping at more places. Some people are “trading down” and shopping at the dollar store. Dollar General reports that their grocery prices are 22% less than grocery stores. Consumers need to keep in mind that it is important to check out how these foods are stored and handled in order to keep food safety in mind. Pay special attention to “Purchase by” and expiration dates. [Read article.](#)



ARCHER FARMS SIMPLY BALANCED POMEGRANATE STRAWBERRY 7 GRAIN GRANOLA BARS

Rating ***
Claims Low fat, high fiber, calcium
Allergens Wheat, soy, milk
\$ \$2.49/5 1.4 oz bars
Distribution ND, Target stores only
www.sites.target.com

Archer Farms Simply Balanced Pomegranate Strawberry 7 Grain Granola Bars

Do you often find yourself in a hurry, looking for a grab and go breakfast, lunch, or snack idea? These 7 grain granola bars are a delicious choice for a quick and easy snack or meal component. A good source of fiber (4 g) and calcium (10% DV), they are low in fat (2 g) and sodium (50 mg).

The ingredient list boasts an interesting variety of grains including barley flakes, wheat flakes, rolled oats, triticale (a hybrid of wheat and rye), kamut, and spelt. With no artificial colors, synthetic flavors, trans fats, or high fructose corn syrup, most would agree that these bars are a healthy snack option. The 7 grain granola bars are available in three flavor options-Pomegranate Strawberry, Blueberry Almond Flax, and Dark Chocolate Cherry.

We compared the nutritional content of these bars to the branded Kashi TLC Honey Almond Flax bars. The Kashi TLC bars have 10 less calories; however they have 5 g fat as compared to the 2 g in the Archer Farms Simply Balanced bars, and have over twice the sodium at 105 mg vs. 50 mg in the private label product. The fiber content (4 g) is the same for the branded and private label bars.

Price comparison: Save 25%

Archer Farms Simply Balanced Granola Bars	\$2.49/5 1.4 oz bars
Kashi TLC Granola Bars	\$3.99/6 1.2 oz bars

Pros: Low fat (2 g), high fiber (4 g), good source of calcium (10% DV).

Cons: None.

🌸 These bars offer great taste and convenience. For breakfast, add a piece of fresh fruit, cup of light yogurt, low fat cottage cheese, or a piece of string cheese, and a small handful of almonds or walnuts, and you will have a breakfast fit for the carpool lane. At work, keep them in your desk to avoid the high calorie items in the vending machine. We enjoyed the slightly sweet taste and hearty texture of this bar. They do not have the dry, crumbly texture of similar bars.



FYI Why Supermarket Food Safety is Important

Note these statistics on food related illness from the Center on Disease Control (CDC). The CDC estimates that approximately 76 million illnesses, 325,000 hospitalizations, and 5000 deaths each year are caused by food related illness. Salmonella, Listeria, and Toxoplasma are responsible for 1500 deaths each year, 75% of those caused by known pathogens. More than 200 known diseases are transmitted through food, and many cases of food related illness are not reported or even correctly diagnosed.

Our food comes from many sources and is prepared and consumed in many different types of places, some safer than others. However making sure to purchase foods that are clean and safe, and using safe food handling procedures at home can help to reduce risk. www.homefoodsafety.org provides safe food handling tips for at home use. Check out the ‘How Safe is Your Cart Tip Sheet on pages 7 and 8.

Archer Farms Simply Balanced Pomegranate Strawberry 7 Grain Granola Bars

Nutrition Facts

Serving Size: 1 bar (40g)
 Servings Per Container: 5

Calories 150	Calories from Fat 20	
		% Daily Value
Total Fat 2g		3%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 50mg		2%
Total Carb. 28g		9%
Dietary Fiber 4g		16%
Sugars 8g		
Protein 5g		
Vitamin A 0%	Vitamin C 0%	
Calcium 10 %	Iron 6%	



ARCHER FARMS SIMPLY BALANCED CRANBERRY CRISP CEREAL

Rating ★★
Claims High fiber
Allergens Wheat, soy
\$ \$4.29/16 oz carton
Distribution ND, Target stores only
www.sites.target.com

Archer Farms Simply Balanced Cranberry Crisp Cereal

Who says healthy can't taste good? With a whole grain blend (oats, puffed rice, barley, spelt, amaranth, & quinoa) as the first ingredient, this cereal brings tasty crunchy clusters to your breakfast table. A good source of fiber (5 g) and protein (4 g), this crunchy cereal is a power packed fuel for your busy morning.

These creatively packaged cereals come in a variety of five flavors including Cranberry Crisp, Multigrain Protein Crunch, Wheat & Rice Energy Flakes, and Berry Blend Granola.

