

American Heart Association

Heart-Check Program

Presented To

The National Pecan Shellers Association

Dennis Milne – Director Business Relations
Department of Nutrition & Obesity Strategies
American Heart Association National Center

Our Organization



Meet the **AHA**, the
world's foremost
authority on heart health

We are the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke.

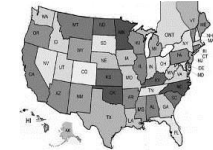
To help prevent, treat and defeat these diseases we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health.

American Heart Association Overview



My Heart. My Life.™

National/Grassroots Structure: 7 regional affiliates, 2000 local offices and 20 million supporters allow for increased reach and activation unmatched by most nonprofits



Health Impact: AHA accomplished its 2010 Impact Goal of reducing deaths from heart disease and stroke by 25% two years ahead of time, saving over 240,000 lives per year!



Brand Awareness: 98% of consumers have a favorable reaction to the AHA logo and 96% are aware of the AHA name



Purchase Influence: 90% of consumers say they are more likely to buy a product displaying the AHA's logo



Cause Leader: The AHA is the leader in creating programs to combat CVD, including women and heart disease, stroke in minorities, childhood obesity and physical activity



Customer Centricity: Organization-wide implementation of corporate customer management approach leads to customer satisfaction and retention



Our 2020 Strategic Impact Goal:

- By 2020, to improve the cardiovascular health of all Americans by 20 % while reducing deaths from cardiovascular diseases and stroke by 20 %.
- **Focus on moving people from where ever they find themselves to ideal heart health.**
- **Keep it simple: focus on absence of disease, health factors and behaviors.**
- **Life's Simple 7: Smoking, BMI, Physical Activity, Healthy Diet, Cholesterol, Blood Pressure and Blood Glucose.**
- **MyLifeCheck.org – knowledge is the beginning of the journey.**

