



*Barbara Ruhs* MS RD  
Retail Health & Wellness Expert

**THE MARKET RD™**  
*Powering Health & Wellness Everywhere Food is Sold™*

## **Retail Dietitian Programs** ***An Introduction***

August 2019



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## MY BACKGROUND & RETAIL RD EXPERTISE

## CREDENTIALS

- Registered Dietitian (R.D.)
- M.S. Boston University
- B.S. Cornell University

Prior to moving to Arizona from Massachusetts, Barb was a nutritionist at Harvard University and ran a successful private-practice, *Neighborhood Nutrition LLC* for nearly a decade. She started her career working as the *Nutrition Education Training Program Coordinator* for USDA Child Nutrition Programs in Boston.

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**Barbara Ruhs, M.S., R.D.N., is a nutrition consultant specializing in supermarket RD engagement; retail (RD) health promotion strategy; business development; and health-focused brand communications.**

### **Founding Partner, Oldway Supermarket RD Symposium (2010-2018)**

- Organized annual symposium for top 50 Retail RDs
- Developed Educational Program Agenda & Accreditation
- Directed Brand Sponsor Prospectus

### **Corporate RD , Bashas' Family of Stores (2008-13)**

- Directed customer health promotion platform reaching 2.1M customers
- Business development vis-à-vis brand sponsorship
- Monthly Merchandising Program featuring healthy products
- Weekly AD Promotions & Developed Monthly Nutrition Publication
- Directed implementation of chain-wide nutrition shelf tag program

### **Writer & Retail RD Lead, Progressive Grocer Magazine (2011-2014)**

- Developed Inaugural Retail RD Symposium co-located with Expo East
- Bi-Monthly Retail RD Expert Column

## CLIENTS & DELIVERABLES

### 2014 -- PRESENT

- Develop Retail RD Trade Platform
- Develop avocado nutrition materials.
- Expand shopper marketing platform to focus on health/nutrition
- Manage Retail Health Partnerships: PBH; Produce For Kids
- Avocado U curriculum development, accreditation
- Recipe innovation & FDA health claim compliance.



### 2014- 2018

- Developed Retail RD Outreach Strategy & RD Conference Events
- Developed (2) "Better Beverage" Toolkits: (1) Retail RD and (2) Health Educators
- Developed RD e-newsletter
- Recipe Development - Mocktails, Elixirs, Kid-Friendly
- Retail RD Program Support Contact



### 2018 - 2019

- RD Expert for NEW Walnutmilk product launch
- Provided nutrition regulatory guidance for product labeling (ALA-Omega-3-Fats; Heart Claims)
- Retail RD Pilot Program Execution
- RD Webinar on Plant-Based Milk Category Insights & Opportunities
- Social Media Content Calendar for Health & Wellness





## Oldways Supermarket RD Symposium **Founding Partner**

Thru a unique partnership with a non-profit devoted to promoting healthy eating and traditional diets, I led the creation of the leading annual educational & networking event for retail dietitians. As an invite-only event for the top 50 retail health & wellness decision-makers, we raised the awareness & impact of this influential group of health professionals.

- Developed & Managed Retail RD Directory & Annual Invitation List of Leading RDs
- Event Host Moderator.
- Educational Program Planner & Accreditation for RDs (13 CPEs)
- Strategy for Annual Sponsorship Packages - Introduced *Marketplace* Booths
- Implemented RFP for Sponsored Speakers to Streamline Topics of Interest to RDs
- Identified Leading Retail RD Program Innovators to Spotlight
- Plant-Forward, Nutritious Meals Served Throughout the Event

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### Year, Theme, Location

- [2018 Engaging A New Era of Shoppers](#)  
San Diego, CA
- [2017 Empowering Advocates for Change](#)  
Scottsdale, AZ
- [2016 Building Partnerships](#)  
New Orleans, LA
- [2015 Healthy Plates, Healthy Planet](#)  
St. Petersburg, FL
- [2014 Reaching Millions](#)  
Scottsdale, AZ
- [2013 Bridging the Gaps for Retail RDNs](#)  
Dallas, TX
- 2012 Cultivating Food Traditions
- 2011 Changing the American Palate

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# OVERVIEW: THE RETAIL RD OPPORTUNITY

## HEALTHCARE CRISIS IN THE U.S.

## THE RETAIL RD OPPORTUNITY

### Did you know?

**20% of ALL** U.S. Dollars is spent on **healthcare**.

*75% of healthcare spending* is on cardiovascular disease, cancer, diabetes and obesity which can be prevented and **modified by diet**.

...

The average American visits the doctor less than **5 times per year**

...and visits the supermarket nearly **2x per week!**

## WHY GROCERY STORES MATTER

## NUDGES CAN IMPACT PUBLIC HEALTH

“Grocery stores are uniquely positioned – in the sweet spot between manufacturers and consumers – **to market nutritious products** to increase the appeal and affordability, and perhaps **de-emphasize** those products that are not nutritious.”

*–James Marks, MD, MPH, Sr. VP Health Group Director, Robert Wood Johnson Foundation*



*FOOD MARKETING INSTITUTE (FMI)*

(2017 Food Marketing Institute Report)

(Source: 2019 Food Marketing Institute Health & Wellness Report)

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## WHY SUPERMARKET RDS?

## THE KEY TO CUSTOMER ENGAGEMENT



Dietitian Team at Skogen's Festival Foods

80% of consumers indicate they made a change to eating habits as a result of a conversation with a healthcare professional– Dietitians **(RDNs)** are **listed as one of the most trusted sources.**

(Source: IFIC, 2018 Food & Health Survey)

Wegmans

HyVee  
EMPLOYEE OWNED

H-E-B

Ahold  
Delhaize

Albertsons  
SAFEWAY

Kroger

ShopRite

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## THE EVOLUTION OF SUPERMARKETS

"For companies whose products touch on health and wellness, the implications are significant as retailers make the **transition from being a provider of products to a purveyor of experiences, services, and solutions.**

**Health clinics, on-site experts offering diet, nutrition** and other advisory services are becoming popular differentiators for retailers."

Source: Deloitte. 2018 Health & Wellness Progress Report (*Based on 2017 Survey Findings*)

## CONSUMER INTEREST IN HEALTH: AN OPPORTUNITY FOR GROWTH



ShopRite (Wakefern Food Corp.) Dietitian Services –  
NY, NJ, PA, CT, DE, MD

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- 78% of U.S. Shoppers are concerned about the nutritional content of the foods they eat.

(FMI, 2017 US Grocer Shopping Trends Report)

- More than 70% of consumers report that they “make an effort to eat healthy.”

(Mintel. Better for You Eating Trends. U.S. August 2018.)

- Less than 38% of consumers were able to identify specific foods that could help them achieve specific health outcomes.”

(IFIC. 2018 Food and Health Survey)

# RETAIL DIETITIAN ROLES ... VARIES BY RETAILER

- ❖ Corporate
- ❖ Store-Based
- ❖ Regional
- ❖ Contract/Consultant

- Publications: Circular Ads; Newsletters; Nutrition Brochures
- Merchandising Displays & POP Signage
- Nutrition Shelf Tags
- In-Store Nutrition Counseling, Store Tours
- Influencing Category Management
- Food Sampling, Culinary Classes & Demos
- Social Media: Live Videos; Chats; Podcasts
- Media Appearances
- Employee & Corporate Wellness Programs



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# EXAMPLES: IN-STORE RD KIOSKS, NUTRITION SHELF TAG, CLASS SCHEDULE

## Health & Nutrition Publications



Marilyn Mills, RD, Dietitian at Hannaford



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### 5 Foods for Heart-Health

Several medical conditions and lifestyle choices may put people at a higher risk for heart disease. These include high blood pressure, high cholesterol, smoking, diabetes, obesity and being overweight, poor diet, physical inactivity and excessive alcohol use. The good news is that several of these risk factors may be influenced by simple changes in lifestyle, such as what you choose to eat. Try these top 5 foods in your diet that are perfect for your heart's health.

