The Big Idea: measure quality of household grocery purchases & recommend healthier shopping choices

What we have now:
- Two ways to model grocery food quality (HEI & USDA Food Plans)
- Partnerships with Smith’s Food and Drug; the University Health Plans; a U Wellness Plan

QualMART
the Utah Food Quality Measurement And Recommender Toolset

Good Quality Shopper
Avenues

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Low Quality Shopper
Moab

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These are shoppers who spend at least $200/month at Smith’s
Household preferences and patterns

QualMART Recommender Tool

USDA Food Plan

Grains: breads

Grains: rice and pasta

Fruits: citrus, melons, berries, juices

Meats: beef, pork, veal, lamb, game

Other: sugars, sweets, candies

29 food categories in Food Plans

About our Technology...

We have mapped > 100,000 foods

Smith’s Sales Database

QualMART Food Quality Tool

Smith's Sales Database

QualMART Food Quality Tool

About our Technology...

We have mapped > 100,000 foods
Public Health Regions: Dairy Quality

- Salt Lake Dairy
- Seattle Dairy
- Atlanta Dairy

Shopping Neighborhoods: