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## The American Diabetes Association and Instacart Collaborate to Simplify Healthier Shopping

**ARLINGTON, Va. (March 18, 2025)** — Today, the American Diabetes Association® (ADA) and Instacart (NASDAQ: CART), the leading grocery technology company in North America, announced a collaboration to connect consumers, health plans, and health care professionals with the ADA’s evidence-based nutrition guidance. The announcement coincides with National Nutrition Month and recognizes the critical role of food in promoting healthy living.

An ADA Inspiration Page on Instacart will enable consumers to integrate ADA resources and recipes into their online grocery shopping, making it easier for people living with diabetes or obesity to manage their health. Instacart users will be able to readily identify products that can support health goals, such as non-starchy vegetables, and add ingredients to their shopping carts from the ADA’s Diabetes Food Hub® recipes found in the Instacart experience.

Non-starchy vegetables make up half the [Diabetes Plate](#), a method recommended by the ADA for people living with diabetes to balance vegetables, lean protein and quality carbohydrates to manage blood glucose (blood sugar).

“The easier it can be for people to turn nutrition guidance into action, the better for their health. For example, many people—both those living with and without obesity or diabetes—don’t regularly eat enough vegetables. Simplifying the process to find, buy, and know how to incorporate non-starchy vegetables into a meal can encourage people to eat more of them,” said Stacey Krawczyk, the ADA’s director of nutrition and wellness.

For health plans and health care professionals, a ready-to-use “food as medicine” intervention program, powered by [Instacart Health Fresh Funds](#) and informed by the nutritional guidance of the ADA’s [Standards of Care in Diabetes](#), along with other resources, will enable health plans, doctors and community-based organizations to easily refer and prescribe trusted nutritional advice in an accessible and easily actionable manner.

"At Instacart, we believe that everyone should have access to nutritious food and the resources they need to make informed choices. Our collaboration with the American Diabetes Association brings trusted nutrition guidance directly to consumers, helping them navigate their grocery decisions with confidence," said Sarah Mastrorocco, vice president and general manager of Instacart Health. "Our work

together also makes it easier for health plans and professionals to offer nutrition programs that empower members and patients to turn expert recommendations into everyday food choices. By bridging the gap between food and health, we have the opportunity to drive better health outcomes.”

A digital home base with recipes, ingredient shopping lists and other resources can be found at [www.instacart.com/store/pages/ada](http://www.instacart.com/store/pages/ada).

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### **About the American Diabetes Association**

The American Diabetes Association (ADA) is the nation’s leading voluntary health organization fighting to end diabetes and helping people thrive. This year, the ADA celebrates 85 years of driving discovery and research to prevent, manage, treat, and ultimately cure—and we’re not stopping. There are 136 million Americans living with diabetes or prediabetes. Through advocacy, program development, and education, we’re fighting for them all. To learn more or to get involved, visit us at [diabetes.org](http://diabetes.org) or call 1-800-DIABETES (800-342-2383). Join us in the fight on Facebook ([American Diabetes Association](#)), Spanish Facebook ([Asociación Americana de la Diabetes](#)), LinkedIn ([American Diabetes Association](#)), and Instagram ([@AmDiabetesAssn](#)). To learn more about how we are advocating for everyone affected by diabetes, visit us on X ([@AmDiabetesAssn](#)).

### **About Instacart**

Instacart, the leading grocery technology company in North America, works with grocers and retailers to transform how people shop. The company partners with more than 1,800 national, regional, and local retail banners to facilitate online shopping, delivery and pickup services from more than 100,000 stores across North America on the Instacart Marketplace. Instacart makes it possible for millions of people to get the groceries they need from the retailers they love, and for approximately 600,000 Instacart shoppers to earn by picking, packing and delivering orders on their own flexible schedule. The Instacart Platform offers retailers a suite of enterprise-grade technology products and services to power their e-commerce experiences, fulfill orders, digitize brick-and-mortar stores, provide advertising services, and glean insights. With Instacart Ads, thousands of CPG brands – from category leaders to emerging brands – partner with the company to connect directly with consumers online, right at the point of purchase. With Instacart Health, the company is providing tools to increase nutrition security, make healthy choices easier for consumers, and expand the role that food can play in improving health outcomes. For more information, visit [www.instacart.com/company](http://www.instacart.com/company), and to start shopping, visit [www.instacart.com](http://www.instacart.com). Maplebear Inc. is the registered corporate name of Instacart.



# News Release