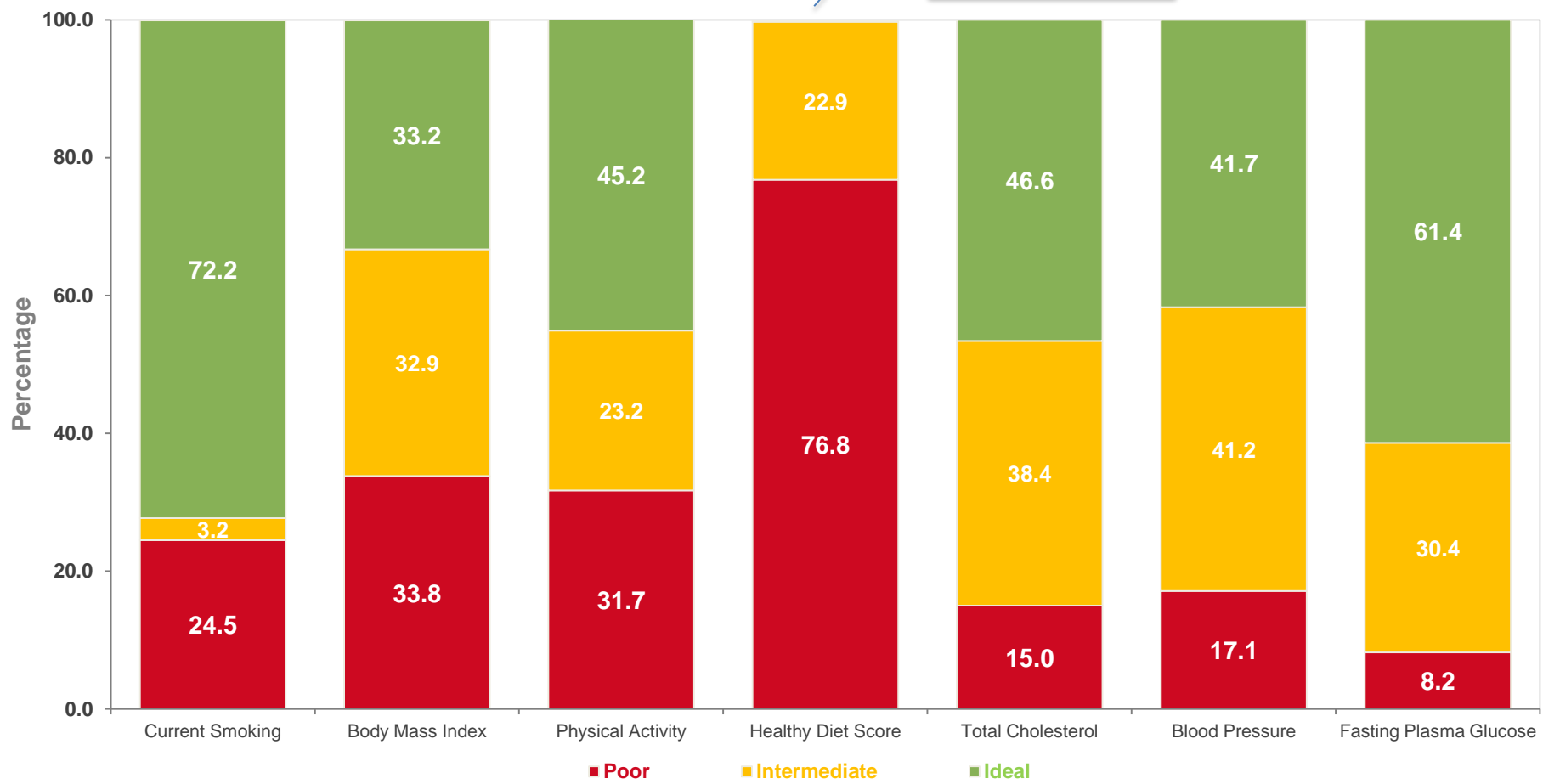


Prevalence for CV Health Factors – U.S. Adults

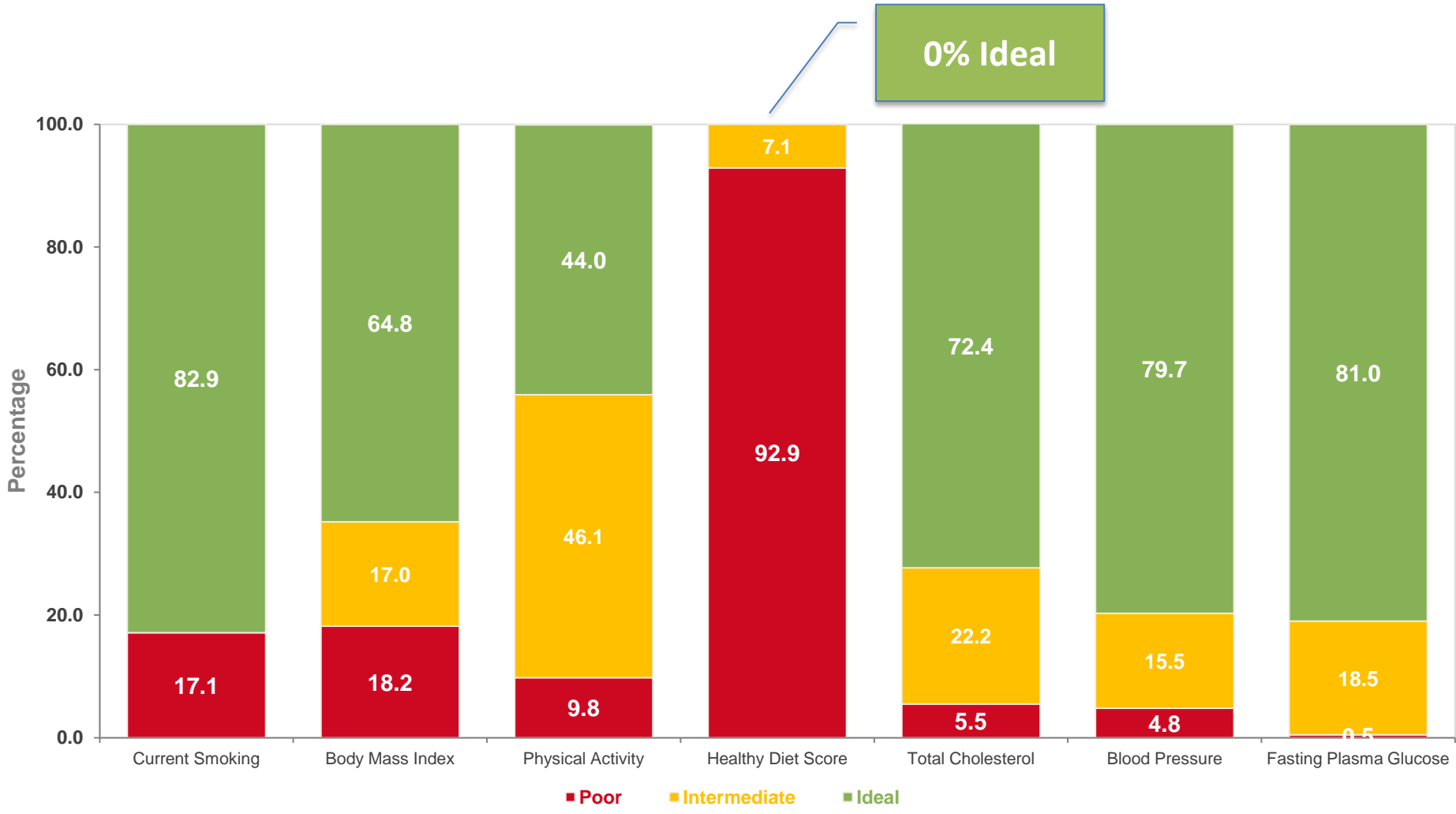


My Heart. My Life.™

0.3% Ideal



Prevalence for CV Health Factors – U.S. Children



Nutrition Center

Vision: To lead positive change in Americans' health and wellness by guiding nutrition choices where they are made, and ultimately creating heart-healthy mindsets and eating environments.

