



Good Food Sold Here Grocery Store Toolkit

GOOD FOOD SOLD HERE PARTNERSHIP

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Introduction

The Good Food Sold Here Partnership is sponsored by the Minnesota Department of Health (MDH) in collaboration with local public health agencies. The initiative provides resources and assistance to small stores across Minnesota with the primary goal of increasing access to healthy foods and beverages. Since its launch in September 2017, 16 small stores have joined the partnership as pilot stores and committed to providing healthier foods to their customers. Until now, this model has not been offered to grocery stores and supermarkets in Minnesota. This toolkit serves to provide guidance to local public health partners working with grocery stores interested in participating in the Good Food Sold Here Partnership by acting as an introduction, presenting the tiered Good Food Sold Here Grocery Store Model, outlining requirements for participation, defining healthy foods and beverages, and providing materials for successful implementation.



The Need for Healthier Grocery Stores and Their Role in Promoting Health

The obesity rate in Minnesota is 27 percent, meaning that over one-quarter of Minnesotans are classified as obese.¹ Obesity can lead to a variety of health issues including hypertension, dyslipidemia, type 2 diabetes, coronary heart disease, stroke, gallbladder disease, some cancers and even death.² The consumption of healthy foods and beverages as part of a healthy diet can be a major protective factor in the development of obesity. Grocery stores are the primary retailer in a community that offer a wide array of healthier items including fruits, vegetables, whole grains, fat-free and low-fat dairy products, and foods and beverages with less sodium (salt), saturated fats, trans fats, cholesterol and added sugars. By promoting these healthy food items, grocery stores can foster the consumption of a healthy diet and help prevent the development of obesity among their customers, while still remaining a profitable business.

In a 2015 survey, 66 percent of Minnesotans said that they shop at least once a week at grocery stores, indicating that the grocery store is a major food source and thus a critical point to promote health and nutrition.³ Grocery stores that participate in the Good Food Sold Here Partnership not only show a commitment to the health of the community they serve, but can meet consumer expectations for healthier items. In a recent study by Blue Cross and Blue Shield of Minnesota, 77 percent of Minnesotans said that retailers, like grocery stores, are at least somewhat responsible for creating a healthier food environment.³ Participation in the Good Food Sold Here Partnership allows grocery stores to promote their healthy foods and beverages while enhancing the overall public image of the store.⁴

Vision

Everyone living in Minnesota will have access to a variety of healthy, affordable and appealing foods and beverages that are promoted in stores in their community.

Program Design Overview

While the Good Food Sold Here Small Store Model focuses on increasing the availability of and access to healthy foods and beverages, the grocery store model emphasizes using evidence-based environmental strategies to highlight healthy foods and beverages to promote purchasing. Additionally, some stores may increase the variety of snack foods offered in the checkout line, which can better meet customer demand. Participation in the Good Food Sold Here Partnership can lay the foundation for receiving healthy food financing to make changes in the store, as well as connect stores with the resources to begin accepting Supplemental Nutrition Assistance Program (SNAP) benefits or Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) vouchers to best serve all members of their community.

Grocery stores that participate in the Good Food Sold Here Partnership work closely with local public health partners to implement evidence-based strategies outlined in the tiered Good Food Sold Here Grocery Store Model. That model allows stores to receive a “Good,” “Better,” or “Best” designation based on their capacity to market healthy foods and beverages as well as their interests. An easy-to-use checklist outlines the strategies included in the model that are required for participation in the Good Food Sold Here Partnership.

The materials in this toolkit seek to:

1. Describe in-store, evidence-based environmental strategies to promote the sale of healthy items.
2. Provide feasible and effective strategies to local public health partners working with grocery stores to help stores promote and sell more healthy items.
3. Describe the tiered Good Food Sold Here Grocery Store Model and provide instruction on how to use the model’s checklist.
4. Provide guidance for identifying healthy foods and beverages to recommend that stores promote.
5. Outline keys to successful implementation.

Eligibility

All stores that meet the criteria to be called a grocery store are eligible to participate in the Good Food Sold Here Partnership using the Good Food Sold Here Grocery Store Model. To be considered a grocery store, a store must consistently carry:

- At least 6 varieties of fruits (canned, frozen, or fresh)
(with at least 3 varieties being fresh)
- At least 8 varieties of vegetables (canned, frozen, or fresh)
(with at least 4 varieties being fresh)
- At least 10 gallons of milk or fortified soy beverage
- A selection of yogurt and cheese

- A selection of whole grain pasta, bread, cereal, and brown rice
- Fresh meat
(with at least one variety of lean or extra lean red meat)
- A selection of poultry, fish, eggs, dried or canned beans, nuts or nut butter

A selection refers to the availability of different flavors, types and fat contents (if applicable) within each food type listed. Stores that do not meet these stocking levels may be directed to the Good Food Sold Here Small Store Model.

In-Store Marketing

The Marketing Mix (the Four Ps)

In-store marketing techniques have the power to influence consumer choices and drive sales. Marketing has evolved into a complex web of factors but traditionally, it has been described as a mix of the “four Ps”: product, promotion, place(ment) and price.⁵ These four elements help to drive product sales.

Using the four Ps as a foundation, the marketing of unhealthy foods, especially to children, has become increasingly common.⁶ The Good Food Sold Here Grocery Store Model works to leverage those same marketing strategies to promote the purchase and sale of healthy foods. Below is a list of evidence-tested strategies, categorized by the four Ps, that are recommended for use by Good Food Sold Here Partnership stores. It is not expected that stores will implement all of the strategies that are listed below. The Good Food Sold Here Grocery Store Model Checklist on page 14 outlines which strategies are required for stores to meet a “Good,” “Better,” or “Best” designation as part of the Good Food Sold Here Partnership Pilot.

Product

For the purposes of the Good Food Sold Here Grocery Store Model, product refers to the food and beverages sold in grocery stores. To implement Good Food Sold Here strategies and meet customer demand, it is important that a variety of healthy products are available.

- **Availability and variety** are important considerations when promoting healthy foods. If an acceptable variety of healthy foods is not available to customers, they are not likely to purchase them. Availability and variety are of particular importance in smaller, convenience-type stores who offer a lower volume of foods. The Good Food Sold Here Grocery Store Model does not provide specific stocking requirements because it is expected that grocery stores will already maintain a stock of healthy foods and beverages prior to their enrollment in the partnership.
 - **STRATEGY:** Increase stock of healthy, single-serving snack foods in the checkout area
 - **STRATEGY:** Offer children one free small piece of fruit such as a banana, clementine or apple during shopping trips

Promotion

Promotion refers to all activities that advertise product information to the customer. A variety of strategies may be used to promote healthy items in grocery stores. The following is a list of promotional activities and recommendations for how they may be implemented in grocery stores that participate in the Good Food Sold Here Partnership.

- **Signage** can draw customer attention to specific programs or products. MDH, with the help of local public health partners, has worked with graphic designers to create signs that promote the store as a Good Food Sold Here store as well as specific healthy foods and beverages inside the

store. These signs will be provided to local public health to use in the store(s) they are working with. Opportunities to co-brand promotional materials are available. Snapshots of the signage may be found in Appendix A and could be helpful to show store owners during recruitment.

