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Stop & Shop's HowGood news is great for produce

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Stop & Shop grocery stores in Massachusetts have partnered with HowGood, an independent research organization dedicated to bringing transparency to the shopping experience.

Now Stop & Shop customers can benefit from HowGood's extensive research and easily identify food products that meet rigorous environmental and social benchmarks. Using the simple ratings on store shelves, shoppers can find the most sustainable, wholesome and honest foods.



Over the past 10 years, HowGood has developed a database of sustainable food ratings and research, which supports an in-store ratings system that identifies leaders in the food industry. The organization has rated more than 250,000 products, examining each item across three benchmarks — growing guidelines, processing practices and company conduct — to reward those that are environmentally friendly, less processed and socially responsible.

“For over 100 years, Stop & Shop has remained committed to providing customers with quality and healthy food choices,” said Alexander Gillett, chief executive officer of HowGood. “We are thrilled to partner with a company that provides customers with an extensive assortment of healthy food options and help consumers make sustainable choices. With the launch of HowGood in select Stop & Shop stores, Stop & Shop continues its commitment to better health and wellness, but now, expands to the wellness of the world by rewarding producers who strive to build a better food system.”

By teaming up with HowGood, Stop & Shop makes it easy for customers to make educated choices about the food they purchase, empowering them to buy groceries they feel good about for themselves and their families. As part of the program, Stop & Shop stores will create awareness around the HowGood ratings system with events, increased signage, shelf tags and a trained staff member to answer shopper questions. Through these tools, customers can utilize the program and better understand the significance of HowGood’s “Good,” “Great,” and “Best” ratings.

“Our customers want to make the best choices for themselves, their families and the planet, but it can be overwhelming with so many product offerings available,” said Stacy Wiggins, senior vice president of operations for Stop & Shop. “The HowGood program provides easy tools for customers to find products that meet their best needs.”

The HowGood ratings system can be found in four grocery store locations including Braintree, Hingham, Pembroke and New Bedford.

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