From a nutritional standpoint, this cereal is slightly higher in fiber than similar low fat granola type cereals, and the portion size for 190 calories is slightly higher at ¾ cup vs. ½ cup. For example, as compared to Kellogg's Low-Fat Granola, Kellogg's offers less fat at 2.5 g vs. 3.5 g, however the Kellogg's product does contain a small amount of saturated fat at 0.5 g, while the private label has zero saturated fat. The Kellogg's has less sodium at 110 mg as compared to 135 mg; however it also has 2 g fiber less than the private label product. So the comparison is close in terms of both cost and nutritional value with this product as compared to a branded product. However a premium private label product such as this may help to offer variety in your everyday breakfast choices.

Price comparison: Save 30%	
Archer Farms Simply Balanced Cereal	\$4.29/16 oz
Bear Naked Granola	\$4.59/12 oz

Pros: Excellent source of fiber (5 g).

Cons: Does not provide 10% DV of any specific vitamin or mineral.

🌸 This product is packaged in a creative stay fresh package. In addition to consuming this cereal with milk at breakfast, it would taste great sprinkled on yogurt for a healthy lunch or snack.

Archer Farms Simply Balanced Cranberry Crisp Cereal	
Nutrition Facts	
Serving Size: ¾ cup (55g)	
Servings Per Container: 8	
Calories 190	Calories from Fat 30
% Daily Value	
Total Fat 3.5g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carb. 37g	12%
Dietary Fiber 5g	20%
Sugars 19g	
Protein 4g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 4%



ARCHER FARMS SIMPLY BALANCED HONEY WHOLE WHEAT BREAD

Rating ★★★
Claims Whole grains, fiber, calcium
Allergens Wheat, milk, soy
\$ \$2.69 /24 oz
Distribution ND, Target stores only
www.sites.target.com

Archer Farms Simply Balanced Honey Whole Wheat Bread

When you think of private label bread, does the image of bread stuck to the roof of your mouth come to mind? This is not the case with Simply Balanced Honey Whole Wheat Bread. With whole wheat flour as the first ingredient, this bread brings 3 g of fiber per slice to the table, along with B vitamins, and calcium. Whole grain products offer many health benefits, and each slice of this bread offers an excellent source of whole grains (22 g). Along with being a good source of fiber and whole grains, it is a good source of calcium (10% DV) and thiamin (10% DV).

In addition to the Honey Whole Wheat variety, you will find Whole Grain White Bread, 100% Whole Wheat Bread, Multigrain Bread, Seven Grain Bread, and Buttermilk Bread. The brand also offers two varieties of sandwich thins at 100 calories per serving, 100% Whole Wheat and Multi-grain.

We compared the nutritional value and price of this product to Pepperidge Farms 100% Whole Wheat bread. The nutritional comparison was close; the Pepperidge Farm product was lower in fat at 1.5 g per serving vs. 2 g; however it also contains 0.5 g saturated fat while the private label Archer Farms Simply Balanced product contains 0 g saturated fat. The Pepperidge Farms product has 4 g fiber vs. 3 g in the private label product, and also contains 45 g less sodium than the Archer Farms Simply Balanced product. Since the nutrition profiles are

Archer Farms Simply Balanced Honey Whole Wheat Bread	
Nutrition Facts	
Serving Size: 1 slice (43g)	
Servings Per Container: 16	
Calories 110	Calories from Fat 15
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 150mg	8%
Total Carb. 20g	7%
Dietary Fiber 3g	12%
Sugars 4g	
Protein 4g	
Vitamin A 0%	Vitamin C 0%
Calcium 10%	Iron 6%
Thiamin 10%	Niacin 8%


similar, a person might choose to purchase the private label product for the cost savings.

Price comparison: Save 10%

Archer Farms Simply Balanced Bread	\$2.69/24oz
Pepperidge Farms Whole Grain Bread	\$2.99/24oz

Pros: Good source of whole grains (22 g), fiber (3 g), calcium (10% DV), and thiamin (10% DV).

Cons: None.

 This bread offers a great taste and texture, not at all what you would expect from a private label bread. A great tasting, affordable healthy bread is what all shoppers seek at the grocery store, and watching for the Simply Balanced label can help you meet that goal quickly. The slightly sweet taste makes this a bread that all ages of the family will enjoy.

FYI What is a Yumberry?

The Yumberry, an ingredient in the Archer Farms Simply Balanced Pomegranate Yumberry Green Tea reviewed below, is a round and dimpled, vivid crimson to dark red fruit, which has a soft skin and flesh with a hard stone in the middle. Its size is typically 1/2 to 1 inch in diameter. Yumberries have been harvested in China for over 5000 years, and the crops have multiplied to over 865,000 acres in Asia. The mixture of sweet and tart taste has elements of cranberry, cherry, and pomegranate.

Yumberry is a registered trademark used worldwide to present the juices and juice drinks from **The Yumberry Company**. The proper term or botanical name is “yanmei”, pronounced “yun-mee” in the native dialect. The name sounds so close to yummy that in 2003, the super-fruit was renamed “yumberry”. Scientific tests have shown that the yanmei fruit contains vitamins A, B1, B2, B6, C, E, and Folicin. It is also rich in antioxidants.