- **STRATEGY:** Hang branded logo sign on the doors at the entrance of the store
- **STRATEGY:** Hang branded signs for healthy foods in their corresponding area in the store
- **STRATEGY:** Hang branded signs for healthy beverage selection on drink coolers
- **STRATEGY:** Display “SNAP/EBT accepted here” signs at the entrance of the store at minimum
- **STRATEGY:** Display “WIC accepted here” signs at the entrance of the store at minimum
- **STRATEGY:** Hang branded grocery cart signs on at least 50% of grocery carts in the store
- **STRATEGY:** Place shopping cart placemats (appendix G) in the bottom of at least 50% of grocery carts in the store
- **STRATEGY:** Use floor decals to direct customers to healthy options
- **Shelf talkers**, also referred to as shelf labels, have been proven to be effective in promoting sales of selected items at the point of purchase by drawing attention to particular traits of the item or to the item itself.⁷⁻⁹ Branded shelf talkers will be provided to local public health staff.
 - **STRATEGY:** Place shelf talkers where healthy items are located to indicate which foods are a healthy option at the point-of-purchase
- **Taste tests and in-store samples** are an effective way to allow customers to try healthy products before purchasing. Trying and liking a product can lead to purchasing, especially if the product is offered for sale directly next to where sampling takes place.
 - **STRATEGY:** Offer taste tests/samples of healthier items to draw attention to those items in the store
- **Food demonstrations** engage customers in the store by modeling how items available at the store may be used together to prepare healthy meals. As part of food demonstrations, a food demonstrator (local public health partner, nutritionist, or store staff member) prepares a simple, healthy recipe and allows customers to watch, ask questions, and sample the food. Guidance for the types of recipes to make as part of food demonstrations is available upon request.
 - **STRATEGY:** Provide food demonstrations to show customers how healthier foods can be combined to make easy and healthy meals – cross-merchandise these items at the location of the food demonstration so that customers can get everything they need to make the promoted recipe quickly and easily
- **Cross-merchandizing**, also known as cross-promotion, is a way to advertise the combination of healthy foods such as bananas and peanut butter, whole wheat pasta and low-sugar marinara sauce, or tuna fish and whole wheat crackers. Ideally, the complementary foods being promoted would be located together in a display with signage to advertise intended preparation. Cross-promotions may be included as part of food demonstrations (see above) or implemented as a stand-alone strategy. Additionally, cross-merchandizing may be combined with pricing strategies
 - **STRATEGY:** Cross-merchandise two complementary healthy products (i.e. whole wheat pasta and tomato sauce) as a combined “special”
- **Grocery store tours** led by a dietitian or nutritionist are great ways to engage customers and alert them to the location of healthy items in the store. Tours can cover general nutrition or may focus on a specific goal such as shopping for a low-sodium diet. Grocery store tours often include tips for healthy shopping, ideas for healthy recipes using store foods and money-saving strategies.

- **STRATEGY:** Offer store tours led by a dietitian or nutritionist (or a staff member with interest in or knowledge of nutrition) to highlight where healthy food is located, provide tips on how to select healthy options and educate about the importance of choosing healthy foods
- **Shopping lists, recipe cards and healthy cooking tips** can be placed in-store for customers who are seeking guidance on how to shop for and cook healthy, affordable foods. Branded shopping lists, recipe cards and healthy cooking tips will be provided to local public health upon request.
 - **STRATEGY:** Provide copies of the Good Food Sold Here Healthy & Affordable Shopping List (appendix F) in a highly trafficked area in the store
 - **STRATEGY:** Display recipe cards (appendix H) and healthy cooking tips next to items in the store that are central ingredients in Good Food Sold Here recipes (i.e. Asian Inspired Noodles recipe card next to the whole wheat pasta)
- **Mass media advertisements** such as press releases, social media posts, and local news and newspaper promotions can draw attention to stores who have made a commitment to the health of their customers by participating in the Good Food Sold Here Partnership. Media can also be used to educate the public about the store changes so residents are aware of what to look for when shopping.
 - **STRATEGY:** Distribute a press release (possibly in coordination with a community event) to draw attention to and describe the healthy changes that have been made in the store as part of the Good Food Sold Here Partnership
- **Community events** such as blood pressure screenings, cooking workshops or health events held at Good Food Sold Here grocery stores are a great way to draw the public into the store and communicate the store's commitment to health.
 - **STRATEGY:** Hold a variety of community, health-focused events at least four times a year

Placement

Placement is the physical location of a product. In grocery stores, foods and beverages are displayed in a variety of ways on stands, shelves, coolers and racks. Strategically placing healthier items in these locations can help increase purchasing.

- **End cap or front-of-store displays** are highly trafficked areas in grocery stores. End caps refer to the areas and the end of aisles that face major traffic arteries in the store. The front of the store and end caps are key places to stock healthier items because the greater foot traffic often leads to increased sales.
 - **STRATEGY:** Encourage the purchase of healthier items by placing them in highly trafficked areas such as the end of aisles or near the front of the store
- **Strategic placement** of healthier items can help nudge customers to select more nutritious options. Strategically locating healthy foods at eye level or stocking them in the same proportion as less healthy foods can be implemented relatively easily and have a positive impact on the store food environment.
 - **STRATEGY:** Ensure that healthy food items are allotted the same amount of space on the shelf as their less healthy counterparts (e.g., stock the same amount of low-fat milk as higher fat varieties)
- **Healthy checkouts** provide healthy snacks and beverages in the checkout area and oftentimes completely replace candy, chips and soda with healthier options. By placing healthier foods and

beverages in the checkout line, customers are more likely to see and purchase those items. Healthy checkout standards are described in more detail on page [2517](#) of the toolkit.

- **STRATEGY:** Offer at least three healthy snack options in all checkout aisles
- **STRATEGY:** Stock healthier snack foods and beverages at eye-level on shelves and in coolers at checkout
- **STRATEGY:** Offer individual containers of pre-cut fresh fruit or vegetables next to at least one checkout aisle
- **STRATEGY:** Convert at least 50 percent of checkout aisles to fully healthy checkout* aisles by removing candy, chips and soda and replacing them with healthy snacks and beverages

* Healthy checkout requirements and guidance are outlined in Appendix B

Price

Price is often a determining factor at point of purchase, especially among low-income consumers.^{10–12} Running sales, providing deals and targeted coupons, and modifying price can alter purchasing and sales. Although price discounts on healthier items, particularly fresh fruits and vegetables, have shown to be one of the most effective strategies in affecting purchasing and sales, the Good Food Sold Here Partnership understands that modifying price is challenging and may not be feasible. Therefore, beyond accepting government food assistance program benefits, the Good Food Sold Here Grocery Store Model does not require permanent modifications to price as a requirement for participation.

- **Government food assistance programs** like the Supplemental Nutrition Assistance Program (SNAP) and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provide food dollars for low-income families and individuals. All Good Food Sold Here stores are encouraged to accept both SNAP and WIC benefits to promote availability of quality, healthy foods to low-income members of the community.
 - **STRATEGY:** Accept SNAP/EBT
 - **STRATEGY:** Accept WIC
- **Coupons** are either paper or electronic vouchers that can be redeemed for a pricing discount at the point of purchase. Coupons may be delivered to the consumer through advertisements, magazines, online forums, store apps or provided in store and placed with the items that they are discounting. Providing coupons at the point of purchase has been found to be successful in increasing sales.^{13,14}
 - **STRATEGY:** Provide coupons for healthier items at the point-of-purchase for customers to take and redeem at checkout
- **Sales and deals** are periods of time in which stores sell select foods and beverages at reduced prices. Stores can both increase the number of sales for healthier items and more prominently highlight existing sales for healthier items. When running sales that decrease the price of healthier items, a decrease of 20 percent is recommended because discounts of 50 percent or more on healthier items may have an unintended consequence of increasing sales of unhealthier foods.^{15,16}
 - **STRATEGY:** Highlight healthy sale items with shelf talkers advertising the discount

- **STRATEGY:** Promote deals like “2-for-1”, “buy one get one free,” or temporarily reduce the price of healthier items, particularly fruits and vegetables, in store circular (if applicable), signs in the store, and/or at the point-of-purchase with shelf talkers or signs at least once a month
- **Pricing of healthier versions of staple products** should match (or be less than) that of their less healthy counterparts. Oftentimes, healthier versions of a product are more expensive than their less healthy counterpart, such as whole wheat/grain bread being priced higher than white bread. By pricing store brand or basic products such as brown and white rice, whole grain/wheat and white bread, and non-fat and whole milk the same price, stores can ensure that price is not a barrier so customers select the healthier version of a product.
- **STRATEGY:** If applicable, adjust the price of whole grain products to be equal or less than that of their non-whole grain counterparts (e.g., store brand whole wheat bread should be the same price as store brand white bread)

Good Food Sold Here Grocery Store Model

Just as every store has distinct characteristics and specialties, stores will vary in their capacity to implement Good Food Sold Here recommended strategies to promote the selection and sale of healthy foods and beverages. A tiered model in which stores can achieve a “Good,” “Better,” or “Best” designation was created to address the unique differences among stores and provide an inclusive framework for all grocery stores that would like to participate, regardless of size and staff. Although smaller grocery stores may find that it is not feasible to meet the standards for the “Best” designation, they may still show the same commitment to the health and nutrition of their customers by working to reach a “Good” or “Better” designation.

