

Cans Get You Cooking™ Supermarket Tour Guide

Cans Get You
COOKING™

Introduction

Conducting in-store supermarket tours with registered dietitians is an increasingly popular way to engage with shoppers, encourage better-for-you choices, build loyalty, and promote retailer-specific programs and products. Whether you have a standard store tour that you do yourself, welcome local RDs into your store to conduct their own tours, or just need some fresh material, this Cans Get You Cooking™ Supermarket Tour Guide can be used as a basis for any store tour or as a supplement to an existing script.

The Cans Get You Cooking program is designed to highlight the nutrition, convenience, quality, affordability and taste of canned food products and to give consumers confidence that cans are helping them prepare healthful, delicious, homemade meals. As such, this guide focuses on canned fruits, vegetables and proteins. These food categories can be as nutritious and tasty as fresh, but according to the International Food Information Council (IFIC), 43 percent of consumers have unfavorable views of processed foods, including canned products.¹ The opportunity exists to showcase how canned foods empower your shoppers to provide healthful, quick meal solutions for their families consistent with the 2010 Dietary Guidelines for Americans and MyPlate icon.

This guide also links the benefits of canned food products to the major point-of-purchase nutrition guidance systems (NuVal® and attribute-based programs) and heart disease and diabetes, allowing you to quickly and easily customize the script to your retailer and/or tour group. Success is right here in your hands!

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Canned Vegetables Tour Stop

Consumer Challenges

- Limited time to prepare nutritious meals
- Getting kids to eat vegetables
- Affordability of vegetables
- Meeting personal health needs

Key Category Messages

- Convenience
- Taste
- Affordability
- Nutrition: Low calorie or under 100 calories per serving, fiber, no salt added or low sodium, fill half your plate with fruits and vegetables, clean label

Guide your tour participants to the canned vegetable section of the store, and start the dialogue with a probing question such as:

- *What challenges do you face in getting dinner on the table?*
RD Note: Research shows that the majority of canned foods are used at dinner.
- *If you could wave a magic wand over any part of dinner time, what would you change first?*
RD note: Having a magic wand available and handing it to people can increase engagement with your tour group and entertain any children in the group.

Based on participant responses, provide solutions to these challenges:

Challenge: Limited time to prepare dinner

Sample Script

We're all time-starved these days, aren't we? Canned products help you cook more, and more successfully, at home with the time and money you have to put dinner on the table. Take canned tomatoes, for example. The category offers enticing flavors that can be quickly combined for a family-pleasing meal. Try options such as Basil, Garlic and Oregano Diced Tomatoes, or Spicy Red Pepper, or Fennel and

Red Pepper (point to these products on store shelf). Add ground turkey and boil whole-wheat pasta, and an Italian supper is on the table in less than 20 minutes. Or consider other flavor options like Diced Tomatoes and Green Chilies or Fire-Roasted Garlic. Layer whole-grain rice, a can of black beans, either of the tomato options, sprinkle on your favorite cheese and you've headed south of the border with a quick and flavorful dinner.

Challenge: Making nutritious meals

Sample Script

The USDA recommends filling half your plate with fruits and vegetables for the health benefits they provide – vitamins and minerals, fiber, and balanced calories, to name a few. Cans seal in freshness, flavor and nutrition, with research from Michigan State University showing that most nutrient levels are consistent between canned and fresh produce.² Canned tomatoes actually contain more lycopene – a powerful antioxidant – than their fresh counterparts. (If asked about vitamin C, explain that while some vitamin C is lost in the canning process, it then remains stable throughout the product's shelf life, whereas fresh produce loses some vitamin C every day.) If you're being careful about sodium, there are many "no salt added" and "reduced sodium" options available on the store shelf. When choosing the traditional version, draining the liquid and rinsing the contents before you use it decreases the sodium by 30-60 percent according to industry experts and based on the type of vegetable. Pick a canned vegetable off the shelf and turn to the ingredient list on the back label. What do you notice? As you can see, cans preserve nature's bounty by safely sealing in flavor and nutrients without preservatives and additives, giving you one more reason to feel good about using canned food products in your meals.