Yanmei fruit is an essential part of Traditional Chinese Medicine. It has been said to “cure muddle head condition”, and has been used to ease stomach distress. The juice packs an antioxidant punch with its anthocyanins when combined with the naturally occurring vitamin C, thiamin, and riboflavin, and is believed to help support good health.



Archer Farms Simply Balanced Pomegranate Yumberry Green Tea infused with a blend of juices

Do the dog days of summer have you looking for an ice cold beverage to quench your thirst? Something different, with a clean fresh taste? The Simply Balanced line of fruit teas offers just that in four flavor varieties- Pomegranate Yumberry, Blackberry Lemon, Peach, and Passion Fruit Mango. Green tea contains important antioxidants and compounds that help in maintaining good health. However not all people enjoy unflavored tea. These teas offer great taste and wellness benefits while moderate in calories. Each bottle of these fruit teas claims it contains one serving of fruit in the form of fruit juice. The only other sweetener is rebaudioside, a plant based sweetener from the Stevia plant. (see FYI below)

Although it is important to watch calories consumed from beverages, each 16.9 oz bottle contains only 70 calories which come from fruit juice as the product is 24% juice. Many similar sweetened tea beverages contain over twice the calories and some are similar, but none are much less unless they contain only an artificial sweetener. Containing only 30 mg of caffeine and 10 mg of sodium per bottle, these teas could be an option for those seeking a great tasting heart healthy hydration option.

It is difficult to find a specific green tea to compare this product to since this product is 24% juice. Therefore, it is not calorie free like green tea options that have artificial sweetener as the only sweetener, but it

Archer Farms Simply Balanced Pomegranate Yumberry Green Tea & Juice

Nutrition Facts

Serving Size: 1 bottle (1 oz)	
Servings Per Container: 1	
Calories 70	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carb. 16g	5%
Dietary Fiber 0g	0%
Sugars 16g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

ARCHER FARMS SIMPLY BALANCED POMEGRANATE YUMBERRY GREEN TEA & JUICE

Rating	***
Claims	None
Allergens	None
\$	\$1.49/16 oz bottle
Distribution	ND, Target stores only
	www.sites.target.com


has fewer calories than a sugar sweetened beverage since it is a blend of caloric and non-caloric sweeteners.

Price comparison: Save 21%

Archer Farms Simply Balanced green tea	\$1.49/16.9 oz
Honest T Green Tea	\$1.79/16 oz

Pros: Good source of antioxidants, 1 serving of fruit in each bottle (4 oz juice), low sodium (10 mg).

Cons: None.

 Healthy hydration options are a popular topic of discussion, especially during the hot summer months. People are watching calories, but some are reluctant to choose options with artificial sweeteners for various reasons. This clean tasting beverage offers an interesting blend of sweeteners from fruit juice and a plant based sweetener. It has a fresh clean taste and is not too sweet.

FYI A New Non-nutritive Sweetener – Rebaudioside

Many beverages are now offering a blend of both nutritive and non-nutritive sweeteners. A common non-nutritive sweetener used in beverages such as Vitaminwater Zero and Archer Farms Simply Balanced Green Tea is rebaudioside, which is listed under a number of trade names including Only Sweet, Pure Via, Reb-A, Rebiana, SweetLeaf, and Truvia.

Rebiana is the trade name for high purity rebaudioside A, a steviol glycoside, which when used as a non-nutritive sweetener, is 200 times sweeter than sugar. Cargill who has the patents for Rebiana, which give it exclusive rights to sell Rebiana in beverages, claims that Rebaudioside A has the least bitterness of all of the sweet compounds in the Stevia plant. Cargill and Coca Cola partner to market Truvia, a Stevia sweetener containing erythritol, a sugar alcohol, and Rebiana (www.truvia.com). PepsiCo and Pure Circle market PureVia, their brand of Stevia-based sweetener.

In 2008, the FDA gave a “no objection” approval for GRAS status to Truvia and PureVia. Studies have shown that Rebiana is safe even if a 150 lb person consumed 2,000 8 oz servings of a Rebiana sweetened beverage and has no negative effects on general health, blood sugar, or blood pressure. ([Rebaudioside Toxicology Report](#) • [GRAS approval of Rebaudioside](#))



Archer Farms Simply Balanced Garlic & Ranch Primavera Entree

Is it time for a fresh idea for a quick weeknight dinner? Target offers a variety of healthy options with their Simply Balanced brand of shelf-stable entrees. This box entrée is easy to prepare with a two step process in just 20 minutes. The sauce is prepared first, the pasta is boiled, and the two are stirred together.