The Good Food Sold Here Grocery Store Model is based on the four Ps of marketing and was developed using evidence-based strategies proven to be effective in promoting the selection and sale of healthy foods and beverages in grocery store settings. Strategies included in the “Good” designation, which acts as the baseline for participation in the Good Food Sold Here Partnership, were chosen by factoring the feasibility of implementing each strategy with its strength of supporting evidence. This process was used to increase the likelihood that those strategies selected for the “Good” designation will affect healthy food and beverage selection and sales while remaining attainable, especially for grocery stores with a limited size or capacity.

How to Use the GFSH Grocery Store Model Checklist

The Good Food Sold Here Grocery Store Model Checklist (below) lists strategies that are both recommended and required for the “Good,” “Better,” and “Best” designations from the Good Food Sold Here Partnership. The strategies are divided by marketing category (Product, Promotion, Placement and Price). Additionally, there is a list of strategies under a “Bonus” heading at the end of the checklist. Strategies classified as “Bonus” are not directly related to nutrition, but are strategies that if implemented, can promote overall health. Stores are not required to implement any of the “Bonus” strategies, but if they do, they will be eligible for receiving a structural incentive or public recognition. The provision of incentives will vary based on budget and discretion of the local public health partner.

The model is displayed in a checklist format to show which strategies must be implemented for stores to reach the “Good,” “Better” or “Best” designation. Since it is a tiered model, more strategies must be implemented for a store to move up designations. Most strategies have been predetermined for the “Good” designation (with the exception of the Promotion section) but stores have the flexibility to choose a specified number of additional strategies to meet the “Better” or “Best” designation. A store may implement additional strategies outside the frame of their designation if so desired.

Using the Good Food Sold Here Grocery Store Model Checklist with Stores

1. Read through the strategies listed in the checklist and in the margin on the left side of the page, mark which strategies you think are feasible and would be helpful for promoting sales of healthier items in the partnering store. Refer to descriptions of the strategies above if needed.
2. Once you have read through and marked strategies of interest, determine which designation your partnering store would meet. Do your selections combine to meet any of the designations? If not, are there additional strategies that the store might be able to implement to meet the “Good” designation, at minimum?
3. Allow store contact person to read through the checklist and mark which strategies they believe would be feasible and of interest. You may assist as much or as little with this depending on your relationship with the store contact person.
4. Discuss your choices. Talk about any differences and determine why they exist. If a store is reluctant to implement certain strategies, try to understand why and problem-solve barriers. Agree on feasible strategies and a goal designation. Work together to create a plan of action (with a timeline) for implementation.

NOTE: If it is relatively easy for a store to meet the “Good” designation and stores are interested in meeting a higher designation, use the checklist to pick other strategies to meet “Better” or “Best” standards. A store may add strategies over time to improve their designation to “Better” or “Best” status.

Good Food Grocery Store Model Checklist

Product	Good	Better	Best
Increase stock of healthy, single-serving snack foods in the checkout area*	✓	✓	✓
Offer children one free small piece of fruit such as a banana, clementine or apple during shopping trips		✓	✓
Promotion			
Hang Good Food Sold Here logo sign on the doors at the store entrance	✓	✓	✓
Hang Good Food Sold Here signs for healthy foods in their corresponding area in the store	✓	✓	✓
Hang Good Food Sold Here signs for healthy beverage selection on drink coolers	✓	✓	✓
Display SNAP/EBT accepted here signs at the entrance of the store at minimum	✓	✓	✓
Display WIC accepted here signs at the entrance of the store at minimum	✓	✓	✓
Place Good Food Sold Here shelf talkers where healthy items are located to indicate which foods are a healthy option at the point-of-purchase	✓	✓	✓
Distribute a press release (possibly in coordination with a community event) to draw attention to and describe the healthy changes made in the store as part of the Good Food Sold Here Partnership	✓	✓	✓
PICK ADDITIONAL STRATEGIES FOR 'BETTER' AND 'BEST' FROM LIST BELOW	PICK 2 ↓ ✓✓	PICK 5 ↓ ✓✓✓ ✓✓	PICK 7 ↓ ✓✓✓✓ ✓✓✓
Provide copies of the Good Food Sold Here Healthy & Affordable Shopping List (appendix F) in a highly trafficked area in the store			
Display recipe cards (appendix H) and healthy cooking tips next to items in the store that are central ingredients in Good Food Sold here recipes (i.e. Asian Inspired Noodles recipe card next to the whole wheat pasta)			
Hang Good Food Sold Here grocery cart signs on at least 50 percent of grocery carts and/or shopping baskets in the store			
Offer taste tests/samples of healthier items to draw attention to those items in the store			
Cross-merchandise two complementary healthy products (i.e. whole wheat pasta and tomato sauce) as a combined "special"			
Provide food demonstrations to show customers how healthier foods can be combined to make easy and healthy meals – cross-merchandise these items at the location of the food demonstration so customers can get everything they need to make the promoted recipe quickly and easily			
Offer store tours led by a dietitian or nutritionist (or a staff member with interest in or knowledge of nutrition) to highlight where healthy food is located, provide tips on how to select healthy options and educate about the importance of choosing healthy foods			
Hold a variety of community, health-focused events at least four times a year			
Use floor decals to direct customers to healthy options			
Place shopping cart placemat "partitions" (appendix G) in the bottom of at least 50 percent of grocery carts in the store			

(continued on next page)

*Healthy checkout requirements and guidance are outlined in Appendix B

Good Food Grocery Store Model Checklist (continued)

Placement	Good	Better	Best
Encourage the purchase of healthier items by placing them in highly trafficked areas such as at the end of aisles or near the store front	✓	✓	✓
Offer at least three healthy snack options at or before all checkout aisles	✓	✓	✓
Stock healthier snack foods and beverages at eye-level on shelves and in coolers at checkout	✓	✓	✓
PICK ADDITIONAL STRATEGIES FOR 'BETTER' AND 'BEST' FROM LIST BELOW		PICK 1 ↓ ✓	PICK 2 ↓ ✓✓
Offer individual containers of pre-cut fresh fruit or vegetables next to at least one checkout aisle			
Ensure that healthy food items are allotted the same amount of space on the shelf as their less healthy counterparts (e.g., stock the same amount of low-fat milk as higher fat varieties)			
Convert at least 50 percent of checkout aisles to fully healthy checkout* aisles by removing candy, chips and soda and replacing them with healthy snacks and beverages			
Price			
Accept SNAP/EBT	✓	✓	✓
Promote deals like "2-for-1", "buy one get one free," or temporarily reduce the price of healthier items, particularly fruits and vegetables, in store circular (if applicable), signs in the store, and/or at the point-of-purchase with shelf talkers or signs at least once a month	✓	✓	✓
Accept WIC		✓	✓
PICK ADDITIONAL STRATEGIES FOR 'BETTER' AND 'BEST' FROM LIST BELOW		PICK 1 ↓ ✓	PICK 2 ↓ ✓✓
Provide coupons for healthier items at the point-of-purchase for customers to take and redeem at checkout			
Highlight healthy sale items with shelf talkers advertising the discount			
If applicable, adjust the price of whole grain products to be equal or less than that of their non-whole grain counterparts (e.g., store brand whole wheat/grain bread should be the same price as store brand white bread)			
Bonus			
Provide access to potable water free of charge			
Offer a clean and comfortable breastfeeding space that is NOT a bathroom for both staff and mothers shopping in the store			
Provide resources with instructions for signing up for SNAP/EBT or how to enroll in WIC			
Have bike racks outside store to encourage biking to and from the store			
If not currently working with local farmers or vendors, partner with local produce vendors to stock more locally sourced produce and other healthy items			

*Healthy checkout requirements and guidance are outlined in Appendix B

Implementation Overview of the Good Food Grocery Store Model

Step One: Identification of Stores

- Identify community stakeholders or partners and engage them in the planning process
- Identify areas in your county/city with limited access to healthy foods and high-need or vulnerable populations
- Identify a list of grocery stores and supermarkets in those areas
- Check with MDH for a list to get you started
- Identify grocery stores to recruit