Food Supply



Industry Nutrition Advisory Panel
Federal and State Advocacy
Strategic Partnerships

Environment



Grocery Stores | Restaurants
Worksites | Home
Schools

Consumer Behavior



Food Cert Expansion
Virtual Nutrition HQ
Nutrition Spokesperson

Market Segments (* AHA Target): Proactive, Strivers*, Strugglers*, Invincible



- The **credibility of the governing body**: AHA is THE most trusted to decide if a product may display a health symbol (AHA February 2009 Quantitative Consumer Market Research).
- Length of time in existence: launched in 1995 and is the **longest running established program**
- **Transparency** and accessibility of nutritional criteria
- Program symbol explicitly **communicates to consumers** what it means
- **Consumer research** supports that shoppers are positively influenced and use the mark when making selections
- **Laboratory analyses** to confirm nutrient levels do not exceed the maximum. No variances allowed as with FDA which allows a +/- 20% variance for the Nutrition Facts Panel
- Mechanisms are in place for staff to scrutinize for **compliance with science guidelines and the program's policies**
- The **program is national**; symbol on package adds in-home visibility

Heart-Check Evolution



1995



2005



2008



2010



Today



- AHA heart-check mark program launches in 1995 with criteria aligning with FDA CHD Health Claims
- Fall 2005, added certification under the “Whole Grain Foods with Moderate Fat Content and CHD” Health Claim. Standard mark variation added to identify whole grains.
- July 2008, added certification under “Soluble Fiber from Certain Foods and Risk of Coronary Heart Disease” Health Claim as part of standard mark certification
- Spring 2010, enhanced design announced based on consumer communication testing
- Fall 2011, added certification under “Nuts and Coronary Heart Disease” Health Claim and “Omega-3 Fatty Acids and Reduced Risk of Coronary Heart Disease” Health Claim. Design streamlined to move to one mark covering all types of certification with direction from comprehensive communication testing.

Heart-Check Brand Strength – 2012 Consumer Insights Research

The *AHA Heart Check* is the most highly trusted symbol. Consumers are more likely to look for the *AHA Heart Check* logo than any other symbol tested.

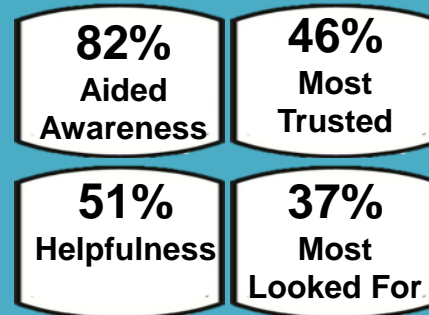
Symbol Facts

AHA Heart Check has the highest level of awareness compared to all other symbols tested.

Consumers feel reassured of a product's nutritional value when the *AHA Heart Check* is present on the packaging.

They find it trustworthy and credible, and associate it with food being good for the heart, which further supports the high levels of influence exhibited by this symbol.

AHA Heart Check also performs well among various consumer segments, particularly African Americans and Hispanics.



Heart-Check Brand Strength



The remaining food package symbols underperform *AHA Heart Check*.



- Nearly half of consumers surveyed are aware of the *Whole Grain Stamp* (47%), which significantly trails the number familiar with *AHA Heart Check* (82%).



- *Susan G. Komen* has strong awareness overall (69%), but it is not a symbol that many consumers look for when shopping or find helpful.



- *Weight Watchers* has fairly high awareness (53%) and is rated more positively than *Susan G. Komen* but not at the same levels as *AHA Heart Check* and *Whole Grain Stamp*.



- *Best Life* has lower awareness and is not a symbol that consumers are likely to look for when shopping for healthy food products.



- *Guiding Stars* is generally a weak performer, and like most other symbols it does not have high levels of awareness or trust among consumers.



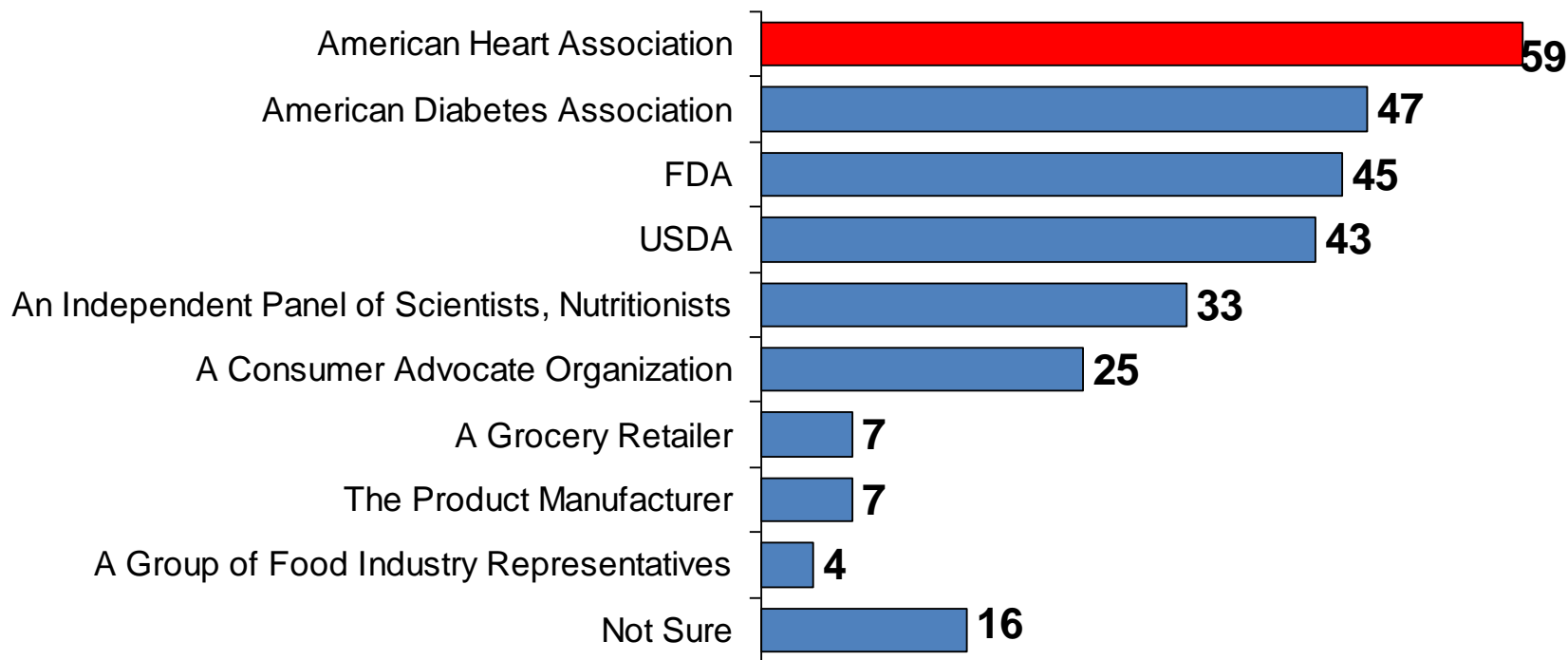
- Walmart's *Great For You* is fairly new to the market which might be driving its lower awareness (13%). Those aware rate it as moderately helpful.