Unlike most box kit meals, this entrée includes whole wheat pasta providing 45 g of whole grains and 4 g of fiber per serving. At 39 g of carbohydrate per one cup serving, it can easily fit into a meal plan for diabetes. We enjoyed the mild yet flavorful taste and the hearty texture of the whole grain pasta.

When compared with a one cup serving of Tuna Helper Creamy Pasta, the Simply Balanced product is a more heart healthy item providing only 4 g fat as compared to 12 g in the Tuna Helper and 590 mg sodium as compared to 830 mg in the Tuna Helper. The Simply Balanced product is also a good source of fiber and whole grains, offering 2 more grams of fiber than the branded product. The problem with typical boxed kit meals is a high fat and sodium content and lack of fiber.

Additional Entrée Flavor Varieties include Tex Mex Beans & Cornbread and Cajun Style Rice & Beans.

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Archer Farms Simply Balanced Garlic & Ranch Primavera Entree	
Nutrition Facts	
Serving Size: 1 cup prepared	
Servings Per Container: 5	
Calories 250	Calories from Fat 35
% Daily Value	
Total Fat 4g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 590mg	25%
Total Carb. 43g	14%
Dietary Fiber 4g	16%
Sugars 6g	
Protein 7g	
Vitamin A 8%	Vitamin C 4%
Calcium 15%	Iron 10%

ARCHER FARMS SIMPLY BALANCED GARLIC & RANCH PRIMAVERA ENTREE

Rating ***
Claims Whole grains, low fat
Allergens Wheat, milk
\$ \$3.49/9.6 oz
Distribution ND, Target stores only
 www.sites.target.com

How Safe Is Your Cart?

Food Safety at the Grocery Store



You can't assume that your grocery store is as clean as it should be. Food poisoning in general is a big problem in this country, and you can lower your risk by checking out your food store.

Grocery Store Safety Quick Tips



Use the sanitizing wipes to wipe your cart handles. Studies have shown that grocery cart handles have the most bacteria of any surface in the grocery store. The bacteria can make its way from your hands onto fresh produce or deli items.

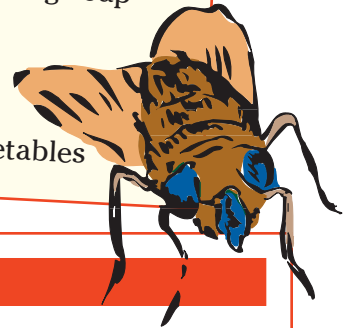
To keep hot foods hot and cold foods cold, select non-perishables first and leave refrigerated and frozen items for last. If travel time is over 30 minutes, bring a cooler; always place perishable food in the coldest part of your car, not in the trunk.

Keep raw meats, poultry, and fish products away from unprotected foods in your cart. If possible, place them in separate plastic bags.

Check out the health inspector rating certificate posted at the deli and/or areas where food is prepared and served. Some health departments inspect stores more often than others, and inspection standards vary by state. Inspection reports are available for review at your local health department. Critical violations are defined as a violation that could cause harm to a person, in other words, could make you sick!

The Most Common Supermarket Health Violations Include:

- ❖ Selling foods with expired labels or damaged packaging
- ❖ Food not stored at the right temperature
- ❖ Storing toxic chemicals such as cleaning supplies near food
- ❖ Inadequate hand washing facilities for employees; broken sinks or missing soap and hot water
- ❖ Rodent problems
- ❖ Dirty meat slicers
- ❖ Flies crawling on fruits and vegetables



Be a Food Safety Detective: Check out your food store

Check Temperatures:

Look closely and you will find thermometers in the meat and cold cases. Cold foods should be stored at less than 40 degrees. Some foods are packaged to be stored at different temperatures, however if a cold food feels warm to the touch, be concerned. Frozen foods should be frozen solid.

Hot foods should be stored at a temperature above 135 degrees. If a hot food feels warm or lukewarm to the touch when it should be hot, don't take a chance.

Cross Contamination

Meat, poultry, milk, eggs, deli food, and produce should be stored separately to avoid cross contamination.

Inspect Packaging:

Watch for holes or tears in packaging. Avoid purchasing dented cans. Damaged, dirty, or dusty products can mean the food is not being handled, rotated, or stored correctly.

The White Glove Test:

Look for dirty floors and built up dirt or debris on shelves and in coolers. Watch for flies, fruit flies, rodents, or mouse traps. If the public restroom is dirty, the food preparation areas may be as well. Restrooms are required to have hot water of at least 110 degrees and soap for employee hand washing.

How Safe Is Your Cart?

Food Safety at the Grocery Store

(continued)



Refrigerator Storage of Processed Products Sealed at Plant

Processed Product	Unopened, After Purchase	After Opening
Cooked Poultry	3-4 days	3-4 days
Cooked Sausage	3 to 4 days	3 to 4 days
Sausage, Hard/Dry, shelf stable	6 weeks/pantry	3 weeks
Corned beef, uncooked in pouch with pickling juices	5 to 7 days	3 to 4 days
Vacuum-packed Dinners, Commercial Brand with USDA seal	2 weeks	3 to 4 days
Bacon	2 weeks	7 days
Hot dogs	2 weeks	1 week
Luncheon meat	2 weeks	3 to 5 days
Ham, fully cooked	7 days	Slices 3 days; whole 7 days
Ham, canned, labeled "keep refrigerated"	9 months	3 to 4 days
Ham, canned, shelf stable	2 years/pantry	3 to 5 days
Canned Meat and Poultry, shelf stable/Storage in Pantry	2 to 5 years	3 to 4 days



Refrigerator Storage of Fresh or Uncooked Products

Poultry	1 or 2 days
Beef, Veal, Pork and Lamb	3 to 5 days
Ground Meat and Ground Poultry	1 or 2 days
Fresh Variety Meats (Liver, Tongue, Brain, Kidneys, Heart, Chitterlings)	1 or 2 days
Cured Ham, Cook-Before-Eating	5 to 7 days
Sausage from Pork, Beef or Turkey, Uncooked	1 or 2 days
Eggs	3 to 5 weeks

Types of Package Dating

"Sell-By"	Date tells the store how long to display the product for sale. You should purchase the product before the date expires.
"Best if Used By (Or Before)"	Date is recommended for best flavor or quality. It is not a purchase or safety date.
"Use-By"	Date is the last date recommended for the use of the product while at peak quality. The date has been determined by the manufacturer of the product. This date is not a guarantee of uncontaminated product once the package has been opened.
"Closed or coded dates"	These are packing numbers for use by the manufacturer.

A Frozen Treat to Beat the Heat—Fruit Bars

While most Americans realize that eating fruits and vegetables is important to a healthy diet, under-consumption continues to be a problem. (*The Produce for Better Health State of the Plate 2010*)

Reports state that the average person consumes 1.8 cups of fruits and vegetables per day way below the 5 to 6 cups recommended by the *2010 US Dietary Guidelines*. On average only 8% of Americans consume the recommended servings of fruits per day.

Most frozen fruit bars can be counted as a serving of fruit because they contain real fruit, fruit juice, or fruit concentrate. But some only contain fruit flavors and sugar. Read our review of frozen fruit bars and find shopping tips and recipes for creating your own. Since not all frozen fruit bars are created equal, take time to learn about the vast variety available in the Frozen Fruit Bar Comparison Chart with our SS Picks for the healthiest choices on page 11.



JOLLY LLAMA WHOLE FRUIT SORBET SQUEEZUPS

Rating	***
Claims	Vitamins C & A
Allergens	None
\$	\$4.99/4 3 oz bars
Distribution	H/N, RD
www.jollyllamasorbets.com	

FREE SAMPLE OFFER

Coupon for a free box of Jolly Llama Fruit Squeezups
Contact: Dave@jollyllamanovelty.com
Expires: October 31, 2011

Jolly Llama Whole Fruit Sorbet Squeezups

FREE OFFER

Finding a frozen fruit pop made from real, whole fruit is difficult. Jolly Llama developed Sorbet Squeezups as a healthy alternative to ice cream and sugary popsicles. They are naturally low in calories (70), a good source of fiber (3 g), Vitamin A (50% DV), and Vitamin C (50% DV).

The unique aspect of Jolly Llama Squeezups is that they make their sorbets from fully ripened fruit that is sorted and pureed then frozen immediately. Jolly Llama uses whole fruits giving its sorbet a genuine, fresh fruit taste.

Jolly Llama Squeezups' flavors include Blueberry, Raspberry, Peach, Mango, Strawberry, Acai Berry, and Banana Coconut. The first three ingredients are the fruit, or the fruit puree depending on the flavor, evaporated cane juice, and filtered water.

Pros: Made with real fruit. Excellent source of vitamin C (50% DV) and vitamin A (50% DV). Good source of fiber (3 g).

Cons: None.

🌸 These Squeezups are creamy, delicious and bursting with fruit flavor.

Jolly Llama Whole Strawberry Sorbet Squeezups

Nutrition Facts

Serving Size: 1 Tube (3 oz)	
Servings Per Container: 4	
Calories: 70	Calories from Fat: 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0.5g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carb. 19g	6.5%
Dietary Fiber 3g	10%
Sugars 15g	
Protein 0g	
Vitamin A 50%	Vitamin C 50%
Calcium 0%	Iron 0%



JAMBA SORBET BARS AND JAMBA SORBET & YOGURT BARS

Rating	***
Claims	Vitamin C, fiber, pre and probiotic cultures
Allergens	Milk
\$	\$3.99/4 bars
Distribution	SM, ND
www.jambajuice.com	

Jamba Sorbet Bars and Jamba Sorbet & Yogurt Bars

Jamba has packed the same delicious, fruit-filled fare that you've come to expect from Jamba's smoothies into frozen novelty bars. Jamba bars are all natural and made with real fruit. They are a good source of Vitamin C (10% DV), provide calcium (only the yogurt varieties, 10% DV), and contain probiotic cultures (yogurt flavors only) and prebiotic fiber (Fructan). The probiotic cultures include L. acidophilus, B. bifidum, L. casei, and L. rhamnosus.

