

# WELLNESS INNOVATION ZONE

INTERNATIONAL BALLROOM I AND II

**SUNDAY, APRIL 3, 2011, 11:00 AM – 5:30 PM**

*Sponsored by PepsiCo*

The Wellness Innovation Zone is a fun, interactive learning and idea-sharing experience open to all conference attendees. Browse the displays and exhibits and take part in the discussions. Bring your questions, ideas and experiences and be prepared to answer the challenge "What if we....?"

- Join in the conversation and be inspired!
- Discover new programs, products and services at the "Innovation Stations"
- Learn the value of strategic partnerships from a panel of industry experts
- Discover how to create integrated wellness programs by combining pharmacy with food

## AGENDA

11:00 AM – 12:00PM

**INNOVATION STATIONS OPEN**

12:00 PM - 12:45 PM

**INTRODUCTION BY IDEO**

12:45 PM - 1:35 PM

**PANEL DISCUSSION: HOW MIGHT WE EXPAND AND PROMOTE THE ROLE OF THE SUPERMARKET AS A COMMUNITY HEALTH AND WELLNESS DESTINATION?**

- Winn Dixie Flu Prevention Program – *Mike LeBlanc, Director, Pharmacy Business Development, Winn Dixie*
- SUPERVALU "Living Healthy with Diabetes" Initiative – *Craig Stacey, Director, Health and Wellness Marketing, SUPERVALU, Inc.*
- The Role of the Supermarket Pharmacy in Public Health Preparedness - *Lisa A. Rosenfeld MPH, Director, Emergency & Environmental Preparedness Solutions, Inc. and Program Coordinator Advance Practice Center (APC) Connector Site, Palm Beach County Health Department, Florida*

1:35 PM - 2:00 PM

2:00 PM - 2:15 PM

2:15 PM - 3:15 PM

3:15 PM - 3:40 PM

3:40 PM - 4:30 PM

4:30 PM - 4:45 PM

4:45 PM - 5:30 PM

UAN # 006-9999-11-017-L04P (45 mins)

### **KEYNOTE PRESENTATION: 2011 SHOPPING FOR HEALTH REPORT**

- Cary Silvers, Director of Consumer Insights, Prevention Magazine

### **KEYNOTE PRESENTATION: "COOK THIS, NOT THAT" - EMPOWERING SUPERMARKET SHOPPERS**

- Adina Steiman, Food and Nutrition Editor, Men's Health Magazine

### **INNOVATION STATIONS OPEN**

### **KEYNOTE SPEAKER: TAKING CONSUMERS FROM LABEL TO TABLE**

- Bonnie Taub-Dix, author of "Read It Before You Eat It"

### **PANEL DISCUSSION: HOW MIGHT WE LEVERAGE AND STRENGTHEN PARTNERSHIPS TO PROMOTE HEALTHY LIVING CAMPAIGNS?**

- Monday: The Day All Health Breaks Loose *Peggy Neu, President, The Monday Campaigns*
- "Produce for Kids" Partnership *Maureen Murphy, Manager Consumer Trends, Nutrition and Lifestyles, Price Chopper*
- Pennsylvania Fresh Food Financing Initiative *Yael Lehmann, The Food Trust*

### **"WHAT IF WE?" DISCUSSION AND VOTING**

### **INNOVATION STATIONS OPEN**

2011

# THE POWER OF MEAT

## AN IN-DEPTH LOOK AT MEAT THROUGH THE SHOPPERS' EYES



## WELLNESS INNOVATION ZONE EXHIBITORS

### ADFLOW HEALTH NETWORKS

AHN provides a proven and scalable 1:1 consumer health and marketing platform. This platform powers a variety of interactive, self-directed consumer engagements in retail pharmacies, employer worksites and other high traffic locations, both public and private sectors.

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### ALMOND BOARD OF CALIFORNIA

Consumers all over the world enjoy California Almonds as a natural, wholesome and quality food product, making almonds California's leading agricultural export in terms of value. The Almond Board of California promotes almonds through its research-based approach to all aspects of marketing, farming and production on behalf of the more than 6,000 California Almond growers and processors, many of whom are multi-generational family operations. Established in 1950 and based in Modesto, California, the Almond Board of California is a non-profit organization that administers a grower-enacted Federal Marketing Order under the supervision of the United States Department of Agriculture. For more information on the Almond Board of California or almonds, visit [www.almondboard.com](http://www.almondboard.com).