Step Two: Store Recruitment and Planning

- Visit stores and invite owners/managers to participate in the Good Food Sold Here Partnership
 - See Grocery Store Recruitment document (Appendix C) for talking points
 - Modify and use Appendix D to explain the program in the store
- If store owner agrees to participate:
 - Conduct an initial store assessment using MN EATs to better understand the store offerings of healthy items
 - Take "before" photos of the store, particularly in areas where promotion would occur such as the checkout area and produce section
 - Meet with store contact person to determine which strategies from the Good Food Sold Here Model Checklist will be implemented
 - Ask MDH for sample store interview questions to adapt for your needs
 - Review and complete a Memorandum of Understanding (Appendix E) with store contact
 - Create an action plan using the Good Food Grocery Store Model Checklist as a guide. Mutually decide on a "kick off" date when GFSH signs will be hung and if strategies will be implemented gradually, create a timeline for implementation

Step Three: Program Implementation and Support

- Provide store contact person training (i.e. fresh produce handling), if applicable
- Hang GFSH promotional signs
- Implement all selected strategies
- Provide support and meet with store contact person regularly to monitor store progress
- Take pictures of healthy changes in the store

Step Four: Sustainability Planning

- Meet with the store to outline a sustainability plan for ongoing promotion of healthy options

Healthy Foods & Beverages

Selecting Healthy Foods & Beverages to Promote

It has become increasingly challenging to determine which foods and drinks should be classified as healthy. Misleading or false nutrition and health claims on packaging and extensive manufacturer advertising makes discerning reliable nutrition information confusing and frustrating. Although grocery stores who participate in the Good Food Sold Here Partnership are encouraged to market a variety of appealing and affordable healthy foods and beverages, it is not expected that grocery stores navigate the nutrition landscape alone. Citing the most current recommendations from the Dietary Guidelines for Americans and other reliable nutrition resources, the following healthy food and beverage guidelines table was developed to make it easier on local public health partners and stores to understand which foods should be promoted as part of the Good Food Sold Here Partnership.^{17,23}

The guidelines separate foods into seven main food groups:

- (1) fruits & vegetables
- (2) dairy
- (3) grains
- (4) meat, fish & poultry
- (5) beans, nuts & seeds
- (6) snacks
- (7) beverages

Within each food group, recommendations for which foods to promote often, occasionally and rarely are provided. Good Food Sold Here marketing materials, such as signs and shelf talkers, should be used with foods in the “promote often” column. Definitions for low-sodium, low-fat, whole grain, and low-sugar ~~and~~ ~~xx~~ are given immediately following the guidance table.

Cost and Seasonality

Helping stores promote nutritious, high quality, low-cost foods and beverages is an important function of the Good Food Sold Here Partnership. One way to ensure high-quality, lower-cost foods is to promote produce when it is in season. Produce that is in-season is often at its peak taste and more readily available. A list of seasonal produce by season is found on page 19.

Healthy Foods & Beverages Guidance

	Promote Often	Promote Occasionally	Promote Rarely
Fruits & Vegetables *colorful (red, orange, and dark green) have the most nutrients	<ul style="list-style-type: none"> Fresh fruits and vegetables Frozen fruits and vegetables without added sauces, fat, or salt Canned fruits and vegetables with no salt or sugar added 	<ul style="list-style-type: none"> Low-sodium^a canned vegetables Canned fruits in light syrup Dried fruits without added sugar or candy coating 	<ul style="list-style-type: none"> Frozen fruits and vegetables with added sauces, fat, or salt High-sodium^a canned vegetables Canned fruits in heavy syrup Dried fruits with chocolate or candy coating
Dairy	<ul style="list-style-type: none"> Non- or low-fat^b dairy products such as milk, yogurt, and cheese Soy milk 	<ul style="list-style-type: none"> Higher-fat^b dairy products such as milk, yogurt, and cheese Flavored milks 	<ul style="list-style-type: none"> High-fat dairy products such as butter, cream, sour cream, cream cheese, and ice cream
Grains	<ul style="list-style-type: none"> Whole grain^c or whole wheat bread Whole grain, low-sugar cereals^d Brown rice Whole wheat or corn tortillas Whole wheat pasta Oatmeal Quinoa and barley 	<ul style="list-style-type: none"> White/refined flour bread White rice White/refined flour tortillas White/refined flour pasta 	<ul style="list-style-type: none"> High-sugar cereals^d Sweetened and/or fat-added baked goods (biscuits, croissants, pastries) Rice meals with added sauces, fat, or salt
Meat, Fish & Poultry	<ul style="list-style-type: none"> Whole cuts of chicken, turkey, or lean ham Extra lean ground meat^e Fresh, canned in water, or unprocessed frozen fish Eggs 	<ul style="list-style-type: none"> Whole cuts of beef or pork Lean ground meat^e Fish canned in oil 	<ul style="list-style-type: none"> Processed meats like bacon, sausage, bologna, full-fat hot dogs, and salami/pepperoni Regular ground meat^e Breaded, frozen fish
Beans, Nuts & Seeds	<ul style="list-style-type: none"> Canned or dried beans without added sauce or sodium Dried split peas, black-eyed peas, lentils, soybean products (including tofu) Unsweetened nut butters Unsalted nuts, nut mixes without added candy, unsalted seeds 	<ul style="list-style-type: none"> Low-sodium^a canned beans Nuts and seeds with flavoring and/or salt added 	<ul style="list-style-type: none"> High-sodium^a canned beans Nuts with candy coating and nut mixes with added candy Sweetened, flavored nut butters
Snacks	SEE HEALTHY CHECKOUT GUIDANCE (page 2517)		
Beverages	<ul style="list-style-type: none"> No sugar added water Unsweetened flavored water Skim or 1% plain milk Unsweetened iced tea 	<ul style="list-style-type: none"> Flavored milks 100% juice Diet soda Artificially sweetened^f drinks 	<ul style="list-style-type: none"> Soda Energy drinks Sports drinks Sweet tea

Adapted from *Supermarket Strategies to Encourage Healthy Eating Toolkit*²²



^a**Low-sodium** foods are those that contain 140mg of sodium or less per serving. High-sodium foods are those that contain 140mg of sodium or more per serving.¹⁸

^b**Low-fat** milk varieties are those defined as having less than 3g fat per serving, including skim (0g fat per serving) and 1% (2g fat per serving) cow's milk and most soy milks (2.5g fat per serving). Higher-fat milk varieties are those defined as having more than 3g fat per serving, including 2% (5g fat per serving) and whole (8g fat per serving) cow's milk.¹⁸

^c**Whole grain** products are those in which a whole grain is listed as the first ingredient. Examples of whole grains include amaranth, barley, buckwheat, corn/cornmeal, millet, oats, quinoa, rice, rye, sorghum, teff, triticale, spelt, emmer, farro, einkorn, Kamut, durum, bulger, cracked wheat and wheatberries. Products with whole wheat listed as the first ingredient are classified as whole grain.¹⁹

^d**Cereals** are defined as whole grain (using the criteria listed above) and as low- and high-sugar. Low-sugar cereals are those that contain 7g or less of sugar per serving. High-sugar cereals are those that contain more than 7g of sugar per serving.