- *NuVal* has the absolute lowest awareness with only 10% recognizing its emblem. However, a sizable segment of those aware find it to be helpful when determining the nutritional value of a food product.



Consumers see the AHA as the most trusted authority for nutrition message deciding if a food product may display a health symbol/logo.



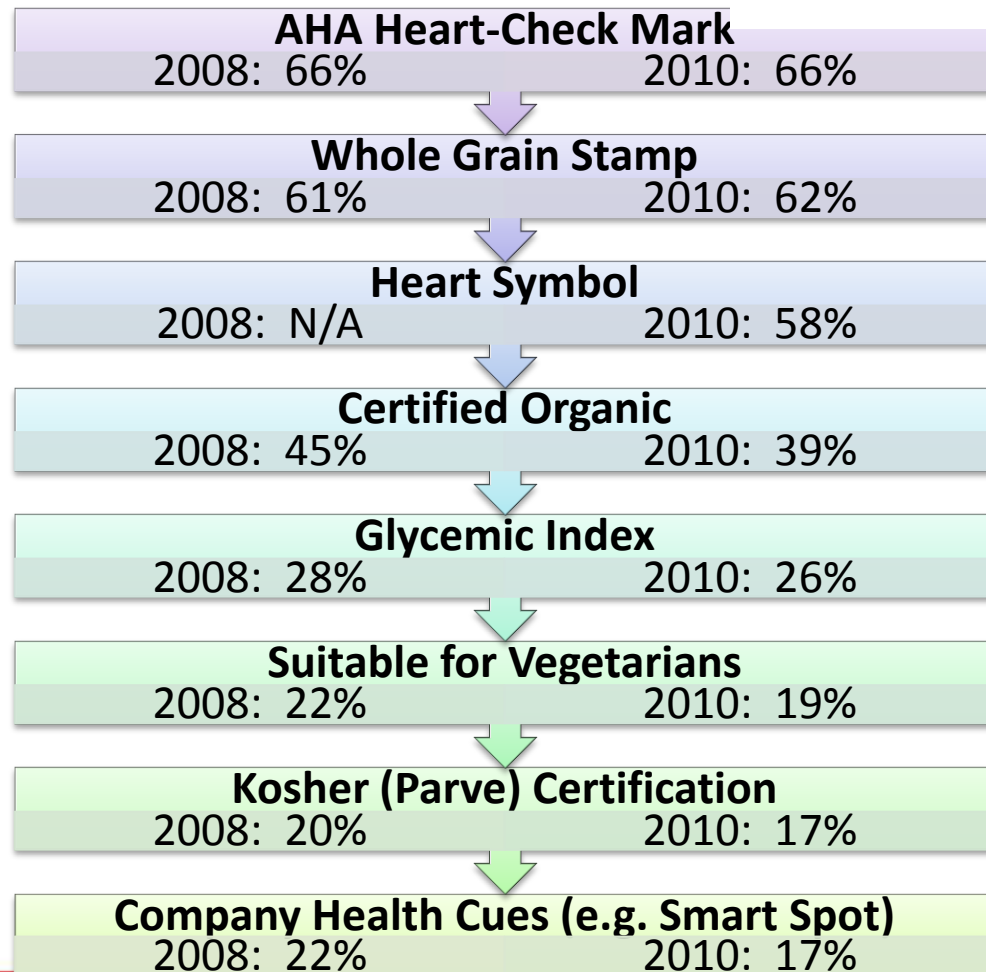
Source: IPSOS Consumer Insights Research on Behalf of the AHA July 2012 n = 1009