NuVal Retailers Recommended Script

Can you find a canned vegetable product that scores 100? What do you notice about this product? (Answers may include it has no salt added, is low in calories, or has vitamins.) The NuVal Score of 100 – the same score as the fresh vegetable – is proof that the can seals in freshness, flavor and nutrition. You can feel good about adding this "perfect 100" to your shopping cart.

Attribute Program Retailers Recommended Script

In our stores, we highlight key nutrition attributes in every food category to help you meet your healthy eating goals. What tag signs do you notice in this section of the store? (Pause for responses) You're correct; in canned vegetables our shelf tags (insert name of your retailer's attribute program) highlight products that are "low sodium" for shoppers who are watching their sodium intake. We also feature options that are "low calorie" or under 100 calories per serving, a "good source of vitamin A," or a "good source of fiber," meaning the food provides at least 10% of the Daily Value for that nutrient. In canned vegetables, there are many tagged items – proof that the can seals in freshness, flavor and nutrition.

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Challenge: Getting my kids to eat vegetables

Sample Script #1

There's a Spanish proverb that says "Habits are first cobwebs, then cables." Kids have more than 1,800 dinners by the time they turn five. To turn cobwebs into cables – creating vegetable eaters for a lifetime – introduce vegetables repeatedly and in different ways, teaching them to enjoy their flavor, texture and temperature. Try canned green beans or carrots drained and served at room temperature (sometimes kids don't like temperature extremes) as an "appetizer" course. Puree beets and add them to meatloaf. Chop canned mushrooms and sweet potatoes for chili, soups or stews. Cans help you serve wholesome meals to your family, and turn "cobwebs into cables" that last a lifetime.

Sample Script #2

Penn State University research found that when kids were given a fruit or vegetable before a meal they ate more fruits and vegetables throughout that meal, including those served as a part of the main course.³ Try canned green beans or carrots, drained and served at room temperature (sometimes kids don't like temperature extremes) as an "appetizer" course. Or puree beets and add them to meatloaf. Chop canned mushrooms and sweet potatoes for chili, soups or stews. Cans help you serve wholesome meals to your family and encourage vegetable eating.

Challenge: Affordability of vegetables

Sample Script

Cans help you spend your food dollars wisely. Research conducted at Michigan State University found that the cost of canned vegetables can be as much as 50% less than frozen options, and 80% less than fresh, with virtually no sacrifices in nutrition or quality.² Additionally, with canned vegetables, you're only paying for the edible portion, and not the cob of an ear of corn or the thick rind of a winter squash. Finally, cans make vegetables available throughout the year.

- RD Note: In 2011, 15% of Americans received aid from the Supplemental Nutrition Assistance Program (SNAP). Food affordability is an important topic to these and all consumers.
- RD Note: Based on Michigan State research, the price per edible cup of vegetables is as follows:

- Canned carrots: \$0.69	Fresh carrots: \$0.77
- Canned spinach: \$0.84	Fresh spinach: \$3.92
- Canned green beans: \$0.67	Fresh green beans: \$3.23
- Canned tomatoes: \$0.41	Fresh tomatoes: \$1.28
- Canned corn: \$0.69	Fresh corn: \$1.17
- Canned turnip greens: \$0.81	Fresh turnip greens: \$2.11
- Canned Peas: \$0.74	Fresh peas: \$1.84

Challenge: Meeting personal health needs

Sample Script for Heart Disease

First, let me commend you for being here today and taking control of your health. Being careful with sodium is an important part of heart-healthy eating habits. Because canning technology keeps food fresh and flavorful without a lot of additives, many "reduced sodium," "low sodium" and "no salt added" options are available in this food category. There's a nutrient in canned vegetables that you want to get more of to help manage heart disease – potassium. Try canned spinach (538 mg per cup), sweet potatoes (422 mg per cup), asparagus (210 mg per cup) and mushrooms (201 mg per cup) to increase your intake.

• NuVal Retailers Recommended Script

Watching your sodium intake? Choosing products with a higher score in canned vegetables is often an indication of their lower sodium status. The NuVal score also factors in the amount of fiber and potassium in a product; getting more of both can help manage or prevent heart disease.