The Jamba bars come in five flavors: Vanilla Blueberry Pomegranate Perfection, Peach Blackberry Smash, Vanilla Strawberry Jubilation, Coconut Pineapple Passion Smashin', and Strawberry Lemonade Swirl. The Vanilla Strawberry Jubilation's primary ingredients are cultured skim milk, sugar, tapioca syrup, and strawberries.

Pros: Good source of Vitamin C (10% DV), Calcium (10% DV for yogurt flavors), prebiotic fiber (3 g), and probiotic cultures (yogurt flavors only).

Cons: None.

🌸 Jamba Bars were chosen by Parents Magazine as one of the top 25 best healthy snacks for 2011. I liked them so much I plan to try all the flavors.

Jamba Juice Vanilla Strawberry Jubilation

Nutrition Facts

Serving Size: 1 bar (2.5)	
Servings Per Container: 4	
Calories: 80	Calories from Fat: 10
% Daily Value	
Total Fat 1g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 25mg	1%
Total Carb. 19g	6%
Dietary Fiber 3g	12%
Sugars 12g	
Protein 1g	
Vitamin A 0%	Vitamin C 10%
Calcium 10%	Iron 0%



DREYER'S/EDY'S ANTIOXIDANT POMEGRANATE BAR

Rating **
Claims Antioxidant, vitamin C
Allergens None
\$ \$2.99/6 bars
Distribution SM, ND
www.dreyers.com

Dreyer's/Edy's Antioxidant Fruit Bars


Dreyer's/Edy's Fruit Bars now have 3 tart and tangy flavors in its Antioxidant Fruit Bar family: Goji White Grape, Pomegranate, and Açai Blueberry. The Antioxidant Fruit Bars are packed with a healthy dose of free radical-fighting antioxidants. They are made with real fruit and are a good to excellent source of Vitamin C (10% DV for 1.5 oz and 20% DV for 2.5 oz size), which helps fight free radicals linked to aging skin, fatigue and other health issues.

The Antioxidant Fruit Bars are called "Antioxidant" because they are made with the fruit juices of fruits that have high ORAC scores—blueberry, pomegranate, and goji. However, Dreyer's has not had this line tested for an ORAC score so the actual antioxidant capacity is unknown.

Each of the three flavors in the new 12-count variety pack (1.5 oz) has 50 calories per serving. The popular Pomegranate and Acai Blueberry flavors come in a larger 2.5 oz bars at 70 calories per bar.

Pros: Made with high antioxidant fruits and an excellent source of vitamin C (20% daily value for 2.5 oz size).

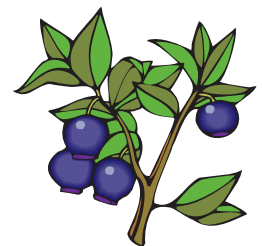
Cons: Antioxidant capacity is unknown and the fruit juice from concentrate was the third on the ingredient list. Contains no fiber.

 The Pomegranate flavor is a wonderful blend of sweet and sour.

Dreyer's/Edy's Antioxidant Pomegranate Bar	
Nutrition Facts	
Serving Size: 1 bar (2.5 oz)	
Servings Per Container: 6	
Calories: 70	Calories from Fat: 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carb. 17g	6%
Dietary Fiber 0g	0%
Sugars 16g	
Protein 0g	
Vitamin A 0%	Vitamin C 20%
Calcium 0%	Iron 0%

FVI What Antioxidants Do For You

It has been clinically proven that antioxidants can, to some degree, negate the cell-damaging effects of free radicals. And though many researchers are still divided on whether there is a direct cause and effect between antioxidant supplementation and disease prevention, there is one widely held viewpoint shared by both medical providers and scientists; that eating a wide variety of foods with an emphasis on fruits and vegetables (all excellent sources of antioxidants), is the most effective strategy for maintaining optimal health and longevity. [Learn more](#)



DEL MONTE FRUIT CHILLERS FREEZE & EAT TUBES

Rating ***
Claims Vitamin C, Gluten Free
Allergens None
\$ \$2.66/8 tubes
Distribution SM, ND
www.delmontefruit Chillers.com

Del Monte Fruit Chillers Freeze & Eat Tubes

FREE OFFER


The canned fruit aisle is a little cooler with Del Monte Fruit Chillers Freeze & Eat Tubes. These frozen fruit sorbet treats are rich and smooth and bursting with real fruit puree and no artificial flavors or corn syrup. The Del Monte Fruit Chillers, the first freeze-and-eat-treat of its kind, is available in 3 flavors, including Cherry Punch Halfpipe, Grape Berry Blizzard, and Strawberry Snow Storm.