Health Focus International 2011 - Impact of Labels & Seals

When shopping, how much does the following label, seal or mark influence your choice? (strong/moderate)

- **AHA Heart-Check Mark is most influential of all labels and seals tested.**

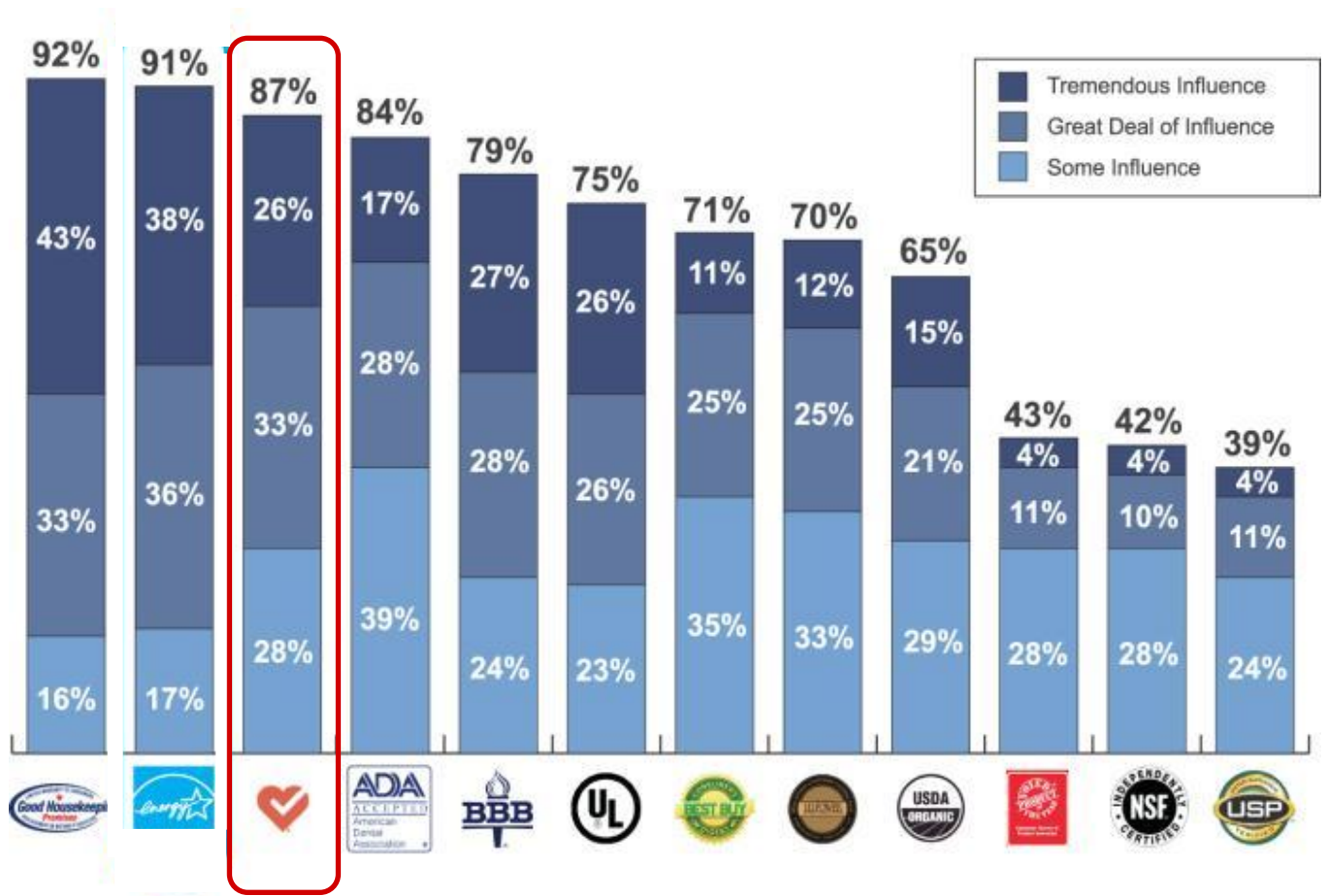


Heart-Check Brand Strength



2009 Good Housekeeping Study of Influential Brands

- The AHA brand ranks very high on the list of emblems that influence purchase decisions.
- In looking at the most influential marks, Trust appears to be the common theme.
- We believe the AHA brand yields a competitive advantage.

