

# Healthy Food Sold Here



## Providing Healthy Foods in Small Food Stores

February 3, 2016

### Webinar Overview

- I. North Carolina Healthy Food Retail Designation
- II. Healthy Food Sold Here: A Guide for Providing Healthy Foods in Small Food Stores
- III. Practical Application

For audio, please dial in to the conference line at 1-877-411-9748, password **2438343**. Make sure you mute your phone.

**Community & Clinical**  
**CONNECTIONS**  
**for Prevention & Health**  
**Branch** NORTH CAROLINA  
DIVISION OF PUBLIC HEALTH

# Healthy Food Sold Here



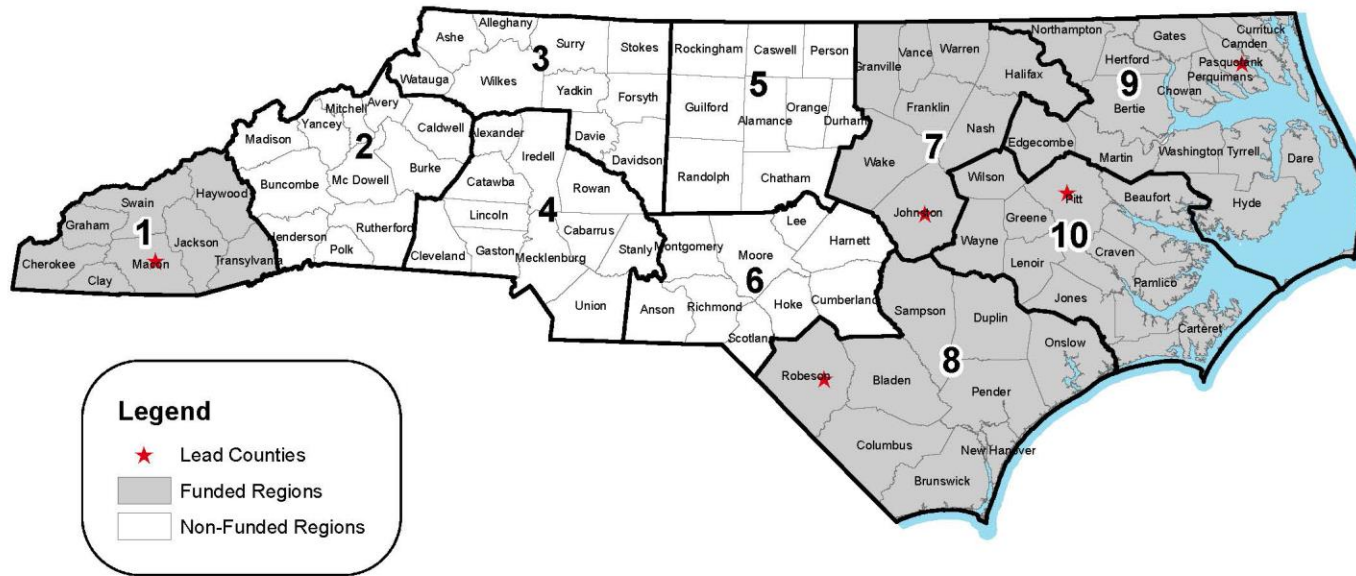
## I. North Carolina Healthy Food Retail Designation

Jen Sohl-Marion, Healthy Eating and Communications Coordinator,  
NC Division of Public Health