• Attribute Program Retailers Recommended Script

Our shelf tags quickly direct you to those products that meet your heart health needs – those that are low sodium, low in calories or contain fiber. Additionally, some products carry a "heart health" tag indicating they meet the Food and Drug Administration's guidelines for heart-healthy foods.

Sample Script for Type 2 Diabetes

First, let me commend you for being here today and taking control of your health. Managing carbohydrates is a top priority in diabetes control. One vegetable exchange allows 15 grams of carbohydrates. Many canned, non-starchy vegetables like spinach, tomatoes, mushrooms, okra and peppers fit within this exchange. These vegetable choices can be a part of wholesome, tasty meals because cans seal in freshness, flavor and nutrition. Canned vegetables are lower in calories than other foods and help you cook more at home, making it simpler for people with type 2 diabetes to manage calories. The canned vegetable aisle offers many "no salt added" or "reduced sodium" choices – ideal for people with diabetes who are more susceptible to high blood pressure.

Cans Get You Cooking Supermarket Tour Guide

Canned Fruit Tour Stop

Consumer Challenges

- Increasing fruit consumption
- Limiting added sugars
- Meeting personal health needs

Key Category Messages

- Taste
- Convenience
- Affordability
- Nutrition: Vitamins A and C, under 100 calories per serving, natural sweetness, fill half your plate with fruits and vegetables, fiber

Guide your tour participants to the canned fruit section of the store, and start the dialogue with a fill-in-the-blank game.

Sample Script

Let's play a quick fill-in-the-blank game. I'll start with the first half of the sentence; you fill in the rest.

- When I am craving something sweet and reach for a candy bar or ice cream, I feel _____.
- When I start the day with a doughnut or muffin from the gas station or convenience store, I feel _____.
- When I grab fruit for a snack, I feel _____.

Logically, we all know that fruits are the better choice when we're craving something sweet. But more important is how we feel when we make the fruit choice – we feel better about ourselves as parents and meal preparers, and know we're making a nutritious choice.

The current Dietary Guidelines for Americans recommend that we fill half our plates with fruits and vegetables at each meal. Canned fruits cut meal preparation without sacrificing quality, helping us meet this recommendation. Try these options at each meal of the day:

Breakfast

Canned peaches and pears are ideal in smoothies because of their smooth texture. Choose options packed in 100% juice or with "no sugar added" to maximize nutrition. Use non-fat plain yogurt, add the fruit and blend. For added protein in the morning, use a non-fat plain Greek yogurt. This quick-and-easy, on-the-go breakfast is sure to be a hit with both adults and kids – both for taste and nutrition. Adults who start the day with breakfast eat fewer calories, and less fat and cholesterol than those who don't.⁴ Kids who eat breakfast perform better in math and reading, stay focused at school, and get more of key nutrients like calcium, fiber and protein.⁵⁻⁷

Lunch

Using cans helps you cut down on eating out. When building a salad for lunch, spinach and kale are nutrient-packed options to include as leafy greens. But they can sometimes be a bit bitter. Add canned mandarin oranges or pineapple slices to balance out the flavor. No matter the season of the year, cans let you enjoy nature's bounty by safely preserving fruits.

Dinner

Cans help you serve wholesome meals to your family because they seal in freshness, flavor and nutrition. At the same time, you gain the health benefits of filling half your plate with fruits and vegetables. The natural sweetness of fruit pairs well with most meats, but especially pork and chicken. Stir some mustard into crushed pineapple, and heat as a sauce for ham or lean pork chops. Toss mixed fruit with mint as a fresh-tasting salsa to accompany grilled, skinless chicken breasts. If you've had canned fruit earlier in the day, use any juice you drained off as a marinade for your dinner meats.

Dessert

Fruit is nature's perfect dessert. It provides sweetness, but along with it positive nutrients like vitamins A, C and/or fiber. Quickly grill canned peach or apricot halves, or pineapple rings to enjoy fruit's natural sweetness as the end to a healthy dinner.

No matter the meal, canned fruits help you cook more, and more successfully, with the time and money you have to put food on the table.

NuVal Retailers Recommended Script

A primary score driver in this category is total and added sugar. Compare Dole Pineapple in Heavy Syrup (UPC 038900006020) at a score of 5 to Dole Pineapple Slices in 100% Juice (UPC038900001391) with a score of 25. Canned fruits with artificial sweeteners may also have higher scores as they are lower in sugars and calories comparatively.

Attribute Program Retailers Recommended Script

What shelf tags do you notice in this aisle of the store? (Answers are likely to include "no sugar added," "under 100 calories," "good source of vitamin C" or "good source of vitamin A.") These tags quickly show how canned foods can meet the nutrition needs of you and your family. Can you find a tagged product that you've never used before? How might you use it at home to fill half your plate?

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Canned Fruit Tour Stop: Heart Health Tours

Ask the group: *How do foods in this category fit into your heart-healthy eating plan?*

Recommended response: *Congratulations! It's obvious you understand heart-healthy eating guidelines. Fruits fit well in heart-healthy eating plans because they don't contain fat or sodium, and the fiber fruits provide can be beneficial for managing or preventing heart disease. The American Heart Association recommends that women limit added sugars to 100 calories or six teaspoons a day, and men to 150 calories or nine teaspoons. Products labeled "no sugar" or sweetened with artificial sweeteners can help you meet this recommendation.*

Canned Fruit Tour Stop: Diabetes Health Tours

Ask the group: *How do foods in this category fit into your eating plan for managing diabetes?*

Recommended response: *You're right; fruit does contain sugar, and the amount you get in each meal impacts your blood glucose control. Look for choices that say "no sugar added" or "packed in 100% juice" on the label ([show example](#)). Some canned fruits use artificial sweeteners to manage sugar and calorie content. Most canned fruits contain less than 100 calories per serving.*

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Canned Meat & Seafood Tour Stop

Consumer Challenges

- Successfully preparing seafood, poultry and meats
- Teaching toddlers and young children to enjoy the texture of seafood, poultry and meats
- Affordability of seafood
- Ensuring food safety

Key Category Messages

- Convenience
- Quality
- Nutrition: lean protein, omega-3 fatty acids, portion control, calcium
- Affordability

Guide your tour participants to the canned meat and seafood section of the store.

Sample Script

Engage the tour participants with the following questions: *What's the one item that you depend on most during the day that's difficult not to have handy? Why? (Answers are likely to include phones, iPhones or car; and because it's convenient, solves a problem in life, or keeps shoppers connected to family and friends.)*

We're all looking for solutions in the kitchen in the same way you mentioned, helping us cut meal preparation time without sacrificing quality and giving us confidence to put together satisfying meals for family and friends. Canned meats, poultry and seafood are great kitchen solutions for many reasons:

Convenience

Canned proteins help you cook more, and more successfully, at home with the time and money you have to put food on the table. Because they're precooked, canned seafood and poultry can be quickly added to salads, casseroles and pizzas. Canned proteins make brown bagging easier – just add a single-serve can of tuna and whole-grain bread or crackers to assemble later at work or school. The various pack sizes of canned seafood, poultry and meats allow empty nesters, families or those cooking for one to purchase just the amount they need.

Quality

Canned seafood and poultry are precooked with sealed in freshness, flavor and nutrition. There's no need to test for doneness or to worry about food safety. Because of the iron-clad seal, you can rely on the food in cans like no other package. Toddlers and young children often need to be exposed to meat, poultry and seafood repeatedly to enjoy the taste and texture. Canned proteins, which are cooked perfectly, available in small pack sizes, and high quality, are an ideal way to introduce these foods to toddlers and young children.

Nutrition

Have you heard the term "superfood?" How do you define it? A superfood has significant nutrition benefit for the calories it provides. Canned salmon and tuna are considered superfoods because they're high in omega-3 fatty acids, sometimes called the "good fats." For adults, these good fats are protective against heart disease. Research shows that DHA (Docosahexaenoic Acid) – one of the omega-3 "good" fats – is important for brain development in young children. It's so important, in fact, that it's naturally occurring in breast milk. Canned salmon is also a good source of calcium, which is important for bone health. Portion control is another benefit of canned meat, seafood and poultry products, helping consumers manage daily calories consumed.

Affordability

Canned salmon and tuna are nutrition powerhouses, and are budget-friendly at the same time. Four ounces of canned salmon, for example, cost \$1.16 compared to \$4.40 for fresh. That's a savings of nearly 30% – without a coupon! With the can's iron-clad seal, you don't need to worry about spoilage, and the food that comes out is just as good as the day it went in, giving you a high quality product at a budget-friendly price.

RD note: These prices for salmon were taken from Peapod.com. Use current data from your retailer to make this example most relevant for your shoppers.

NuVal Retailers Recommended Script

NuVal Scores provide an easy way to calculate nutrition for the dollar. Canned salmon comes in varieties with no salt added, giving it the same score as fresh: 82. Based on the costs just mentioned, canned salmon is a budget-friendly option with freshness, flavor and nutrition sealed in. NuVal Scores show there are many foods throughout the store that fit within healthy eating habits.

Attribute Program Retailers Recommended Script

The canned meat, poultry and seafood aisle offers many nutrition attributes as highlighted in our (insert program name) shelf tag program. "Source of omega-3" helps shoppers quickly identify options that can benefit heart health in adults and brain development in young children. Products that meet the Food and Drug Administration's definition of "heart healthy" are tagged. "Good source of calcium" features sources of this bone-strengthening nutrient in departments other than dairy. "Lean," "extra lean" or "low saturated fat" guide you to the options with the best fat profile in canned poultry and meat.

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Canned Meat & Seafood Tour Stop Heart Health Tours

Recommended Script

The American Heart Association recommends eating fish – especially fatty fish like salmon and tuna – at least twice a week, and watching saturated fat and sodium intake. Cans help you cook more, and more successfully, at home with the time and money you have to put food on the table, making it convenient to achieve these recommendations. We’ve talked about the heart healthy benefits of salmon and tuna. Other canned meat and poultry products can be lean protein sources, helping you manage saturated fat intake. Look for poultry options that are all white meat and canned in water, or “lean,” “extra lean” or “low saturated fat” messages on product packages. “No salt added” options are also available in canned food products.

Canned Meat & Seafood Tour Stop Diabetes Health Tours

Recommended Script

One meat exchange has 7 grams of protein, and for canned meats, poultry and seafood, 1 ounce generally equals one exchange. The recommendation is to focus on lean protein sources because they are lower in saturated fat and calories. Look for poultry options that are all white meat and canned in water, or “lean,” “extra lean” or “low saturated fat” messages on product packages. Heart health may be a concern for people with diabetes, and canned salmon and tuna provide omega-3 fatty acids – the good fats – that may support heart health.

Cans Get You Cooking Supermarket Tour Guide

Canned Beans Tour Stop

Consumer Challenges

- Preparation and usage of beans
- Meeting daily fiber recommendation

Key Category Messages

- Convenience
- Taste
- Nutrition: lean protein, fiber, complex carbohydrate, vegetarian/flexitarian, clean label

Sample Script

Guide your tour participants to the canned beans section of the store, and start the discussion with the following question:

What's the first thing that comes to mind when you enter this aisle of the grocery store?

For me, it's remembering my mother (or grandmother) soaking beans overnight in order to use them the next day. She had to plan ahead, prep the night before, then cook the beans the next day. Today, most of us are getting home after a long day at work only to wonder what to make for dinner. We're time-starved, but still yearn for homemade meals. Canned beans help cut meal preparation time without sacrificing quality and give you the confidence to put together a satisfying and nutritious meal for your family.

Pick a product off the shelf. Any thoughts on how you might use this product to put food on the table with the time you typically have available or to increase the nutrition in a meal you already make? (Pause for responses)

Here are some ideas:

Black Beans

Scramble an egg or egg whites, top with warmed black beans and salsa – huevos rancheros in less than 10 minutes. There are many benefits to eating breakfast for both adults and kids. And this meal also makes a satisfying and easy dinner. Research at Michigan State University found that the fiber in canned beans is actually more soluble, and therefore more useful for the human body.