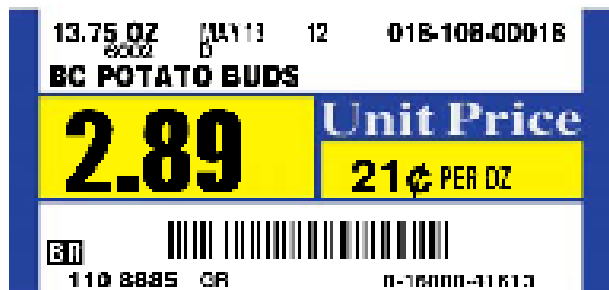


Source: Fairfield Research, July 2009

Heart-Check Sales Lift Analysis



Awareness + Trust = Consumer Action

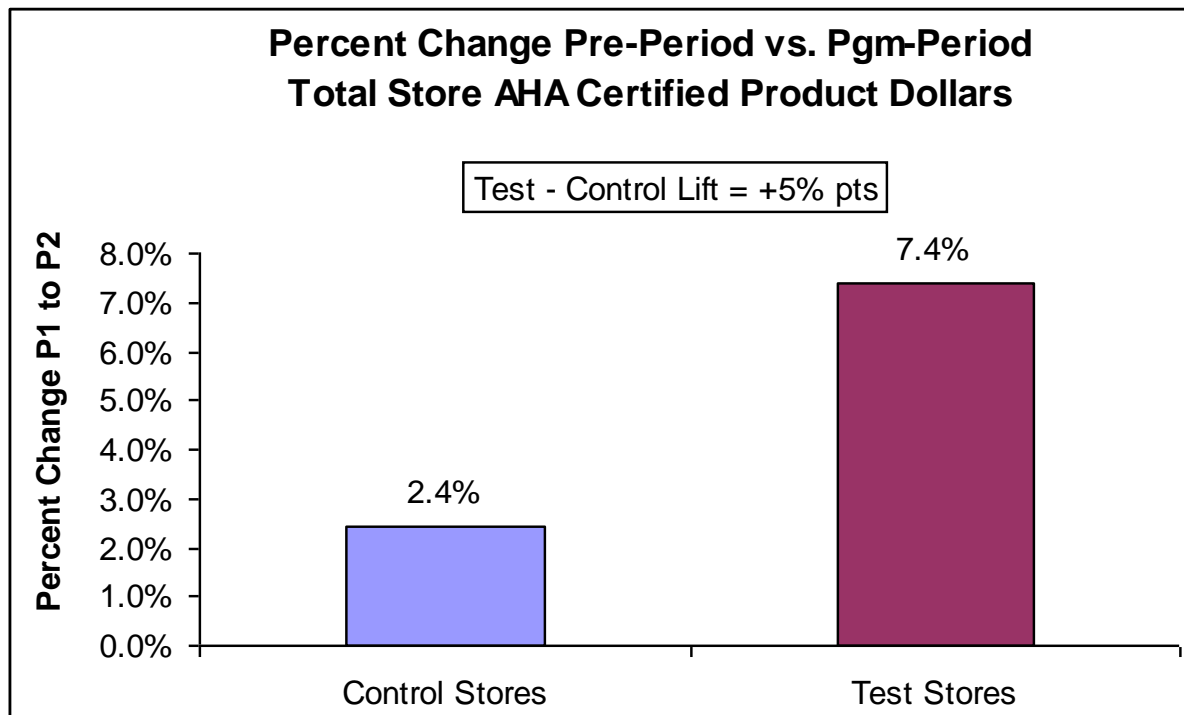


- Tested in-store to gauge impact to increase awareness and sales lift
- Hang-tag program September 2009 & 2010
- Collaboration with
 - Vestcom
 - Catalina Marketing
 - SuperValu, Price Chopper, Wakefern & BI-LO
- Matched panels
- Control Sites/Test Sites
- 210,000 shopper IDs tracked
- Test design looked at differences across market segments

Heart-Check Sales Lift Analysis



Looking at AHA certified product dollar sales at a total store level, sales increase in test stores was 5% points higher than in control



Top Performing Categories: Soups +23%, RTE Cereal +17%

Test = Shelf-tag promotion of heart-check products

Control = No promotion

Nutrition Guidelines



Currently certify using AHA criteria in six areas:

1. Standard Certification (FDA-regulated non-meat)
2. Standard Certification (meat and seafood = “Extra Lean”)
3. Main Dish and Meal Products
4. Whole Grain
5. Nuts (whole or chopped)
6. Fish (Omega-3 fatty acids)

Program nutrition criteria available at: www.heartcheckmark.org

AHA criteria also comply with the following five regulatory CHD health claim requirements:

1. Saturated Fat, Cholesterol and Trans Fat, and Reduce Risk of Heart Disease (Docket #2006Q-0458)
2. Dietary Saturated Fat and Cholesterol, and Risk of Coronary Heart Disease (21 CFR 101.75)
3. Whole grain Foods with Moderate Fat Content (Docket #03Q-0547)
4. Nuts & Heart Disease (Docket #02P-0505)
5. Omega-3 Fatty Acids & Coronary Heart Disease (Docket #2003Q-0401)

AHA criteria may be stricter or equal to CHD health claim requirements, but never more lenient.

Nutrition Guidelines - Nuts



Total Fat: No limit

Saturated Fat: 4 g or less (per 50 g only)

Trans Fat: Less than 0.5 g (also per label serving)

Cholesterol: 0 mg per label serving

Sodium: 140 mg or less (also per label serving)

Beneficial Nutrients: 10% or more of the Daily Value of 1 of 6 nutrients (vitamin A, vitamin C, iron, calcium, protein or dietary fiber)

Other:

- Eligible nuts include pecans, almonds, hazelnuts, peanuts, pistachios, walnuts & some pine nuts
- Added Fats: Less than .5 g per RACC
- Added Carbohydrates: Less than 1 g per RACC
- Amount(s) and source(s) of added fats and carbohydrates must be disclosed

Note: Where the FDA allows a packaged product to vary by +/- 20% from the information on the NFP, to become AHA certified the nutrition values can not exceed the maximum amounts (except for beneficial nutrients).