## II. Healthy Food Sold Here: A Guide for Providing Healthy Foods in Small Food Stores

Karen Stanley, Project Specialist, NC Division of Public Health

# Your Role with the ODHDSP Project



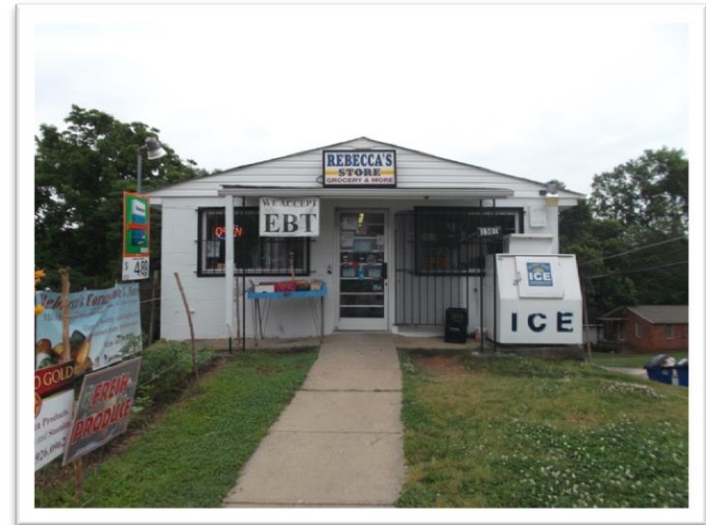
- **This year:**  
Begin working with at least two small food stores this year.  
Perform initial assessment.
- **Next year:**  
Reassess the two stores and pick up two more...

# What is a Small Food Store?

- A corner store, convenience store, country store, dollar store, tienda, bodega or mini-mart.



Courtesy of Davidson County Health Department



Courtesy of Forsyth County Health Department

**Defining a Healthy Small Food Store through the  
North Carolina Healthy Food Retail  
Designation**

# Recognizing Healthy Small Food Stores through the North Carolina Healthy Food Retail Designation



# Recognizing Healthy Small Food Stores through the North Carolina Healthy Food Retail Designation

## Product Categories

- Fruits
- Vegetables
- Whole Grains
- Proteins
- Dairy/Dairy Substitute
- Water



# North Carolina Healthy Food Retail

## DESIGNATION CRITERIA

Small food stores are eligible for the North Carolina Healthy Food Retail Designation when they meet the criteria outlined in this document.



FRUITS	
<b>Required Minimum Quantity</b>	4 different fruits, 3 count minimum for each fruit, offered on a continuous basis
<b>Acceptable Products</b>	Fresh, frozen or canned fruits in water or 100% juice, no added sugars Excludes limes and lemons
<b>Example</b>	<p>3 cans of peaches packed in water      3 fresh apples      3 pints strawberries      3 packages frozen blueberries</p>





## VEGETABLES

**Required Minimum Quantity**

4 different vegetables, 3 count minimum for each vegetable, offered on a continuous basis

**Acceptable Products**

Fresh, frozen or low sodium/no sodium added canned vegetables

**Example**



## WHOLE GRAINS

**Required Minimum Quantity**

1 variety of whole grain bread, 3 count minimum, offered on a continuous basis

+

1 other whole grain product, 3 count minimum, offered on a continuous basis




**Acceptable Products**

100% whole grain bread



100% whole grain product (e.g., cereal on NC WIC Program Approved Food List, pasta, tortillas, brown rice), offered on a continuous basis

**Example**



PROTEINS					
<b>Required Minimum Quantity</b>	1 variety of beans, 3 count minimum, offered on a continuous basis	+	1 variety of nuts, 3 count minimum, offered on a continuous basis	+	1 other protein, 3 count minimum, offered on a continuous basis
<b>Acceptable Products</b>	No sodium added dried beans or low sodium canned beans		Nuts		Other type of protein including: <ul style="list-style-type: none"> <li>• Eggs (dozen-sized cartons)</li> <li>• Lean cuts of beef and pork, fish or poultry, excluding deli meat</li> <li>• Low sodium canned fish, Sunflower or pumpkin seeds</li> </ul>
<b>Example</b>	 <p>3 packages dried beans</p>	+	 <p>3 containers nuts</p>	+	 <p>3 1-dozen-sized cartons eggs</p>



DAIRY OR DAIRY SUBSTITUTES	
<b>Required Minimum Quantity</b>	1 variety of milk, 3 count minimum, offered on a continuous basis
<b>Acceptable Products</b>	1% or skim cow's milk (gallon containers) with no added sugar or fortified soy milk with no added sugar
<b>Example</b>	 <p>3 1-gallon containers skim milk</p>
WATER	
<b>Required Minimum Quantity</b>	3 count minimum, offered on a continuous basis
<b>Acceptable Products</b>	Plain bottled water
<b>Example</b>	 <p>3 bottles water</p>



# FAQs to the Rescue!

## EXAMPLES:

Q: To meet the designation criteria for fruits and vegetables, can I stock all canned fruits and vegetables?

A: Yes. As long as fruits are packed in water or 100% juice with no added sugars and vegetables are packed are low sodium / no sodium added.

Q: If I stock Bird's Eye frozen peas and Green Giant frozen peas, does this count as two vegetables?

A: No. different brands of the same product do not count as two separate products.



# North Carolina Healthy Food Retail

## ASSESSMENT TOOL FOR SMALL FOOD STORES



To be completed prior to implementing changes and annually following initial assessment.

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Evaluator Name \_\_\_\_\_ Store Name \_\_\_\_\_ Date \_\_\_\_\_

Store Owner Name \_\_\_\_\_ Store Address \_\_\_\_\_

Store Phone \_\_\_\_\_ County \_\_\_\_\_

What are the store hours of operation? Sun: \_\_\_\_\_ Mon: \_\_\_\_\_ Tue: \_\_\_\_\_ Wed: \_\_\_\_\_  
 Thurs: \_\_\_\_\_ Fri: \_\_\_\_\_ Sat: \_\_\_\_\_ Open 24/7

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## Product Availability: COMPLETION REQUIRED

See instructions on the previous page.

Products	Requirements to meet NC Healthy Food Retail Designation Criteria	Number of varieties available in store	Are designation criteria met for this category?
<b>FRUITS</b>			
Fresh, frozen or canned fruits in water or 100% juice, no added sugars (excludes lemons and limes)	4 varieties, 3 count minimum		YES <input type="checkbox"/> NO <input type="checkbox"/>
<b>VEGETABLES</b>			
Fresh, frozen or low sodium/no sodium added canned vegetables	4 varieties, 3 count minimum		YES <input type="checkbox"/> NO <input type="checkbox"/>
<b>DAIRY OR DAIRY SUBSTITUTES</b>			
1% or skim milk with no added sugar (gallon containers) OR soy milk with no added sugars	1 variety, 3 count minimum		YES <input type="checkbox"/> NO <input type="checkbox"/>
<b>WHOLE GRAINS</b>			
100% whole grain bread	1 variety, 3 count minimum		YES <input type="checkbox"/> NO <input type="checkbox"/>
Other 100% whole grain product (cereal on NC WIC Program Approved Food List, pasta, tortillas, brown rice)?	1 variety, 3 count minimum		
<b>PROTEIN</b>			
No sodium added dried beans or low-sodium canned beans	1 variety, 3 count minimum		YES <input type="checkbox"/> NO <input type="checkbox"/>
Nuts	1 variety, 3 count minimum		
Other type of protein • Eggs • Lean cuts of beef, pork, or poultry, excluding deli meats • Low sodium canned fish • Sunflower or pumpkin seeds	1 variety, 3 count minimum		
<b>WATER</b>			
Bottled water (no added sweeteners)	1 variety, 3 count minimum		YES <input type="checkbox"/> NO <input type="checkbox"/>
<b>TOTAL PRODUCT CATEGORIES MET</b>			
Total number of product categories that meet minimum designation requirements (Each YES counts as 1)			____ out of 6 categories

# North Carolina Healthy Food Retail

ASSESSMENT TOOL FOR SMALL FOOD STORES



## COMPLETION RECOMMENDED, BUT NOT REQUIRED

Fresh Vegetables Available	Quality Indicate 1, 2, or 3 3 = More than 50% acceptable 2 = About 50% acceptable 1 = Less than 50% acceptable	Price Indicate dollar amount <i>and</i> unit (e.g., per pound, each)	Is the produce visible from the store entrance? Indicate Yes or No	Comments Including how the product is packaged and displayed
Example: Tomato	3	\$0.50 each	Yes	Not packaged, in basket
1.				
2.				
3.				
4.				
5.				
Fresh Fruits Available	Quality Indicate 1, 2, or 3 3 = More than 50% acceptable 2 = About 50% acceptable 1 = Less than 50% acceptable	Price Indicate dollar amount <i>and</i> unit (e.g., per pound, each)	Is the produce visible from the store entrance? Indicate Yes or No	Comments Including how the product is packaged and displayed
6.				
7.				
8.				
9.				
10.				