^e**Ground meat** may be classified as extra lean (less than 5g of total fat and less than 2g of saturated fat per serving), lean (less than 10g of total fat and less than 4.5g of saturated fat per serving) or regular (total and/or saturated fat content exceeds that of the extra lean and lean designations).¹⁸

^f**Artificially sweetened** refers to beverages that contain artificial sweeteners, also known as sugar substitutes, such as saccharin, aspartame (NutraSweet® and Equal®), sucralose (Splenda®), acesulfame potassium (ACK, Sweet One®, and Sunett®), neotame, advantame and cyclamate.²⁰



Seasonal Minnesota Produce²¹

Winter December, January, February			Spring March, April, May		
Apples	Cabbage	Onions	Arugula	Romaine	Cauliflower
Kale	Celeriac	Parsnips	Bok Choy	Spinach	Kohlrabi
Carrots	Daikon	Rutabaga	Beet Greens	Swiss Chard	Mushrooms
Sweet Potatoes	Garlic	Shallots	Collard Greens	Turnip Greens	Peas
Winter Squash	Leeks	Turnips	Lettuce	Watercress	Potatoes
Beets	Mushrooms	Potatoes	Kale	Winter Squash	Radishes
			Mesclun	Asparagus	Rhubarb
			Mustard Greens	Bean Sprouts	Scallions
			Turnips	Lettuce	
Summer June, July, August			Fall September, October, November		
Apples	Spinach	Garlic	Apples	Watercress	Fennel
Blueberries	Swiss Chard	Green Beans	Cantaloupe	Carrots	Garlic
Blackberries	Turnip	Kohlrabi	Grapes	Pumpkin	Kohlrabi
Cantaloupe	greens	Mushrooms	Honeydew	Sweet Potatoes	Leeks
Currants	Watercress	Okra	Plums	Winter Squash	Mushrooms
Chokecherries	Carrots	Onions	Raspberries	Bean Sprouts	Onions
Gooseberries	Pumpkin	Parsnips	Arugula	Beets	Radishes
Grapes	Winter	Peas	Bok Choy	Bell Peppers	Rutabaga
Honeydew	squash	Potatoes	Broccoli	Brussels Sprouts	Shallots
Plums	Beets	Radishes	Collard	Cabbage	Summer
Raspberries	Bell peppers	Rhubarb	Greens	Cauliflower	Squash
Strawberries	Brussels	Rutabaga	Lettuce	Celery	Sweet Corn
Watermelon	sprouts	Scallions	Kales	Celery Root	Parsnips
Broccoli	Cabbage	Shallots	Mesclun	Celeriac	Potatoes
Collard Greens	Cauliflower	Summer	Mustard	Chicory	Tomatoes
Lettuce	Celery	Squash	Greens	Cucumbers	Turnips
Kale	Celeriac	Sweet Corn	Romaine	Daikon	Wax Beans
Mesclun	Chicory	Tomatoes	Lettuce	Eggplant	Zucchini
Mustard Greens	Cucumbers	Turnips	Spinach		
Romaine Lettuce	Eggplant	Wax Beans	Swiss Chard		
Daikon	Endive	Zucchini	Turnip		
Fennel			Greens		



Successful Implementation

Successful implementation of the Good Food Sold Here Grocery Store Model will require consistent communication and coordination between local public health partners and the staff at collaborating grocery stores. The following is a list of recommendations to increase the likelihood of success when working with grocery stores in the Good Food Sold Here Partnership:

1. Identify a store contact person who will act as the primary point of communication

- Ideally, the individual who is the point of contact would either be the store manager, dietitian, or have the authority to implement Good Food Sold Here activities (such as agreeing to hang signs without having to get manager approval)
- Collect the store contact person's preferred contact information and method (i.e. some store managers would prefer to communicate via text while others may want to be called on their office phone)
- Keep in consistent communication with store contact person and visit the store regularly to build trust and enhance buy-in

2. Involve the store manager and store contact person (if different) in all initial planning

- Allow the store to choose their own strategies
- Be willing to talk through potential barriers to implementing specific strategies

3. Educate all store staff about the Good Food Sold Here Partnership

- Offer to provide education or leave materials for store staff members who are not directly involved with the Good Food Sold Here activities so they understand the program and know how to provide support when needed (i.e. where to place a shelf label that has fallen)
 - This is especially important in large grocery stores that have many employees

4. Create a plan, with input from store contact person, to monitor fidelity and provide assistance when needed

- Once initial materials have been delivered and stores have implemented their selected strategies, schedule a standing check-in meeting every other month to monitor fidelity and provide assistance



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Good Food Sold Here Signage Examples



Exterior window decal



Hanging poster



Shelf talker/sticker



Fridge decal



Hanging poster





Healthy Checkout Guidance

Consumer demand is growing for healthier food and beverage options. Retail stores play an important role in stocking healthy items that are both convenient and nutritious.

This document contains guidelines for healthy checkout snacks and beverages, a list of best practices for promoting these items, a sample list of pre-approved items and other useful tools. By helping stores stock an assortment of these products, you can help your community eat well and feel good!

Snack and Beverage Guidelines

The simplified nutrition guidelines below will help you easily identify healthier packaged products in the checkout area. Additional details and rationale are provided at the end of the document. These guidelines are adapted from the National Alliance for Nutrition & Activity (NANA) and USDA Smart Snacks guidelines.

Snack Food Guidelines

- The first ingredient must be one of the following: a whole grain (e.g. brown rice, 'whole wheat' flour, quinoa, oats), fruit, vegetable, dairy or protein food (e.g. nuts, soy, beans, meat, seafood) AND
- Each product, as packaged* may contain no more than:
 - 200 calories
 - 2 grams of saturated fat (exception: 100% nuts and seeds and trail mixes with no chocolate or candy)
 - 0 trans fat
 - 10 grams of total sugars (exception: fruit and vegetable-based products with no added sugars and yogurts with ≤ 23 grams total sugars/6 oz.)
 - 200 mg of sodium

Beverage Guidelines

- Plain or sparkling water
- Unsweetened flavored water
- Skim or 1% plain or flavored milk (including calcium and vitamin D fortified soy milk)
- Unsweetened tea and coffee
- 100% fruit or vegetable juice (8 oz. portions or less; ≤ 200 mg sodium/container)



Sample Food Labels

Nutrition Facts	
1 servings per container	
Serving size	1 package
Amount Per Serving	
Calories	100
% Daily Value*	
Total Fat 4g	5%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 2g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 14g	5%
Dietary Fiber 1g	4%
Total Sugars 4g	
Includes 1g Added Sugars	2%
Protein 2g	4%
Vitamin D 2mcg	10%
Calcium 26mg	2%
Iron 0.72mg	4%
Potassium 282mg	6%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Under 200

Under 2g

0g

Under 200mg

Under 10g

Nutrition Facts	
2 servings per container	
Serving size	1 cup
Amount Per Serving	
Calories	100
% Daily Value*	
Total Fat 4g	5%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 2g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 14g	5%
Dietary Fiber 1g	4%
Total Sugars 4g	
Includes 1g Added Sugars	2%
Protein 2g	4%
Vitamin D 2mcg	10%
Calcium 26mg	2%
Iron 0.72mg	4%
Potassium 282mg	6%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Multiply all numbers by 2

100x2=200
Not over 200

0.5x2= 1g
Under 2g

170x2=340mg
Over 200mg

4x2= 8g
Under 10g



Best Practices for Promoting Healthy Checkout Items

The following best practices were compiled from research on healthy checkout lanes and are intended to be used by convenience stores with three cash registers or fewer.

Rural/ethnic stores: We recognize that some rural and ethnic stores may have unique needs due to population demographics and size. Therefore, it is recommended that rural and ethnic stores customize these strategies to best fit the needs of their customers, while providing healthy alternatives in checkout lanes.

Healthy Checkout Lane Strategies

Products

Offer products in the checkout area that meet the guidelines listed above
Increase fruits, vegetables, whole grains and fat-free/low-fat dairy products (e.g. yogurt or cheese)
Offer beverages that are low in sugar such as plain water or unsweetened flavored water
Offer items in addition to healthy foods such as travel size personal care items (lip balm, tissue, etc.)

Placement

Feature fresh fruit near cash register (within 10 ft.)
Feature individual bottled water near the cash register (within 10 ft.)
Highlight featured healthy options with a display near checkout
Stock additional healthy foods/beverages on end caps near the healthy checkout lanes
Place healthier options at eye level in coolers and on the shelves in the healthy checkout lanes

Promotion

Display Good Food Sold Here signs to promote healthy options
Use signage to advertise healthy checkout lanes and encourage customer use
Label specific healthy items to highlight their nutritional benefit (ex: 100% whole grain)
Display signs promoting locally grown produce (e.g. Minnesota Grown)
Use catchy names such as “crisp carrots” to advertise healthy grab and go items
Train staff to prompt healthy options at check-out (e.g. Would you like a bottle of water with this?)
Offer taste testing at the front of the store (fresh fruit, healthy snack, etc.)
Provide free recipes and/or a store newsletter in a rack

Pricing

Offer discounted produce near the register
Offer specials/coupons/loyalty cards for healthy options
Price healthy snacks at or below the price of comparable less healthy snacks
Price healthy beverages at or below price of comparable less healthy beverages

Practice

Start with one checkout lane
Normalize healthy choices by advertising as a customer favorite
Use product mixing for a gradual transition and to slowly introduce healthy options
Keep healthy checkout lane(s) clean and visually appealing to encourage customer use

Prevalence

Include a minimum of 3 healthy items in the checkout area.
Expand to 50% healthy, or offer a 100% healthy checkout lane if feasible in stores with multiple checkout lanes



Quick List: Items that Meet Healthy Snack Guidelines

This is not a comprehensive list. It is intended to be a starting point to identify products that fit the healthy checkout guidelines. Keep in mind that product formulas may change at any time. Double check Nutrition Facts Labels and guidelines to ensure that items are compatible and meet healthy checkout guidelines. This list is adapted from Three Rivers Nutrition Standards and Center for Science in the Public Interest Model Nutrition Standards Product List.