1. Soy Protein — Aim for 25 grams (or around three servings) of soy protein per day from sources such as soy milk, edamame, soy milk, tofu or tempeh.
2. Nuts — Aim for 1.5 ounces of nuts per day. That's roughly a handful (about 12 Brazil nuts, 22 pecan halves, 27 cashews, 36 almonds, 65 peanuts or 73 pistachios).
3. Plant Sterols — Aim for 2 to 3 grams per day. Small amounts are found in fruits, vegetables, nuts, seeds, cereals, legumes and vegetable oils. Larger amounts have been added to margarine (Promise Act or Benecol) and orange juice (Minute Maid Heart Wise).
4. Fiber — Aim for at least 25 to 30 grams of fiber per day. To increase fiber in the diet, choose more whole grains (such as oatmeal, whole-wheat bread or pasta, brown or wild rice, quinoa, wheatberries or popcorn), legumes, vegetables, fruits, nuts and seeds (such as flaxseed or chia seeds).
5. Fish — Aim for two servings of fatty fish per week. Fatty fish, such as salmon, tuna, trout, mackerel, herring, sardines and anchovies, are high in omega-3 fatty acids.

### Help your Pulse with Pulses!

Pulses are the edible seeds of plants in the legume family. The most common pulses are dried beans, chickpeas, lentils and dried peas. Pulses are a great way to add filling protein and fiber to your diet. Pulses' unique fiber makeup has been linked to lowering LDL (bad) cholesterol, improved blood sugar control, weight control and improved regularity. In addition, regular pulse consumption has been linked to a lower blood pressure. February is a great time to check your blood pressure and pulse rate. Ask your Hy-Vee dietitian for details.

#### 5 WAYS TO ADD PULSES TO YOUR DAILY DIET:

- Start your day with pulses. Cooked beans can be seasoned, mashed and spread on your morning toast.
- Add to soups and stews. Add one or more cups of cooked beans to your favorite soup to add color and filling fiber.
- Stretch your meat budget with lentils. You can swap half the weight of ground meat for cooked lentils when making meatballs, tacos, spaghetti sauce and more.
- Use in baked goods. Garbanzo bean flour has a mild taste with a variety of uses.
- Great for snacking. Try roasted and seasoned pulses such as chickpeas and peas. Enjoy hummus, which is made with chickpeas, with raw veggies for another filling snack option.

#### Heart-Health Shout-Out to Cauliflower

A variety of cauliflower is a good source of fiber, vitamins C, vitamins K, folate and potassium. Cauliflower also contains phytonutrients that have anti-inflammatory compounds and is high in fiber, which may reduce the occurrence of heart disease and stroke. Try more cauliflower in your diet today with your Hy-Vee dietitian's Pick of the Month, Green Giant® Cauliflower Crumbles, the most convenient form of cauliflower ever!



## Guiding Stars™ Nutrition Shelf Tag Program at Hannaford Stores



## free demos & classes

with your Hannaford Dietitian

927 Merriam Avenue, Leominster, MA 01453  
978-534-9323 or phunter@hannaford.com

Pat Hunter MA, RD, LD, CDE

### In-Store Healthy Demos

Stop by my table for nutritious samples, recipe ideas, coupons and nutrition tips. No need to register.

#### Guilt-Free Game Day Grub

Friday, February 3 11:00 a.m. - 1:00 p.m.

Friday, February 3 1:30 p.m. - 3:00 p.m.

#### Heart Healthy Sweet Treats

Friday, February 10 11:00 a.m. - 1:00 p.m.

Friday, February 10 1:30 p.m. - 3:00 p.m.

#### Lose the Sodium but None of the Flavor

Thursday, February 16 11:30 a.m. - 1:30 p.m.

Thursday, February 16 2:30 p.m. - 4:00 p.m.

#### Making Heart Healthy Choices

Friday, February 24 11:00 a.m. - 1:00 p.m.

Friday, February 24 1:30 p.m. - 3:00 p.m.

### Healthy Classes & Store Tours

Register for a fun, free and interactive class or store tour. Please email me, call the store, or sign up at the customer service desk.

