

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
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183 WORDS, 60 SECONDS

CHOOSING NUTRITIOUS FOOD JUST GOT EASIER

MORE SHOPPERS ARE AWARE OF THE IMPORTANCE OF READING FOOD LABELS IN THE SUPERMARKET AND YET IT CAN BE A CHALLENGE TO FIND THE TIME. A RECENT NATIONWIDE SURVEY COMMISSIONED BY SAFEWAY DISCOVERED AS MANY AS FORTY-ONE PERCENT OF MOMS FOUND IT A CHALLENGE TO READ THE LABELS THAT INFORMED THEM ABOUT NUTRITION CHOICES—AND FOR MANY WHO DID, THE INFORMATION WAS OFTEN CONTRADICTIONARY OR CONFUSING. ALSO, THIRTY-SIX PERCENT OF THE MOMS SURVEYED SAID THEY ARE CAUTIOUS ABOUT THE CLAIMS MADE ON PACKAGING. FORTUNATELY, SOME SUPERMARKETS ARE WORKING TO MAKE IT EASIER TO FIND HEALTHIER CHOICES BY HIGHLIGHTING THE NUTRITION BENEFITS OF THE FOOD THEY SELL. FOR EXAMPLE, SAFEWAY NOW OFFERS SIMPLE-NUTRITION, AN IN-STORE PROGRAM THAT HELPS SHOPPERS MAKE NUTRITIOUS FOOD CHOICES AT AN AFFORDABLE PRICE. THE PROGRAM PROVIDES GREEN SHELF TAGS ON QUALIFYING ITEMS THROUGHOUT THE STORE THAT HIGHLIGHT TWENTY-TWO DIFFERENT NUTRITION AND INGREDIENT BENEFITS. ACCORDING TO KERRY NEVILLE, SAFEWAY CONSULTING DIETITIAN, IT IS LIKE HAVING YOUR OWN PERSONAL NUTRITION COACH WITH YOU IN THE STORE AISLES. FOR MORE INFORMATION, VISIT SAFEWAY--DOT--COM--SLASH--SIMPLE-NUTRITION.