We encourage you to discover additional products that meet the guidelines!

Disclaimer: The Minnesota Department of Health is not advertising or endorsing certain brands, but is simply providing a list of products that was easily identified and met our guidelines.

Fruit/Vegetables	
Snack Item	Manufacturer
Any Whole Fruit or Vegetables	---
Applesauce Pouches	GoGo, Squeeze
Fruit Bites	Kind
Mixed Fruit in 100% Juice	Dole
No Sugar Added Fruit Cup Snacks, 3.75-4 oz (all varieties)	Del Monte
Ready to Eat Snack Pack Baby Carrots, 3 oz	Grimmway Farms
Ready Snax Cups	Ready Pac Foods
Dairy – yogurt, milk, cheese	
DanActive Vanilla, 3.1 fl oz	Dannon
Danimals Smoothies, 3.1 fl oz	Dannon
Danimals Squeezables Lowfat Yogurt, 4 oz (all varieties)	Dannon
Danimals Nonfat Yogurt, 4 oz (all varieties)	Dannon
Light & Fit Nonfat Greek Yogurt with Zero Artificial Sweeteners, 5.3 oz (all varieties)	Dannon
Activia Probiotic Yogurt, 4 oz	Dannon
Activia Greek Yogurt, 5.3 oz	Dannon
Activia Fruit Fusion, 4 oz (all varieties)	Dannon
Oikos Greek Nonfat Yogurt, 5.3 oz	Dannon
Oikos Triple Zero Greek Nonfat Yogurt, 5.3 oz (all varieties)	Dannon
Total 0% Plain Greek Yogurt, 6 oz	Fage
0% Milkfat Strained Non-Fat Yogurt (Icelandic Style Skyr), 5.3 oz (all varieties)	Siggi's
Organic Greek 0% Fat Yogurt, 5.3 oz (any flavor)	Stonyfield
Low-Fat Yogurt Fruit on the Bottom (any flavor)	Chobani
Original, 6 oz (any flavor)	Yoplait
Trix Yogurt	Yoplait
Cereal – single serving	
Cherrios Bowlpak (B/P)	General Mills



Cinnamon Toast Crunch Reduced Sugar B/P, 1 oz	General Mills
Cocoa Puffs 25% Less Sugar B/P, 1 oz	General Mills
Trix 25% Less Sugar B/P, 1 oz	General Mills
Multigrain Cheerios B/P, 1 oz	General Mills
Frosted Flake Multigrain Reduced Sugar B/P, 1 oz	Kellogg
Rice Krispies Brown Rice Whole Grain, 1oz	Kellogg
Frosted Mini Wheat B/P, 1oz	Kellogg
Heart to Heart Honey Oat B/P, 1.4oz	Kashi
Heart to Heart Honey Toasted Oat B/P, 1.4 oz	Kashi
Honey Sunshine, 1oz	Kashi

Snack Bars

Chewy Granola Bars, 1.2 oz (all varieties)	Kashi
Crunchy Granola & Seed Bars	Kashi
Bars: Cranberry almond + antioxidants with macadamia nuts, blueberry vanilla & cashew, honey roasted nuts & sea salt, madagascar vanilla almond, pomegranate blueberry pistachio + antioxidants, blueberry pecan, raspberry cashew & chia, fruit & nut, peanut butter & strawberry, apple cinnamon & pecan	Kind
Healthy Grains Bars (all varieties)	Kind
Chewy Trail Mix Granola Bars, 1.1-1.2 oz (all varieties)	Nature Valley
Soft-Baked Oatmeal Squares (all varieties)	Nature Valley
Chewy Granola Bars (all varieties)	Quaker

Other Snack Items

Almonds & Walnuts 100 Calorie Packs, 0.56 oz	Emerald Nuts
Almonds, 1 oz - all flavors	Blue Diamond
In Shell Pistachios	Nut Harvest
Single Serve Tuna Pouches, 2.6 oz (Low Sodium Albacore White Tuna in Water, Low Sodium Chunk Light Tuna in Water)	StarKist
Hummus Cup (Shelf Stable), Original or Roasted Red Pepper, 3 oz	Zee Zees
Go'Bonzo's Roasted & Seasoned Chickpeas, 0.75 oz (all varieties)	Creative Food Innovations
Breakfast Flats (Banana Honey Nut only)	Quaker
Graham Cookie Sticks, Scooby Doo, Cinnamon, 1 oz	Keebler
Cracker Goldfish Cheddar Made with Whole Grain, .75 oz	Pepperidge
Oven Baked Potato Crisps, 1.125 oz (Original, Sour Cream & Onion, BBQ)	Lay's
Oven Baked Crunchy Cheese Flavored Snacks, 0.875 oz	Cheetos

Beverages

- Any plain bottled water
- Sparkling water (no added sweeteners) such as LaCroix, Hint, etc.
- Skim or 1% plain or flavored milk, including Vitamin D fortified soy milk
- Unsweetened tea and coffee
- 100% fruit or vegetable juice (8 oz. portions or less; no added sugar and < 200 mg sodium/container)



Best Selling Product Considerations

Although top-selling products change on a regular basis, there are some key considerations for helping stores choose products that would be appealing to customers:

- **Affordability:** Selling healthy items that meet the snack guidelines and are comparable in price to less healthy options may encourage customers to make healthy substitutions.
- **Nutritional quality:** The snack and beverage guidelines are set up to provide adequate nutrition from snacks and beverages.
- **Taste:** Foods that meet the snack guidelines should taste good!
- **Shelf life:** Depending on the store's availability of cooler space and access to fresh produce, a balance of fresh, shelf stable healthy food items, and non-food items may appeal to consumers in various ways and increase sales.
- **Promotion:** It is important to promote healthy snacks and beverage options. See the "Best Practices for Promoting Healthy Items in Checkout Lanes" table on page [273 for more details](#).

Additional Tools and Resources

- **PHA Healthier Food & Beverage Product Calculator** (<http://www.phacalculator.org/>)
This calculator was developed by the Partnership for a Healthier America and the National Association of Convenience Stores. The calculator can help retailers identify healthy snacks and beverages based on the U.S. Dietary Guidelines for Americans. Keep in mind that snacks and beverages in healthy checkout lanes must meet all of the guidelines on page 1.
- **Smart Snacks Product Calculator** (<https://foodplanner.healthiergeneration.org/calculator/>)
This online tool was developed by the Alliance for a Healthier Generation (AHG) and can be used to verify whether certain food and beverage products comply with the USDA Smart Snacks guidelines.
- **Amazon Healthier Generation Store**
(https://www.amazon.com/b/?&node=13951371011&suppress-ve=1&ref_=b2b_ahg_w)
The AHG collaborated with Amazon to create an online store to make it easier to identify and purchase foods and beverages that meet the USDA Smart Snacks guidelines.
- **Fresh Produce Toolkit: Storing Fresh Produce (PDF)**
<https://www.extension.umn.edu/rsdp/statewide/rural-grocery-stores/docs/Storing-and-handling-fresh-produce-UMN-Extension-RSDP.pdf>

Field Code Changed

Rationale for Snack Guidelines:

These simplified guidelines make it easier for store owners to identify healthy foods and beverages for checkout. They were adapted from NANA and USDA Smart Snacks guidelines. Here are additional details and explanations:

- No more than 200 calories as packaged help keep portion sizes reasonable for a snack. This aligns with USDA Smart Snacks and NANA guidelines.