#### Walk the aisles with Pat/Drop In Have your Label Questions Answered

Thursday, February 2 5:00 p.m. - 6:30 p.m.

#### Confident Cooking: 12 Ways to Add Pomegranates to Your New Year Plan

Thursday, February 9 5:30 p.m. - 6:30 p.m.

#### Low Sodium Meal Ideas in the Aisles Fresh Meal Prep in 15 minutes or Less

Thursday, February 16 5:30 p.m. - 6:30 p.m.

#### Speed Scratch Heart Smart Meals Salad Kits to Frozen Assets

Saturday, February 25 9:30 a.m. - 10:30 a.m.

#### Meet the Hannaford Dietitian & Pharmacist Open Chat: Have Your Questions Answered

Saturday, February 25 10:30 a.m. - 11:30 a.m.

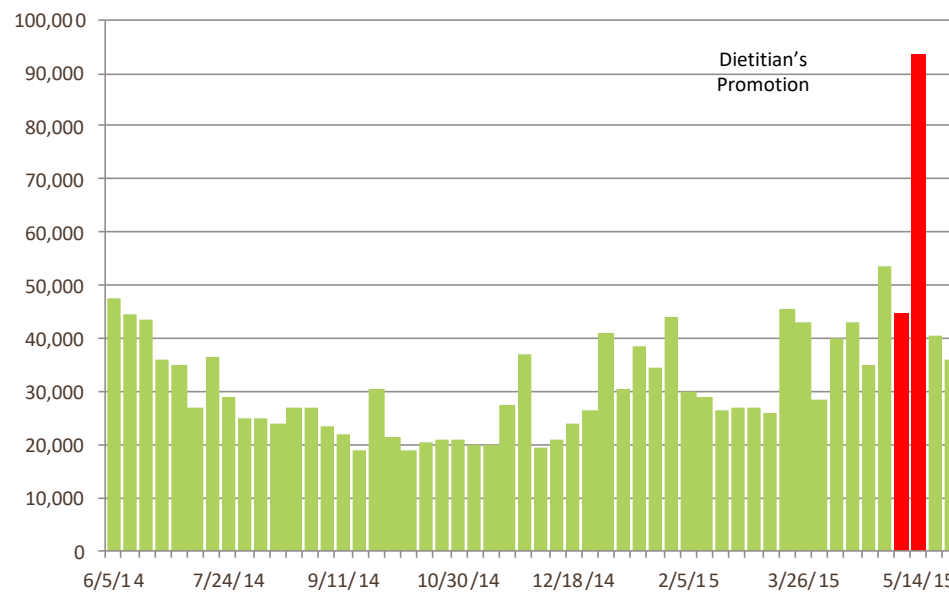
#### Attend a February Class and Receive A Heart Healthy Notebook FREE!!



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## MEASURING ROI OF RD PROGRAMS... ~15 – 150% INCREMENTAL SALES

### EXAMPLE: Post Promotional Analysis of an RD Promotion vs. Typical Trade Promotion





# THE RETAIL RD APPROACH



## THE RETAIL RD APPROACH: WHAT DOES SUCCESS LOOK LIKE?

### ***Brand differentiation***

Create value by developing a powerful network of Retail Dietitian advocates



# How Do you Cultivate Retail RD Brand Advocates?



Develop a Retail RD Engagement Strategy

Build Nutrition Credibility

Provide Tools To Engage Customers at Point of Purchase

## HOW DO RETAILERS PLAN FOR HEALTH & WELLNESS SUCCESS?

1. **Employ Experts:** Registered Dietitian Nutritionists (R.D.N.) are the recognized food & nutrition experts with standardized educational training and licensure (in most states).
2. **A Holistic Approach** – The Retail Leadership supports health at every level of the organization including employee wellness; PR as well as in their core business of selling groceries.
3. **Integrated Marketing Program** –Health is promoted across every department (grocery, perishables, prepared foods) and throughout all channels (print, digital, in-store signage & media).
4. **Data-Driven & Measurable Results:** Establish goals for the health & wellness platform based on insights and data and measure results based on sales, customer engagement & more.
5. **Be Unique:** Create a health & wellness platform that is unique to your customers and demographics. Invest in customization that communicates your brand values and commitment.