Del Monte Fruit Chillers Tubes are sold in the canned fruit aisle and are shelf stable. Simply pop these treats in the freezer for about 4 hours and they become a delicious fruit sorbet in a fun tube that even the messiest kids can handle.

The Del Monte Fruit Chillers are made with pear puree, pear juice from concentrate, and other fruit puree depending on the flavor. Instead of being sweetened with corn syrup, it is sweetened with sugar, which is the third ingredient, and naturally flavored.

Pros: Good snack option for children. Excellent source of vitamin C (25% DV).

Cons: None.

 Make a cool treat by mixing 4 oz of Vanilla Greek Yogurt with 1 frozen tube of Del Monte Fruit Chillers.

Del Monte Fruit Chiller Strawberry Snow Storm	
Nutrition Facts	
Serving Size: 1 tube (2 oz, 57 g)	
Servings Per Container: 8	
Calories: 55	Calories from Fat: 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	1%
Total Carb. 13g	4%
Dietary Fiber <1g	2%
Sugars 11g	
Protein 0g	
Vitamin A 0%	Vitamin C 25%
Calcium 0%	Iron 0%

Healthy Frozen Fruit Pops Comparison Chart

Organized by Fruit Ingredient (Real Fruit/Fruit Puree or Fruit Juice Concentrate);
Vitamin C % Daily Value (DV) ; Alphabetical Order.

✓SS Picks = Made with Real Fruit or Fruit Puree and a good or higher source of Vitamin C (≥10%)

	Serving Size (oz)	Calories	Fat (g)	Carbohydrate (g)	Sugar (g)	Fiber (g)	Protein (g)	Vitamin C (>10% Daily Value)	Fruit Ingredient and Added Vitamins
MADE WITH REAL FRUIT OR FRUIT PUREE									
✓Jolly Llama Real Fruit Sorbet Squeezups	3	70-80	0-1	17-22	15-19	3	0-1	50%	Fruit Puree, 50% DV Vitamin A
✓Blue Bell Fruit Bars	2.5	70-80	0	17-21	15-20	0-<1	0	50%-100%	Real Fruit (45%)
✓Smooze! Fruit Ice Squeeze Pops (shelf-stable)	2.2	70	2	12	12	1	<1	50%	Fruit Puree & Fruit Juice Concentrate
✓HEB Creamy Creations Fruit Bars No Sugar Added	2.5	40	0	12	4	1	0	35%-50%	Real Fruit & Fruit Juice Concentrate, Sweetened with Splenda
✓Del Monte Fruit Chillers Freeze and Eat Tubes (shelf-stable)	2.0	55	0	13	11	<1	0	25%	Fruit Puree
✓Dreyer's Frozen Fruit Bars	2.45	60-120	0-3	16-24	15-23	0-1	0-3	25%	Real Fruit & Fruit Juice Concentrate
✓HEB Creamy Creations Fruit Bars	2.5	20-80	0	20-24	19-21	0-1	0	25%	Real Fruit & Fruit Juice Concentrate
✓Whole Foods 365 Frozen Fruit Bars	4	110	0	26-27	25-26	0-1	0	20%-40%	Real Fruit & Fruit Juice Concentrate, 0-8% DV Vitamin A
✓Dreyer's Frozen Fruit Bars No Sugar Added	1.5	30	0	8	2	1	0	20%	Real Fruit & Fruit Juice Concentrate, Sweetened with Splenda
✓Jamba Sorbet Bars	2.5	70-90	0-2	18-20	12-14	3	0-1	10%-20%	Real fruit, prebiotic fiber (Fructan), 0-10% DV Calcium
✓Dreyer's Frozen Fruit Bars Antioxidant	1.5-2.45	50-70	0	13-17	13-16	0	0	10%-20%	Fruit Puree & Fruit Juice Concentrate
✓Breyers Fruit Bars	1.75	40	0	10	9	0	0	10%	Real Fruit & Fruit Juice Concentrate
✓Dreyer's Frozen Fruit Bars Snack Size	1.5	45-60	0	9-13	8-13	0	0	10%	Real Fruit & Fruit Juice Concentrate
Cool Fruits Fruit Juice Freezers (shelf stable)	3	70	0	18	17	0	0	0%	Fruit Juice Concentrate, No Sugar Added
Holanda Fruttare Strawberry Fruit Bars	4.0	120	0	30	27	1	0	0%	Real Fruit & Fruit Juice Concentrate
Juile's Organic Sorbet Bars	2.5	60	0	16-19	14-15	0-<1	0	0%	Fruit Puree
Kroger Private Selection Fruit Bars	1.75-2.75	50-80	0	12-21	12-20	0	0	0%	Real Fruit, Fruit Puree, & Fruit Juice Concentrate
Kroger Private Selection Fruit Bars No Sugar Added	1.75	30	0	8	2	1	0	0%	Real Fruit & Fruit Juice Concentrate, Sweetened with Splenda
Weight Watchers Sorbet & Ice Cream Bars	4.0	110-120	0.5	27-28	20	3-4	2	0%	Fruit Puree & Fruit Juice Concentrate, 8% DV Calcium
Weight Watchers Strawberry Smoothie Frozen Yogurt Bar	1.5	60	1	12	10	<1	1	0%	Real fruit
MADE WITH FRUIT JUICE CONCENTRATE									
Minute Maid Juice Bars	3	60	0	15	14	0	0	100%	Fruit Juice Concentrate
Philly Swirl Stix	1.75	48-68	0	11-16	10-14	0	0	100%	Fruit Juice Concentrate
Market Pantry Fruit Bars	2.5	80	0	20	18	0	0	80%	Fruit Juice Concentrate
Popsicle	1.2-1.65	30-100	0	8-24	6-11	0	0	10%-15%	Fruit Juice Concentrate
Minute Maid Soft Frozen Lemonade or Limeade	3	70	0	19	13-14	0	0	0%	Fruit Juice Concentrate
Nestle Push Up Pops	2.7	70	1	15-16	11	0	0	0%	Fruit Juice Concentrate
Philly Swirl Sweet Delites	1.65	14	0	4	0	1	0	0%	Fruit Juice Concentrate, sweetened with sorbitol
Safeway Select Fruit Bars	2.75	80-90	0	21-23	20-22	0-<1	0	0%	Fruit Juice Concentrate
So Delicious Minis Fruit Bars	2.3	70	0	16	12-13	3	0	0%	Fruit Juice Concentrate, Agave sweetened

