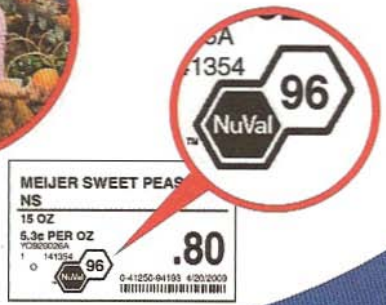
The NuVal™ System is designed to help you make informed choices for a balanced approach to shopping and eating. It's not there to tell you if a food is good or bad; it just gives the score that food earned. Only you can decide what your overall nutritional needs are.

Also, don't forget to take into account the size of your portions and variety of foods you eat, as they're also important to consider in addition to using the NuVal™ System.



Just look for the NuVal™ Score on the shelf tag.

NUTRITION MADE EASY.

meijer

NuVal 1-100™ Nutritional Scoring System

Q What is the NuVal™ Nutritional Scoring System?

A The NuVal System is a nutrition scoring system that allows consumers to see – at a glance – the nutritional value of the foods they buy.

- It's a summary of the overall nutritional value of grocery store products.
- It provides one simple score from 1 to 100.

The higher the nutritional value, the higher the NuVal™ Score. It's as simple as that.

Q What does the NuVal™ System do?

A The NuVal™ System makes it easy to quickly see the overall nutritional values of the foods you're buying, helping you make smarter choices item by item.

Q Who developed it?

A The NuVal™ System is based on a unique food scoring formula developed over the course of two years of research by an independent team of nutrition and medical experts from leading universities and health organizations.

The team featured experts from nutritional and medical disciplines like general nutrition, pediatrics, cardiovascular disease, epidemiology, weight management, diabetes and chronic disease prevention.

Led by Dr. David Katz of the Yale University/Griffin Hospital Prevention Research Center, the team and its work were solely funded by Griffin Hospital, independent of funding or influence by food or beverage retailers or manufacturers. Ownership and ongoing oversight of the algorithm remains in the hands of Griffin Hospital.

The team's mission was to develop a science-based formula that would give people the ability to easily see and compare the overall nutritional values of any food or beverage they were considering.

Q How is a score calculated?

A The NuVal™ System takes into consideration more than 30 nutrients, including carbohydrates, protein, fat, fiber, vitamins, minerals, and antioxidants. It accounts for how these nutrients influence health and how they relate to recommendations from USDA dietary guidelines and Institute of Medicine Dietary Reference Intakes. Some of the nutrients used to arrive at a NuVal™ Score are:

GENERALLY FAVORABLE			GENERALLY UNFAVORABLE
· Fiber	· Vitamin B12	· Magnesium	· Saturated Fat
· Folate	· Vitamin B6	· Iron	· Trans Fat
· Vitamin A	· Potassium	· Total bioflavanoids	· Sodium
· Vitamin C	· Calcium	· Total carotenoids	· Sugar (Total/Added)
· Vitamin D	· Zinc		· Cholesterol
· Vitamin E	· Omega-3 Fatty Acids		

A NuVal™ Score does much more than just add up nutrients. It provides nutritional perspective. For example, fiber is an important part of a healthy diet, but most Americans don't get the recommended daily amounts. So we've weighted fiber to reflect the need to add more of it to our diets.

NuVal™ Scores also take into account the amounts of protein, fat and carbohydrates, as well as the quality of these important nutrients, as there are differing quality levels that we can evaluate.

Q How can you make NuVal™ Scores work for you?

A Use the NuVal™ System as a guide when you do your grocery shopping. It's a fast, simple way to make well-informed nutritional choices.

A NuVal™ Score allows you to compare products within a food section or even across categories by giving you a simple Score of the overall nutritional value of each product. When you see a NuVal™ Score on the shelf, the higher the number you see, the higher nutritional value of that item.