



Consumers seek dietary direction

Research reveals a desire to learn about positive nutrients.

By Mary Young

Retailers are introducing a variety of scoring systems featuring seals, spots and stars to help customers understand the nutritional values of foods and make better eating decisions. Many of the sys-

tems focus on what foods don't contain—such as saturated fat, sugar and salt.

Yet, recent research reveals that consumers also want to learn about the foods and nutrients they should eat.

A nationwide survey of 1,019 adults conducted in September on behalf of the Nutrient Rich Foods Coalition reveals that 61 percent of Americans are interested in learning about both the positive nutrients and the nutrients they should limit when they are trying to select healthy foods.

In addition, 77 percent of respondents indicated that dietary advice is helpful when it enables them to understand the total nutrient contribution a food provides.

Seventy-eight percent of participants, meanwhile, noted that they are looking for a simple, practical tool that would help them build a healthy diet based on getting the most nutrients from their food choices.

To reach that objective, the Nutrient Rich Foods Coalition—a partnership of 12 food commodity associations representing the five food groups—is working to develop tools that make it easier for consumers to understand and incorporate nutrient-rich foods into their lifestyles. Such foods include lean meats, colorful fruits and vegetables, whole and fortified grains and low-fat and fat-free dairy products.

For more information on Coalition activities, visit www.nutrientrichfoods.org.

Mary K. Young is vice president of nutrition for the National Cattlemen's Beef Association, which contracts to manage programs for the Beef Checkoff.

Publication Detail											
Publication Name	MEAT & DELI RETAILER										
Publication Number	021-976										
ISSN	1555-8339										
Filing Date	09/30/2008										
Issue Frequency	JAN/FEB, MAR, APR, MAY, JUN/JUL, AUG, SEP, OCT/NOV AND DEC										
Number of Issues Published Annually	9										
Annual Subscription Price	\$90.00										
Complete Mailing Address of Known Office of Publication	2401 W. BIG BEAVER STE 700 TROY, OAKLAND, MI 48084-3333 CATHERINE M. RONAN (248) 244-8259										
Contact Person	2401 W. BIG BEAVER STE 700 TROY, MI 48084-3333										
Telephone	PETER HAVENS										
Complete Mailing Address of Headquarter or General Business Office of Publisher	2401 W. BIG BEAVER RD STE 700 TROY, MI 48084-3333										
Publisher (Name and complete mailing address)	RICHARD MITCHELL 155 N PFINGSTEN RD, STE 205 DEERFIELD, IL 60015-4961										
Editor (Name and complete mailing address)	NONE										
Managing Editor (Name and complete mailing address)											
Owner											
Line	<table border="0"> <tr> <td>Full Name</td> <td>Complete Mailing Address</td> </tr> <tr> <td>1 BNP MEDIA II, L.L.C.</td> <td>2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333</td> </tr> <tr> <td>2 TAGGART E. HENDERSON</td> <td>2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333</td> </tr> <tr> <td>3 HARPER T. HENDERSON</td> <td>2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333</td> </tr> <tr> <td>4 MITCHELL L. HENDERSON</td> <td>2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333</td> </tr> </table>	Full Name	Complete Mailing Address	1 BNP MEDIA II, L.L.C.	2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333	2 TAGGART E. HENDERSON	2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333	3 HARPER T. HENDERSON	2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333	4 MITCHELL L. HENDERSON	2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333
Full Name	Complete Mailing Address										
1 BNP MEDIA II, L.L.C.	2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333										
2 TAGGART E. HENDERSON	2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333										
3 HARPER T. HENDERSON	2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333										
4 MITCHELL L. HENDERSON	2401 W BIG BEAVER RD STE 700, TROY, MI 48084-3333										
Known Bondholders, Mortgagees, Other Security Holders											
Line	<table border="0"> <tr> <td>Full Name</td> <td>Complete Mailing Address</td> </tr> </table>	Full Name	Complete Mailing Address								
Full Name	Complete Mailing Address										
Tax Status	Has Not Changed During Preceding 12 Months										
Publication Title	MEAT & DELI RETAILER										
Issue Date for Circulation Data Below	09/01/2008										
Extend and Nature of Circulation											
Total Number of Copies (net press run)	Average No. Copies Each Issue During Preceding 12 Months										
Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541 (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	11389										
In-Country Paid/Requested Mail Subscriptions stated on PS Form 3541 (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	8279										
Sales through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS	0										
Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail)	324										
Total Paid and/or Requested Circulation	8603										
Outside County Nonrequested Copies stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	2058										
In-Country Nonrequested Copies stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	0										
Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% limit mailed at Standard Mail or Package Services Rates)	0										
Nonrequested Copies Distributed Outside the Mail (include Pickup Stands, Trade Shows, Showrooms and Other Sources)	161										
Total Nonrequested Distribution	2219										
Total Distribution	10622										
Copies not Distributed	567										
Total	11389										
Percent Paid and/or Requested Circulation	79.5										
Publication of Statement of Ownership	Publication of this statement will be printed in the NOVEMBER 2008 issue of this publication										
Signature and Title of Editor, Publisher, Business Manager, or Owner	RONAZC (Catherine Ronan)										
Date	09/30/2008										
Version	PS Form 3526, September 2007										