

Figure 1

Offering the Kidney Friendly Food Shelf In Your Grocery Store

It is estimated that approximately **20 million** Americans have kidney disease and the estimates continue to grow. The incidence of chronic kidney disease is twice the number compared to those diagnosed with coronary heart disease. Surprisingly it out paces the more than 17 million individuals diagnosed with diabetes.

For those that have been diagnosed with kidney disease, there are significant dietary modifications that are necessary to aid in slowing the disease progression and maintaining quality of life. In fact, for your customers with kidney disease, the focus on nutrition and diet is so important that the government has mandated that every kidney disease patient on dialysis have his or her own dietitian.

Your store can join in this effort by offering the "**Kidney Friendly Shelf**". It is a specialty location that addresses the needs of the many individuals with kidney disease in your community. In addition, it helps to set your store apart as one that is responsive to disease specific nutrition. This is similar to sections already in many stores that highlight products for diabetes, heart disease and gluten intolerance (gluten-free) for disease specific conditions. The "**Kidney Friendly Shelf**" promotes satisfying and healthy products in one convenient and accessible location that are great for kidney health.

What are the Customer Benefits of the "**Kidney Friendly Shelf**"?

- ◆ An easy way to locate and identify kidney-friendly foods in your grocery store
- ◆ Promotes an avenue to learn about to new foods such as DairyDelicious[®] products which are very low in phosphorus, low salt cheddar cheese sauce designed for not only those with chronic kidney disease but individuals with high blood pressure and heart disease too. DairyDelicious[®] low phosphorus milk is a welcome option among the aseptic milks and milk alternatives because of the specific health benefits.

What are the Retailer Benefits of the "**Kidney Friendly Shelf**"?

- ◆ Promotes sales since customers have easily identified and healthy food choices in one location.
- ◆ It utilizes existing inventory to promote a wide spectrum of products that are good for kidney health such as cereals, pastas, snacks, and sodas. Refer to the attached list for examples of shelf stable products and brands.

- ◆ Doesn't require low volume purchasing of refrigerated/shelf stable products that designed for specific medical conditions such as diabetes or gluten intolerance.
- ◆ Provides an opportunity to create customer relations with customers who have kidney disease and to partner with local and regional organization for win-win public relations.
- ◆ Most importantly for locations that offer pharmacies this will allow for easy one-stop shopping for your customers with kidney disease. On the average these customers will refill 7 - 10 medications each month. This will offer a two-fold benefit to the grocer and the pharmacy. In addition, you will be able to attract many new customers and be able retain the current ones too.

Included with this letter is a list of food products and staples from almost every shelf stable category that may be included for the "**Kidney Friendly Shelf**" in your store. The list is not intended to be all inclusive of every product. It is also important to offer appropriate products that pertain to regional tastes as needed and requested by customers.

The "**Kidney Friendly Shelf**" would provide a great asset to our community as well as myself. I request and encourage you to consider adding this section to your store as a means to offer kidney friendly products to your customers. I look forward to supporting your efforts through my patronage of your store.

Murphy-Gutekunst L. Hidden Phosphorus: Where Do We Go From Here? *J Ren Nutr.* 17(4): E31-E36, 2007.