Application Process



1. Company Application
 - New Company Application
 - Certification Mark Licensing Agreement (CMLA) – Master Agreement
2. Product Application
 - New Product Submittal
 - Packaging PDF
 - Nutrition Facts Panel
 - Payment
3. Nutrition Review and Approval
4. Packaging Review and Approval
5. Product Schedule
 - Attachment to the CMLA
 - Grants certification for 12 consecutive months

Key Contact:

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Email: April.Whitfield@heart.org

Phone: 214-706-1879



Of Special Note

Application Process

- Pass/Fail analysis is conducted based on information provided on a Nutrition Facts Panel (NFP). Each NPSA member interested in certification must submit the NFP for each product they wish to certify.
- Proof of insurance from a qualified carrier must be provided listing the AHA as an additional insured party in the amount of \$5 million for general liability, product liability and personal injury.

Use of Heart-Check on Packaging

- FDA/USDA health claim language must be in close proximity to the Heart-Check mark.
“Scientific evidence suggests but does not prove that eating 1/5 ounces per day of most nuts such as pistachios as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. See nutrition information for fat content.”
- The Heart-Check is limited for use on in the United States, its territories and possessions.

Promotions

- Few limits on kinds of materials or types of promotions as long as creative portrays healthy eating/healthy lifestyle or simply promotes the fact pecans are certified.
- Prior approvals required on all use or mention of the American Heart Association name and or heart-check mark (packaging, promotions, press release mention).
- Any promotions containing science or nutrition information will be submitted to the AHA Science Department for approval, so allow for additional time (up to 15 business days).

Application and Renewal Process – Web Portal



- Online & Password Protected
- Automated Application Process
- Easy, Step-By-Step Process
- Invoice Generation and Payment Options
- Track Status
- Central, Secure Listing of Companies' Certified Products
- Automatic Renewal Notices

Food Certification - Windows Internet Explorer
http://certification.heartcheckmark.org/fc/index.jsp

File Edit View Favorites Tools Help

Favorites Suggested Sites Web Slice Gallery Free Hotmail

Food Certification

American Heart Association Learn and Live

American Heart Association CERTIFIED Meets Criteria For Heart-Healthy Food

Home Login

why certify

Certifying your product is simple. This website is your source for managing your product through the certification process. Once certified, you can revisit this site to renew your product certification when it expires in one year.

learn more login >

- 1 Add product, provide payment, & submit product details.
- 2 Product review by AHA staff.
- 3 Notification of your product's status.
- 4 Your product is certified for one year.

About Us
Our mission is to build healthier lives, free of cardiovascular diseases and stroke. That single purpose drives all we do. The need for our work is beyond question. More

Our Causes
Go Red For Women
Go Red Por Tu Corazón
My Heart My Life
Power To End Stroke
The Warning Signs

Our Sites
American Heart Association
American Stroke Association
HeartHub for Patients
Everyday Choices
My.AmericanHeart for Professionals
Scientific Sessions
Stroke Conference
You're The Cure

Contact Us
Address
7272 Greenville Ave.
Dallas, TX 75231
Customer Service
(214) 706-1233

BBB VeriSign secured

Program Pricing Structure



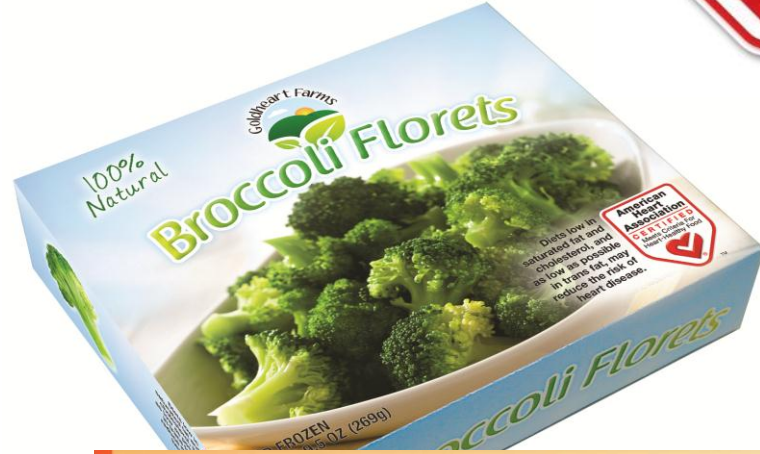
National Pecan Shellers Association

- New trade association fee: \$7,500 one time payment
- Promotional licensing fee:
 - \$5,000 per year for one product
 - Additional varieties or forms would cost according to a tiered-pricing structure as follows:
 - 1 – 4 products: \$5,000 per year per product
 - 5 – 19 products: \$4,050 per year per product
 - 20 – 49 products: \$3,100 per year per product
 - 50 – 99 products: \$2,350 per year per product
- Benefits: Use of Heart-Check mark in all promotions and advertising with prior review and approval of the American Heart Association
- Two certifications: whole pecans (unsalted/unroasted) and pecan pieces (unsalted/unroasted)

Members in good standing with the NPSA

- New company fee waived
- Certification and promotional licensing fee:
 - \$1,000 per SKU (branded variety)
 - Certification of SKUs for additional varieties or forms not certified by the NPSA would be subject to regular tiered pricing at the higher price points.
- Benefits: Use of Heart-Check mark on all packaging and in promotions/advertising. Prior review and approval required on packaging and promo/advertising pieces.
- A separate Certification Mark Licensing Agreement (CMLA) would be signed with each processor coming into the program.

Package and Labeling Licensing Rights





**A HEALTHIER
HEART IS WITHIN
YOUR REACH**



**Look for American Heart Association certified
products in your grocery store.**



Start a heart healthy life today! Make the effort...It's worth it!
Scan here or go to heart.org/healthyrecipes for easy, affordable, healthy recipes.

Text AHAPP to 32350 to download scanning software to your phone or scan with your existing QR code software.

4582/2012-11

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In-store Advertising in Key Promotion Months

- February: Heart Month
- March: Nutrition Month
- September: Cholesterol Month



Shelf Edge Ads/Signage: Helping Shoppers Find Healthy Selections

- Multiple configurations available.
- QR scanning codes for Smart Phone message delivery of additional nutrition facts, recipes, digital coupons, etc.
- Can be customized with retailer name and/or programs
- Spanish

22 2219137 4 034 034 A 0005113186606
SCOTCH BUBBLE POUCH 8X10 8 CT
UNIT PRICE 43.6¢ PER EACH
3.49
2.79
02/27/10 04
34.9¢ PER EACH Save 70¢ with Card
Products with this mark meet criteria for **Saturated Fat & Cholesterol**
American Heart Assoc. heartcheckmark.org

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Products with this mark meet criteria for **Saturated Fat & Cholesterol**
American Heart Assoc. heartcheckmark.org



Products with this mark meet criteria for **Saturated Fat & Cholesterol**
Productos con este sello cumplen con nuestros criterios para **Grasa Saturada & Colesterol**
American Heart Association heartcheckmark.org



AHA - Catalina Programs

Customized Message Triggered At Check-out with Purchase of Heart-check Product



Products with this mark meet criteria for
Saturated Fat & Cholesterol
American Heart Association
heartcheckmark.org

A healthy heart is as close as your cart.

And here's another way you can take charge of your heart.

Look for the American Heart Association's heart-check mark on food packaging and shelf tags throughout your store. Foods displaying the heart-check mark are certified to meet the American Heart Association's standards for saturated fat and cholesterol.

[Learn more at heartcheckmark.org.](http://heartcheckmark.org)





Scan the QR code with your smartphone for **FREE** digital access to Heart Insight magazine from the American Heart Association

Look for foods displaying the heart-check mark to spot heart-healthy foods throughout your store.

Eating well is the heart of good health
Learn more at heart.org/nutrition



To download QR code reader, text **'AHAPP'** to **82350** from your smartphone.
No smartphone? Text **'HEART1'** to **82350**



Building and Strengthening the Heart-Check Brand



My Heart. My Life.™



My Grocery List

Create your free, heart-healthy grocery list today. Print it to take with you to the store, or download it to your mobile device

WEB TOOLS



Nutrition Center

Welcome to the Nutrition Center! Good nutrition is essential for your family's heart health. Browse the American Heart Association's Nutrition Center and start making small changes in your diet. Before you know it, you'll be on the road to healthier hearts and longer lives!

At the Heart of Health is Good Nutrition.

- Healthy Diet Goals**
A healthy diet and lifestyle are your best weapons in the fight against heart disease. Use our guidelines to make smart choices to benefit your heart and your overall health.
- Healthy Cooking**
Cooking at home? Be sure to use nutritious ingredients and follow a healthy preparation routine. Get tips on turning your kitchen into the heart-healthy hub of your home.
- Dining Out**
Just because you're at a restaurant doesn't mean you should put good food on the back burner. Find out how to eat healthy when you dine out.
- Heart Smart Shopping**
It's usually healthier and cheaper to cook at home, but supermarkets can seem overwhelming. Get tips on staying heart-smart and making healthy choices at the store.
- Recipes**
Boost your recipe collection with some heart-healthy favorites. Try our recipes that use ingredients with the "better" fats: monounsaturated and polyunsaturated.
- Cookbooks**
Our consumer publications give you the information you need to improve your physical activity, maintaining a healthy weight and improving their overall heart health. We have a wide variety of cookbooks available.



Healthy Living for You and Your Family...

Take one

Balancing Healthy Eating and Active Living

heartcheckmark.org



SHOPPER MARKETING EVENTS

Building and Strengthening the Heart-Check Brand



My Heart. My Life.™



HEALTH PROFESSIONAL OUTREACH



CONFERENCES & EXHIBITS



SOCIAL NETWORKING

RECIPES Healthy Eating Raising Healthy Kids Exercise Basics
Getting Fit Staying Motivated HEALTHY COOKING *Healthy Living For All*

QUESTIONS?



Thank You

For More Information:

Contact:

April Whitfield, Manager Account Services and New Business

Email: April.Whitfield@heart.org

Phone: 214-706-1879

Or Go To:

heartcheckmark.org/certify




NATIONAL PECAN
SHELLERS ASSOCIATION
2012
Annual Meeting
September 13-15, 2012
Caesars Palace • Las Vegas, Nevada