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Price comparison: Save 3%

Archer Farms Simply Balanced pasta entrée	\$3.49/9.6 oz box
Tuna Helper	\$1.85/5 oz box

This is not a balanced comparison as we had difficulty finding a boxed entrée that had a similar fiber, fat, and sodium content. So while the Archer Farms Simply Balanced product is similar in cost per ounce, the nutritional profile is superior to that of the Tuna Helper.

Pros: Low fat (4 g), good source of whole grains (45 g) and fiber (4 g), good source of calcium (15% DV).

Cons: Somewhat high in sodium (590 mg).

🌸 We enjoyed the mild yet flavorful taste and the hearty texture of the whole grain pasta. The dish is easy to prepare in just two steps. You have the option to stir in chicken or tuna for added protein, and by adding a salad and a fruit and yogurt parfait made with low fat yogurt, you have a quick, healthy, and affordable meal.

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365 Frozen Fruit Bars



365, Whole Foods Markets Everyday Value brand, carries a line of Frozen Fruit Bars that are packed with chunks of real fruit! These refreshing bars are made with real fruit and fruit juices and contain nothing artificial. 365 Frozen Fruit Bars are available in a variety of flavors including Mango, Strawberry, Caribbean Mix, and Lime. Each flavor has at least 20% of DV of Vitamin C and some have as much as 40% of DV of Vitamin C.

Further, all flavors have 1 g of fiber that comes from the real pieces of fruit mixed into the bars.

Each box of 365 Everyday Value Frozen Fruit Bars comes with 4 bars. The ingredient list has the fruit or fruits listed first. The Fruit Bars also contain water, cane sugar, and citric acid.

Pros: Made with real fruit. An excellent source of vitamin C (20% to 40% DV).

Cons: None.

🌸 The mix of real bits of fruit in these bars is delightful. My favorite is the Mango.

FYI

Fruit Definitions

Fruit puree is a moist, smooth-textured form of the edible portion of the fruit with a thick consistency. This is made by pressing the fruit through a sieve or blending in a food processor. Juice when used in food is defined as the "aqueous liquid expressed or extracted from fruits or vegetables, purees of fruits or vegetables, or any concentrates of the liquid or puree." (FDA Food Code, Chapter 1 – Purpose and Definitions). Juice concentrate results from the evaporation of the water in the juice.

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Fruit Bars.

365 FROZEN FRUIT BARS

Rating	***
Claims	Vitamin C
Allergens	None
\$	\$2.99/4 bars
Distribution	H/N, ND (Whole Foods)
www.wholefoodsmarket.com	

365 Frozen Fruit Bars - Strawberry

Nutrition Facts

Serving Size: 1 bar (4 oz)	
Servings Per Container: 4	
Calories: 110	Calories from Fat: 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carb. 26g	9%
Dietary Fiber 1g	4%
Sugars 25g	
Protein 0g	
Vitamin A 0%	Vitamin C 40%
Calcium 0%	Iron 0%