**The first 200 attendees to visit our booth will receive a FREE copy of the book "Read it Before You Eat It" by Bonnie Taub-Dix"**

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## **BONNIE TAUB-DIX, MA,RD,CDN**

As a nationally recognized nutrition expert, in her new book, *Read It Before You Eat It*, Bonnie Taub-Dix walks shoppers down the aisle while helping them side-step tricky marketing ploys and figure out exactly what should be going into their carts. In all 254 pages not one brand name is mentioned, so consumers can carry this user-friendly guide to any store and shop at any price-point. It's the perfect supermarket companion.

**The first 200 visitors to Almond Board of California's booth will get a chance to chat with Bonnie and receive a free copy of her book!**

Contact:

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## **CATALINA**

Catalina is committed to helping manufacturer and retail brands deliver unprecedented performance. With proprietary and integrated in- and out-of-store marketing platforms, Catalina enables brand stewards to deliver the right message to the right audience in the right environment. Catalina leverages the world's largest, transaction-level, shopper-data warehouse to develop, deliver, and measure shopper and patient-driven engagements with approximately 90M households and 130M patients annually. Media distribution channels include 50,000 food, drug and mass locations worldwide, including 18,000 US pharmacies.

**Catalina will orchestrate a printing demo featuring their Simple Substitutes study.**

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## **COOK THIS, NOT THAT!**

*Cook This, Not That!*, written by Men's Health editor-in-chief David Zinczenko and Matt Goulding, is the first cookbook in the bestselling *Eat This, Not That!* series and reveals hundreds of kitchen and cooking secrets that put readers in the control of their waistlines. The book, launched in December 2009, empowers readers to strip away fat — and save thousands of dollars a year — by making their own at-home versions of popular restaurant entrees, appetizers and desserts.

**100 free copies of the book will be given away, courtesy of Rodale Publishing**

## **THE FOOD TRUST**

The Food Trust was established in 1992 to develop a stable food supply in underserved communities, educate youth and families about healthy eating, and improve the connection between urban and agricultural communities. The agency's mission is to ensure everyone has access to affordable, nutritious food. The Trust employs a comprehensive approach that integrates nutrition education with increased availability of affordable, healthy food.

The Food Trust has become a regional and national leader in developing new strategies to prevent childhood obesity and other diet-related diseases through innovative programs to increase access to fresh food and provide nutrition education in underserved communities. For more information, visit [www.foodtrust.org](http://www.foodtrust.org).

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## **GUIDING STARS**

Based on extensive consumer research, Guiding Stars is the original in-store nutrition guidance program. The user friendly rating system and appealing graphics of Guiding Stars allow the program to be utilized successfully in a growing number of supermarket chains, as well as public schools, college dining halls, hospital cafeterias, and corporate cafeterias. For more information please visit [www.guidingstars.com](http://www.guidingstars.com)

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## HEALTH PROMOTION SOLUTIONS

Health Promotion Solutions provides evidence-based wellness solutions to retail organizations to support chronic disease prevention, biometric screening, and health management. We provide consulting and product offerings including validated assessment tools, health coach training / certification, professional staffing and software technologies to engage consumers to change behavior and reduce health risks. We customize the needs of our clients and provide tools to measure outcomes and maximize ROI to support third party reimbursement from payors. For more information visit [www.healthpromosolutions.com](http://www.healthpromosolutions.com).

**Health Promotions Solutions will offer free personalized nutritional assessment and dietary profile using a picture-based web tool called Vioscreen. To access your VioScreen demo please go to: <http://demo.vioscreen.com> Click on "Register" to create your account and access the VioScreen dietary questionnaire Enter the following registration code: FMIHW.**

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## IMS HEALTH

IMS Health is the world's leading provider of market intelligence to the pharmaceutical and healthcare industries. We offer a variety of solutions to help clients understand the marketplace, improve marketing effectiveness and optimize sales productivity. With a presence in more than 100 countries and over 55 years of experience, IMS applies leading-edge technologies to transform billions of pharmaceutical transactions collected from thousands of sources into strategic insights. Interpreted and analyzed by IMS experts, these insights are an unmatched source of trends and perspectives about the pharmaceutical marketplace – precise market intelligence that can be translated into action.