- No more than 2 g saturated fat: The Dietary Guidelines for Americans recommends no more than 10% of calories comes for saturated fats. A product containing 200 calories with 2 or fewer grams of saturated fat aligns with this recommendation; providing a limit for total grams means there is no need for store owners to calculate.
 - Note that Smart Snacks and NANA guidelines include no more than 35% of total calories from fat. This is not included in the simplified guidelines for ease of use. If using calculators to identify food items, you are encouraged to include this recommended standard.
- 0 g of trans fat: Trans fat is outlawed by the FDA and is to be removed from products by June 18, 2018. Trans fat may be listed on the Nutrition Facts or found in small amounts as “partially hydrogenated oils” in the ingredients list.
- No more than 200 mg of sodium: This aligns with the NANA and USDA Smart Snacks guidelines.
- No more than 10 g of total sugars
 - The new nutrition label by the FDA differentiates between added sugar and total sugar. Added sugar is any sugar added to a product that is not naturally occurring. Fresh fruit is an example of a snack item that has no added sugar – all of the sugar in fruit is naturally occurring. A container of fruit in heavy syrup will have added sugar, which can be verified by reading the Nutrition Facts Label.
 - Exception due to naturally occurring sugars (lactose is a natural sugar in dairy foods): Yogurt that contains no more than 23 grams of total sugars per 6-ounce container (adjusted proportionally for smaller containers).
- Sugarless chewing gum can be sold without meeting the above nutrition standards.

Rationale for Beverage Guidelines:

- The overall goal is to increase selection of beverages that do not contain artificial sweeteners or excess sugar.
- Sugar sweetened beverages (e.g. soda, energy drinks or sports drinks) do not provide nutritional benefit, and include excess sugar that should be limited in a balanced diet.
- 100% fruit or vegetable juice provides nutritional benefits in small portions, and do not contain added sugars. For this reason, they are included under these healthy beverage guidelines. However, portion size should be noted when considering calorie consumption.





Grocery Store Recruitment

Grocery stores are the primary retailer in a community that offer a wide array of healthier items including fruits, vegetables, whole grains, fat-free and low-fat dairy products, and foods and beverages with less sodium (salt), saturated fats, trans fats, cholesterol, and added sugars. By promoting these healthy food items, grocery stores can foster the consumption of a healthy diet and prevent the development of obesity among their customers while still remaining a profitable business. Local Public Health staff can play an important role by providing technical assistance, resources, visibility and strategic partnerships to support successful promotion of healthy foods and beverages in grocery stores. Below you will find information and resources to help you recruit stores into the Good Food Sold Here Partnership.

Building Store Owner Relationships

Step One: Learn about the business before recruitment.

You may be aware of or regularly shop at the grocery stores in your area. If you are unaware of the grocery store in your area, an online search or conversations with local leaders may provide insight. Keep in mind that each grocery store owner will have different strengths and capacities. Key things to consider:

- Is this an independent store or a corporately run store? It may be more difficult for corporately run stores to make changes, but this should not deter you from meeting with the store.
- Does the store/company have a mission statement or corporate responsibility platform? If so, and it aligns with Good Food Sold Here mission, this can be a selling point.
- Do they accept SNAP? If not, this is an opportunity to make the business case to accept SNAP and increase access to underserved communities.
- Are there other, competing grocery stores in the area? If other stores in the area choose to participate in the Good Food Sold Here Partnership, “keeping up with the competition” can be a good selling point. If other stores in the area have not chosen to participate, participation in the Good Food Sold Here Partnership can be a distinguishing trait.

Step Two: Reach out to the store owner/manager/dietitian.

In most cases, a visit to the store has been found to be most effective in recruitment. However, you may choose to integrate phone calls, emails and/or letters before or after a visit. Large corporate stores may respond best to an email. Consider the approach that works best in your community setting.



If you do not get an opportunity to meet with an owner, follow-up with an alternative approach. If there is no interest at that time, work with other stores that are more interested.

Step Three: Make the most of your brief time together.

At the initial meeting, be clear about what the store owner can hope to gain and what you hope to gain. Customize and use the *Store Owner Recruitment Flyer* (Appendix D) to guide your conversation and be sure to listen to understand their unique needs and interests. The *Memorandum of Understanding* (Appendix E) outlines core program elements and more specific expectations that you can review with the store owner if and when they express interest in participation.

WHAT'S IN IT FOR THE STORE OWNER? (FINANCIAL BENEFITS AND VALUES BASED BENEFITS)

- Technical assistance to identify and merchandise healthy foods and beverages in the store.
- Professionally designed signage and shelf talkers to market healthy options in their store.
- Public awareness about the store's participation in the Good Food Sold Here Partnership through existing marketing and promotion channels to build the customer base. (e.g. press releases/earned media, website, social media channels, partner's communications channels)
- Promotional activities (e.g. tastings, screenings) can increase the amount of time customers spend in the store, which can increase purchases.
- Promotion of fresh produce and healthy items can increase sales and profits.
- More public good will. A store's public effort to offer healthy foods can improve customers' and community perceptions of the store.
- Meeting the increased consumer demand for healthier foods. Making it easier for customers to make healthy choices by offering and promoting these foods can build customer loyalty.
- Potential increased redemption of WIC/SNAP benefits and overall profits.
- Funding to display healthier foods (e.g. baskets, display stands, lighting). If you are considering supporting expensive equipment, such as refrigeration, please contact your CS for approval, and require the store to offer WIC and SNAP EBT as part of a Memorandum of Understanding.

Note that each local public health agency will have differing capacity to provide incentives. Clarify the incentives your organization is able to offer before approaching store owners.

WHAT'S IN IT FOR LOCAL PUBLIC HEALTH?

Working together we can:

- Make it easier for ALL community members to find and choose healthy, affordable and appealing foods.
- Create a culture in the community that supports health and well-being and reduces the burden of preventable chronic conditions like diabetes, heart disease and cancer.
- Help to reduce health care costs and save lives.
- Bring people together to address the social determinants of health and support local economic development.
- Engage members of the community and build relationships





Good Food Sold Here Partnership

GOOD TASTING. GOOD FOR YOU. GOOD FOR BUSINESS.

What is the Good Food Sold Here Partnership?

The Good Food Sold Here Partnership is a voluntary program for both small stores and grocery stores across Minnesota that aims to increase access to and selection of healthy foods and beverages. **Insert local public health name** will partner with your store to make it easier to merchandise healthy foods and beverages by helping you to:

- **PROMOTE** healthy items available in your store
- **PLACE** healthy items in a more visible location
- **MAKE** healthy foods more affordable and appealing by offering SNAP, or other pricing and merchandising strategies

Why should I join?

More and more people are looking for healthy products when they shop at convenience stores.

- Sixty-six percent of Minnesotans shop at least once a week at grocery stores¹
- Seventy-seven percent of Minnesotans said that retailers like grocery stores are at least somewhat responsible for creating a healthier food environment¹
- Promoting healthy foods and beverages has been found to enhance the overall public image of a grocery store²

Benefits for your store

- Guidance and support on how to merchandize and display healthy foods
- Professionally-designed promotional materials to highlight healthy foods
- Recognition around your community for selling healthy foods
- Potential social media amplification of sales from local public health partners
- An improved public image²

1. Center for Prevention at BlueCross BlueShield Minnesota. *The Grocery Gap.*; 2015.
 2. Achabal DD, McIntyre SH, Bell CH, Tucker N. The effect of nutrition P-O-P signs on consumer attitudes and behavior. *J Retail.* 1987;63(1):9-24.

Benefits for your customers

- Your customers will be able to identify the healthy food and beverage options available in the store
- Your community will be less likely to experience poor health, like diabetes, hypertension and high blood pressure, if more healthy foods and beverages are available and sold

How does the Good Food Sold Here Partnership work?

- **JOIN:** Become a member of the Good Food Sold Here Partnership.
- **CHOOSE:** We will work with you to pick the best strategies to promote and sell healthier foods and beverages in your store.
- **GET SUPPORT:** We will provide trainings and materials to you and your staff, based on your plan, to help you market and sell healthy items.
- **BE RECOGNIZED:** We will spread the word in our community about your store's commitment to the Good Food Sold Here Partnership.

Ready to get started? We can help!

Contact [insert name here] at [insert public health office here].