Garbanzo Beans

Homemade hummus is a quick and easy recipe, and proves the food that comes out of the can is just as good as the day it went in. Open a can of garbanzo beans, drain and add to a food processor blender. Add a little olive oil and water, season with garlic, salt and pepper to taste. The result? A great vegetable dip or sandwich spread that is high in fiber, complex carbohydrates and protein.

RD Note: See the Cans Get You Cooking Recipe Roundup for a Hurry Up Hummus recipe.

Navy Beans/Pinto Beans

Add these to any chili, soup or stew. The beans pick up the flavor of the spices and seasonings making a tasty meal to feed a crew – vegetarians, flexitarians or meat lovers. The protein and fiber fill you up. Canning technology keeps beans fresh and flavorful without a lot of preservatives or additives.

Butter Beans

Children are more likely to accept and enjoy new foods if they are initially paired or combined with a favorite food. Mash butter beans with potatoes to increase nutrition as well as acceptance by all family members.

White Beans

One of my newest uses of canned beans is to replace some of the fat in chocolate baked goods. Puree drained white beans, and substitute them for half the oil, butter or margarine called for in the recipe. This cuts the fat and at the same time adds fiber, complex carbohydrates and protein. Chocolate lovers will never know the difference.

All these options show how cans provide ingredients for you to make great tasting and nutritious soups, stews, side dishes and even desserts!

RD Note: The 2010 Dietary Guidelines for Americans list beans and peas as one of the best fiber sources. Fruits and vegetables are also named as additional sources of fiber. This national policy document encourages consumers to eat more beans, fruits and vegetables.

NuVal Retailers Recommended Script

Find a can and/or brand of beans you've purchased before. What's its NuVal Score? (Pause for responses) Can you find the same type of bean, but with a higher score? What is driving the score difference? In the canned bean category, it's typically the fiber, sodium and protein that drive the score up or down. What would make you feel comfortable enough to try the higher scoring product?

Attribute Program Retailers Recommended Script

Find a can and/or brand of beans you've purchased before. Do you notice any tags in front of it on the shelf? (Pause for responses) If not, can you find the same type of bean, but with a shelf tag? What's the difference between the two products? In this food category, our _____ program highlights products that are a "good source of fiber," "good source of protein" or "low sodium." What would make you feel comfortable enough to try the tagged product?

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Canned Beans Tour Stop Heart Health Tours

Recommended Script

What benefits do canned beans provide for heart health?

(Pause for responses) This is a smart group. Fiber is a heart-healthy nutrient and also fills you up, helping to manage calories consumed. Options that have "no salt added" or lower sodium levels fit well in heart-healthy eating plans. One nutrient you may not have thought of is potassium. Canned products including kidney, butter and pinto beans have potassium, which helps with blood pressure.

Canned Beans Tour Stop Diabetes Health Tours

Recommended Script

What benefits do canned beans provide for diabetes control?

(Pause for responses) This is a smart group. The American Diabetes Association names beans as one of their "Diabetes Superfoods," in part because of the fiber they contain. Just a half cup can provide one-fourth to one-third of the minimum 25 grams of fiber you need each day to help control blood glucose. The fiber in beans also fills you up, helping you to manage daily calories consumed. While beans are considered a starchy vegetable, they provide as much protein as an ounce of meat with no saturated fat, making them a great choice in diabetic eating plans. "No salt added" and "reduced sodium" canned beans are a go-to food product for people with diabetes who are more susceptible to high blood pressure.

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Notes

- NuVal Scores used in this document were effective on 12/17/2012.
- Nutrient data on products in this document based on USDA National Nutrient Database for Standard Reference, Release 25. Nutrient Data Laboratory Home Page, <http://www.ars.usda.gov/ba/bhnrc/ndl>.
- For additional information, including common questions and answers related to canned products, please check the Frequently Asked Questions document in the e-toolkit at www.cancercentral.com/partners.