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## THE KELLOGG COMPANY

Consumers around the world enjoy Kellogg Company products, one of which –Kellogg's Corn Flakes®– has been part of a wholesome, delicious morning for more than a century. Our company began with only 44 employees in Battle Creek, Michigan, in 1906. Today we manufacture in 18 countries and sell our products in more than 180 countries around the world.

For more than 100 years, innovation and our commitment to being the best in the categories in which we compete has guided our Company. From being the first company to offer premiums in our cereal boxes to being the first to fortify our cereals, Kellogg has historically been a leader in industry, innovation and marketing. Our founder, W.K. Kellogg, had a strong commitment to nutrition, health and quality. His vision continues to drive improvement in our products and processes, with the goal of providing great-tasting, nutritious products that meet the most rigorous quality standards.

With 2010 sales of nearly \$12 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. The Company's brands include Kellogg's®, Keebler®, Pop-Tarts®, Eggo®, Cheez-It®, All-Bran®, Mini-Wheats®, Nutri-Grain®, Rice Krispies®, Special K®, Chips Deluxe®, Famous Amos®, Sandies®, Austin®, Club®, Murray®, Kashi®, Bear Naked®, Morningstar Farm®, Gardenburger® and Stretch Island®.

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## **LEARNSOMETHING, INC.**

LearnSomething is the leading provider of eLearning solutions for the food, drug and health care industries. For more than 15 years LearnSomething's products and custom development services have helped companies and professional associations meet training objectives through flexible online, blended and instructor-led programs. LearnSomething's shopper marketing program, Shoppertunities™, delivers product solution messages that shoppers tune in.

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## **LIVE HEALTHY AMERICA**

Live Healthy America (LHA) is a nationwide, online, team-centric wellness solution that motivates, educates and empowers organizations/ individuals to make positive changes to achieve optimal health through our customized wellness challenges. By bringing together teams of friends, families, employees and communities alike, Live Healthy America helps members create a lifestyle of healthy habits, physical activity, wellness challenges and improved nutrition and weight loss. We may be known best for our national 100 Day Wellness Challenge, but we are much more – we are a tailored wellness solution that drives employee engagement, activation and involvement in their everyday health.

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## **MARS CHOCOLATE**

As a global food manufacturer, Mars aspires to be a leader in creating a healthier environment. Three core tenets support our aspirations:

**Information.** Our Consumers want to make informed choices. We are committed to providing clear information regarding our products' nutritional values and ingredients.

**Responsibility.** We are committed to marketing our products responsibly. For example, we were the first food company to globally commit to not advertising to children under age 12.

**Innovation.** Our innovation efforts aim to provide the consumer with choices for their lifestyle and needs ranging from an occasional indulgent treat, to a great tasting snack that can contribute to a healthy diet.

Food manufacturers have a role to play in creating a healthier environment and promoting healthy lifestyles and at Mars, we are committed to doing our part.

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## **McCORMICK & COMPANY, INCORPORATED**

McCormick & Company, Incorporated is the global leader in the manufacture, marketing and distribution of spices, seasonings and flavors to the entire food industry.

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## THE MONDAY CAMPAIGNS

The Monday Campaigns is a public health initiative associated with Johns Hopkins, Columbia and Syracuse Universities that dedicates the first day of every week to health. Every Monday, individuals and organizations join together to commit to the healthy behaviors that can help end chronic preventable disease. Why Monday? It's a proven help in starting and sustaining behavioral change. Monday is the day most people begin diets, exercise programs, quit smoking and schedule doctor's appointment. And a Monday start helps them follow through on their healthy intentions.

Many Monday Campaign initiatives can help supermarkets and pharmacies meet their wellness goals including Meatless Monday and Kids Cook Monday cooking demonstrations and promotions, Restock Monday reminders to refill prescriptions and stock up on healthy products and Make Sure Monday and Man Up Monday to promote preventive screenings.