# North Carolina Healthy Food Retail

## ASSESSMENT TOOL FOR SMALL FOOD STORES

### Store Layout:

#### COMPLETION RECOMMENDED FOR PLANNING PURPOSES

Draw the store layout to show available space, indicating aisles, shelving, entrance, register, and refrigeration. If there is fresh produce sold, please indicate the general location using "F" for fruit and "V" for vegetable. Consider also taking photos inside and outside the store.

### Descriptive Data: COMPLETION OPTIONAL

Descriptive Data	Availability	Comments
How many cash registers are in the store?	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> >3 <input type="checkbox"/>	
Is there adequate parking available for customers? (off street/street parking)	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Are there handicap parking spots available?	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Does the store have a ramp and/or curb cut for handicap accessibility?	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Are there public transit options nearby? (bus, shuttle etc.)	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Does the store accept SNAP/EBT and/or WIC (Women, Infants, and Children Program)?	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Does the store have a kitchen or deli space with a grill? (grills or deli space require health department inspection, permitting food preparation)	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Are there any in-store healthy eating advertisements/promotion?	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Other:	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Other:	YES <input type="checkbox"/> NO <input type="checkbox"/>	



# Questions about the designation or criteria?





# Purpose of the Guide

- To highlight a general process and tools to assist small food stores in offering and promoting healthy foods.
- Audience: local public health practitioners and community partners



# The Guide's Approach

- Foundation Phase
- Conversion Phase

Not a linear process!



Photo courtesy of CTG Region 4



# Foundation Phase

- *Identify your capacity.*
- *Define your indicators.*
- *Identify partners.*
- *Identify stores.*

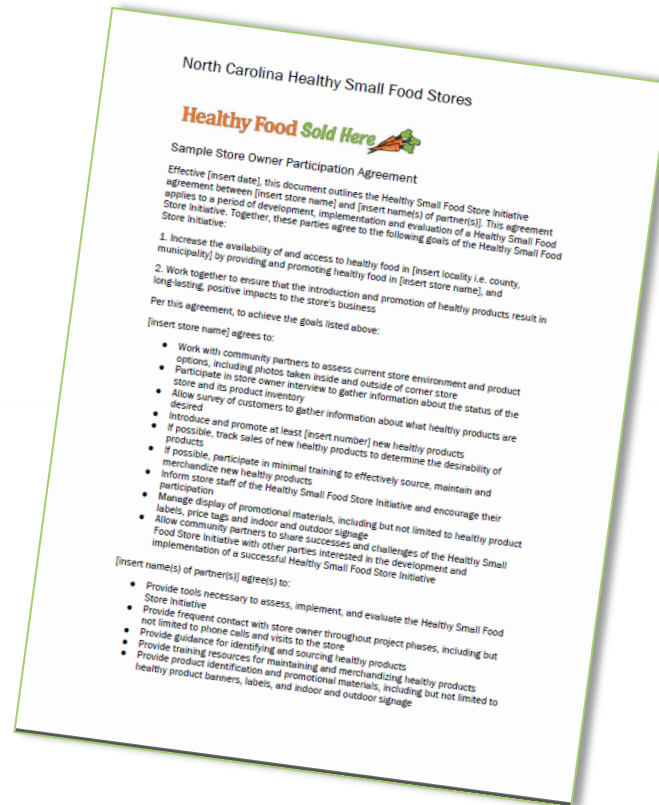


Photo courtesy of CTG Region 5



# Foundation Phase (cont'd)

- *Complete a store agreement.*
- *Identify a point person.*
- *Gather baseline data.*



# Foundation Phase Tools

- Sample Healthy Small Food Store Flier
- Sample Store Owner Letter
- Examples of Healthy Small Food Store Indicators
- Data Collection Worksheet
- **Community Commons**

[www.communitycommons.org](http://www.communitycommons.org)

- **Store Potential Worksheet**



## Store Potential Worksheet

Once you've identified a store in target project areas, the next step is to visit the store to get a feel for the owner's willingness to participate in the Healthy Small Food Store Initiative, and to give you – an early sense of the store's recruitment potential. The following criteria are based on existing information about county demographics and geography, resource feasibility, and county assets and capacity. Feel free to consider additional criteria that align with your project objectives.