# BARB'S RETAIL RD INSIGHTS -- WRITING & PUBLICATIONS

**Demonstrating ROI**

**Food Environments Designed To Sell**

**Deciphering "Clean" Labels**

**Reaching Millions (of Customers)**

**Driving Produce Consumption with Innovation**

**Evolution of the Grocery Industry and Supermarket RD (PDF)**

**Architects of Good Health** (Nudging Customers Towards Health)

**Seeing is Believing** (Impact of RD Factory & Farm Tours)

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## THE RETAIL RD



### EVOLUTION OF THE GROCERY INDUSTRY AND SUPERMARKET RD

By Barbara Ruhs, MS, RD

Today's Dietitian (TD) has reported on supermarket RDs and their programs, and has followed the growth of this emerging field of nutrition throughout the past decade. In this issue, to inform, educate, and inspire both retail dietitians and RDs in other areas of practice, TD launches a new column devoted to supermarket nutrition.

As supermarkets continue to grow in relevancy in the health care arena, and as health and wellness becomes a higher priority in consumer purchasing decisions, dietitians will benefit by being informed about the supermarket and the retail food industries. TD welcomes questions and feedback on this column from readers pertinent to the supermarket industry to be covered in future issues.

#### Dietetics Careers in Retail

It's an exciting time for dietitians, as career choices in supermarkets continue to proliferate, offering greater opportunities to sharpen our skills and increase our knowledge. Dietitians working in supermarkets are representative of an evolving field within the dietetics profession. According to the Food Marketing Institute, 95% of stores employ dietitians at the corporate, regional, and store levels, and the majority of food retailers report that consumer health and wellness programs led by RDs offer a significant business growth opportunity and competitive strategy.<sup>1</sup>

As food and nutrition experts and trusted health care professionals, supermarket dietitians have the power to influence

consumer purchasing decisions, boost customer loyalty, and empower shoppers to make better food choices. Supermarket RDs function in many different roles within and across retail organizations, and their unique nutrition expertise is transforming the grocery industry in many ways. They're working strategically with category management to improve product selections available on store shelves, providing affordable nutrition education services to consumers, increasing access to clinical nutrition services, improving nutritional attributes of prepared foods, teaching culinary skills to shoppers to improve diet quality, and using traditional media and social media to

reach the masses with valuable food and nutrition information.

To be sure, the job description for supermarket dietitians varies widely, and retailers are employing them to gain an edge over their competition. Profit margins to sell groceries are diminishing, so retailers are being forced to find alternative ways, other than lowering prices, to entice customers to spend more money and visit their stores more frequently—and they're looking to supermarket RDs for help. Supermarket dietitians of the future will continue to gain more traction in this space as they hone their business and marketing skills and gain knowledge of how the food and the supermarket industries work.

While there are no guarantees, being a dietitian in the retail food business can be an added bonus. To survive and thrive, dietitians must prove their value and have a direct impact on sales and profits while functioning in many of the traditional roles found in supermarkets. Being a CEO, director of public relations or marketing, and category manager are all important duties that are within the reach of supermarket dietitians today and in the future.

#### Brief History of Supermarkets

Since the Great American Tea Company, which evolved into the Great Atlantic and Pacific Tea Company, better known as A&P, introduced the first grocery store concept in the United States in 1859, retail grocers continuously have evolved to meet consumer demands. Convenience, price, and quality always have factored into the success of the retail food business. The initial grocery store concept sourced items in bulk, including dry goods, staples, and nonperishable ingredients used in everyday cooking, and a store merchant retrieved the items and measured and wrapped the precise amount the customer desired. During this time in the early 20th century, milk was delivered, and shoppers were required to visit multiple

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HIRE ME TO PROMOTE YOUR BRAND & BUILD YOUR HEALTH & WELLNESS STRATEGY