The Monday Campaigns offers free marketing concepts, research, creative materials, case studies and ready-to-scale programs. We also partner with organizations to fund academic research, pilot projects and replication of successful models.

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## PEPSICO

PepsiCo, a world leader in foods/beverages serving consumers in 200 countries, has over 285,000 employees united by a unique commitment to sustainable growth, called Performance With Purpose. PepsiCo takes its responsibility to improve the way it nourishes consumers seriously. PepsiCo has found innovative ways to reformulate products to meet its commitment to reducing salt and saturated fat in key global food brands and reducing added sugar in key global beverage brands, while increasing the use of whole grains, fruits, vegetables, nuts, seeds and low-fat dairy. Through it all, PepsiCo has retained the taste that makes its products stand out and its brands -- Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi Beverages - respected household names.

**PepsiCo will conduct a blind tasting of Lay's potato chips (regular chip and the new reduced salt) as part of a salt technology demo and will be sampling both SoBe 0 Calorie and Trop50 (sweetened with stevia) as part of an interactive sweetener demo.**

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## THE ROBERT WOOD JOHNSON FOUNDATION

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. In 2007, the Foundation committed \$500 million toward its goal of reversing the childhood obesity epidemic by 2015. This is the largest commitment any foundation has made to the issue.

For more than 35 years the Foundation has brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit [www.rwjf.org](http://www.rwjf.org).

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## **SOLOHEALTH, INC.**

SoloHealth is a healthcare technology and data analytics company that enables consumers to take charge of their own health. Our inaugural offering, Eyesite, is an interactive self-service vision testing kiosk, while our newest product, SoloHealth Station, will provide a broader health and wellness experience, offering vision, blood pressure, and body mass index testing. Placed in high-traffic retail settings, SoloHealth kiosks also connect users with local healthcare providers, offer a basic health risk assessment, and deliver lifestyle coaching via personalized recommendations. An emerging leader in self-service healthcare, SoloHealth provides individuals who may not have had convenient access to health care a portal into a broader health and wellness ecosystem. For more information, please visit [www.solohealth.com](http://www.solohealth.com)

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## **US WELLNESS INC.**

US Wellness is an innovator of strategic retail health and wellness services, including health screening and counseling. US Wellness has managed over 15,000 retail health education and screening events in the past year for clients including Walgreens, Wakefern, Giant Eagle and General Mills. Health screenings offer tangible value to customers and a teachable moment from which 86% of customers take action in the form of retail sales. For over 14 years, US Wellness has managed mobile community health promotion, retail store and pharmacy health screenings, electronic data capture and outcomes reporting that drive tangible results for our retail clients.

**Stop by our booth for a complimentary health screening and to talk more about how we can put our experience to work for you.**

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# **SafeMark**

In the business of food safety, the best protection is prevention, and it begins with the right training program. That's why the Food Marketing Institute (FMI) developed the SafeMark training and certification program. FMI provides the tools, information and resources that retailers need to ensure they are properly protection consumers.

## **Supermarkets**

All inclusive program focused on training supermarkets managers, supervisors and front-line employees. Includes print materials, online and CD-ROM.

### **For Managers:**

- Guide to Food Safety, English and Spanish
- Guide to Food Safety Trainers Kit, English and Spanish
- Guide to Food Safety Online, English and Spanish

### **For All Store Associates:**

- Quick Reference Guide, English and Spanish
- Quick Reference Guide Trainers Kit, English
- Quick Reference Online, English and Spanish

## **Food Establishments**

Training alternatives designed to prepare for any manager and supervisor for the nationally accredited food manager certification exam.

### **Managers and Store Associates:**

- Food Safety Fundamentals, English
- Food Safety Fundamentals Trainers Kit

## **Best Practices**

Science-based best practices to help manage food safety risk factors.

### **For all Store Associates:**

- Retail Food Safety Pocket Guide, English and Spanish
- Norovirus Guide, FREE!

Visit [supersafemark.com](http://supersafemark.com) for details and to purchase your copy today!