Recruitment Criteria	Yes/No	Notes	Store Owner's Feedback and Challenges (if applicable)
Is the store located in a high need area? (Determined by mapping food deserts, identifying if it accepts WIC/SNAP, talking with community members, etc.)			
Is the store located within a community where there are potential partners who can help facilitate and sustain the store changes?			
Does the owner express an interest in providing healthier options for the community?			
Do the owner and/or staff positively engage with their customers?			
Does the owner believe that selling healthy products will be successful?			
Does the owner show enthusiasm for the Healthy Small Food Store Initiative?			
Is the store owner willing to implement the project independently and take responsibility for maintaining changes (with assistance by partners during initial phases)?			



# Foundation Phase Tools (cont'd)

- Sample Store Owner Participation Agreement
- NC Healthy Food Retail Designation Criteria
- NC Healthy Food Retail Designation FAQs
- Healthy Food Retail Assessment for Small Stores
- Sample Store Owner Interview
- Sample Customer Survey



# Conversion Phase

- *Develop a conversion plan.*
- *Select and introduce new products.*
- *Order signs and place promotional materials.*
- *Maximize product appeal.*
- *Fine-tune your plan.*
- *Provide education.*



Photo courtesy of CTG Region 4





# Conversion Phase (cont'd)

- *Advertise.*
- *Provide incentives.*
- *Evaluate your progress.*
- *Celebrate success!*
- *Stay in contact.*



Photo courtesy of CTG Region 8



# Conversion Phase Tools

- Conversion Plan Template
- Healthy Food Retail Store Display Items
- In-store Promotional Materials – coming soon
- **Sell Healthy Guide, The Food Trust**
- Additional Resources



Photo courtesy of CTG Region 4



# The Food Trust

THEFOODTRUST.ORG

## Sell Healthy! Guide

Learn how to sell healthy foods,  
increase sales and attract more customers.

brought to you by:



THE PHILADELPHIA HEALTHY  
CORNER STORE NETWORK

The Philadelphia Healthy  
Corner Store Network is  
made possible by funding  
from the Centers for Disease  
Control and Prevention  
and Get Healthy Philly,  
an initiative of the  
Philadelphia Department  
of Public Health.



Your Neighborhood Corner Store. Healthier.



## Buying and Handling Fresh Produce

Produce will keep fresh  
longer with careful purchasing and handling.

### Purchase

- Make a list of fruits and vegetables for your store.
- Start with small amounts of new foods to learn which sell best.
- Change your selection when seasons and prices change.
- Offer smaller pieces of fruit and vegetables for children.
- Many produce items, such as apples, avocados and oranges, are sold by size or count (the number of pieces in a box).  
Example: 100 count apples = 100 apples in a box = smaller apples  
50 count apples = 50 apples in a box = bigger apples  
*Higher counts mean the fruit is smaller because more fit in the box.*

Buy local,  
seasonal fruits  
and vegetables  
whenever  
possible.

Check  
for signs  
of spoiling and  
remove items  
that have  
gone bad.

### Inspect

- Examine produce, if possible, before buying. Look for bruises, dents or spoiled spots. Tell the vendor if you find these.
- Do not buy a fruit or vegetable if the core has black spots or the stem is soft.
- Look for mold on citrus and tropical fruit. If you see white on the skin, do not buy them.
- Fruits and vegetables should smell fresh. Produce that smells bad will not taste good.



### Display

- First in, first out—display older produce in the front.
- Rotate your produce to maintain freshness.
- When unpacking produce, remove spoiled items.



Produce  
stocked first  
must be  
sold first!

# Questions about the guide?



# Healthy Food Sold Here



## III. Practical Application

Sarah Tennyson, Mandi Carringer and Melissa Rockett

Region 1