- Phone: [insert phone] Email: [insert email]



Memorandum of Understanding

GOOD FOOD SOLD HERE GROCERY STORE PARTNERSHIP

Seventy-seven percent of Minnesotans believe that retailers, like grocery stores, are at least somewhat responsible for creating a healthier food environment.¹ As a main food source, grocery stores can respond to these customer expectations by promoting and strategically placing healthier food items in their store. Through the Good Food Sold Here Partnership, the Minnesota Department of Health, local partner staff, and store owners will work together to implement sustainable strategies focused on increasing access to and demand for healthy foods and beverages in grocery stores and communities across Minnesota.

This Memorandum of Understanding sets forth the terms of an understanding between the local partner, and the store owner who participates in the Good Food Sold Here Partnership. This Memorandum of Understanding is only a statement of intended mutual and voluntary cooperation and is not intended to be a legally binding contractual agreement.

Local Partner Responsibilities

The local partner, funded through the Statewide Health Improvement Partnership (SHIP), will make reasonable and good faith efforts to provide technical assistance and support to you, the store owner, to promote healthier food availability and purchases by your customers. The assistance provided by the local partner may include the following activities:

- Complete an initial interview to get to know you and your store and complete an initial assessment about what healthy foods and beverages you offer and promote
- Engage the community to highlight healthy changes being made in the store and promote sales to increase customer purchasing
- Work with you to create a plan for how to best increase demand for healthy food and beverage items
- If necessary, assist with obtaining Supplemental Nutrition Assistance Program (SNAP) and Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) certification
- Provide tools, materials, and/or in-store training to you and any of your employees such as:
 - Identifying healthy items to promote in the store
 - Hanging promotional signs for healthy food and beverage items
 - Potentially connecting the store to sources of funding to aid in store enhancements and increase sales of healthy foods and beverages, if necessary

- In order to track changes in your store, take before and after pictures to see how your store has changed after the project

Store Owner Responsibilities

You, the store owner, will undertake the following steps to implement the Good Food Sold Here Partnership in your store, which may include the following activities:

- Communicate and work together with local partner throughout the process
- Allow local partner to interact with your customers to gain information about what can drive sales of healthy foods and beverages
- Add healthy food and beverage items to the checkout area
- Promote healthy food and beverage items offered in your store
- Display the “Good Food Sold Here” sign on the front of the store (window or door)
- Display “Good Food Sold Here” signs promoting healthy foods available in the store and in the checkout area
- If applicable, work towards obtaining SNAP certification
- Provide information to help with store enhancements

Either the local partner or the store owner may cancel this Memorandum of Understanding or end your participation in the Good Food Sold Here Partnership by giving the other party a 30-day written notice to that effect.

Store Name	Store Owner Name	Store Owner Contact Info
Store Owner Signature		Date
Local Partner Organization	Staff Name	Staff Contact Info
Local Partner Staff Signature		Date

Thank you for your participation! We look forward to working with you!

¹ Center for Prevention at BlueCross BlueShield Minnesota. *The Grocery Gap.*; 2015.



Healthy & Affordable Shopping List

Use this shopping list to provide you with suggestions for healthy staple foods for you and your family!

Grains

When choosing grains, look for “whole grain” or “whole wheat” listed as the first ingredient on the nutrition label.

- ☐ Brown rice
- ☐ Oatmeal
- ☐ Whole grain bread
- ☐ Whole wheat pasta
- ☐ Whole wheat or corn tortillas
- ☐ Corn meal, grits, or popcorn
- ☐ Barley
- ☐ _____

Protein Foods

Choose lean meats like chicken, turkey, and some types of ham. Remember, protein comes from other sources than meat – think beans (dry or low-sodium canned), lentils, and nuts & seeds.

- ☐ Beans
- ☐ Lentils
- ☐ Eggs
- ☐ Chicken
- ☐ Turkey
- ☐ Ham (deli sliced)
- ☐ Peanut butter
- ☐ _____

Nutrition Claims Cheat Sheet

Low-Fat = less than 3 grams of total fat per serving

TIP: look for “light”, “lite”, or “low-fat” on the package

Low-Sodium = less than 140 milligrams of sodium per serving

Choose low-fat dairy products (listed as non-fat, skim, or 1%) and avoid higher fat options (2% and whole). When selecting yogurt, watch out for sugar and look for varieties with less than 25 grams of sugar per serving.

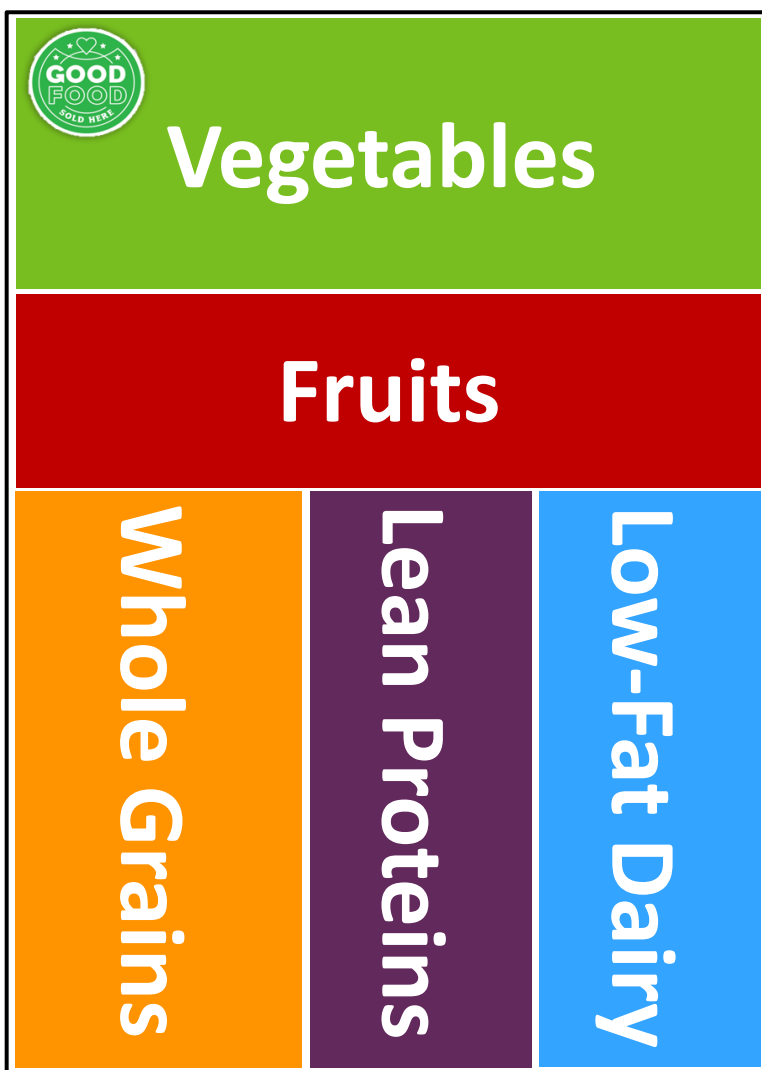
- ☐ Low-fat milk (skim or 1%)
- ☐ Low-fat yogurt
- ☐ Low-fat cheese (including cottage cheese)
- ☐ Soy milk
- ☐ _____

Fruits & Vegetables

Choose fresh, frozen (without added sauces), or canned (low-sodium and/or canned in water or 100% juice) fruits and vegetables. Look for sales and seasonal specials to save money.

- ☐ Cabbage
- ☐ Potatoes
- ☐ Romaine lettuce
- ☐ Spinach
- ☐ Cauliflower
- ☐ Broccoli
- ☐ Carrots
- ☐ Zucchini
- ☐ Cucumbers
- ☐ Corn
- ☐ Bananas
- ☐ Berries
- ☐ Melons
- ☐ Oranges
- ☐ Apples
- ☐ _____
- ☐ _____

Shopping Cart Placemat



RECIPE CARD

Asian-inspired Noodles *with Peanut Butter Sauce*

Ingredients

- 1 (16 ounce) package whole wheat pasta
- 1/4 cup peanut butter
- 1/3 cup warm water
- 1/4 cup low-sodium soy sauce
- 2 Tablespoons vinegar
- 4 teaspoons sugar
- 1 bag frozen vegetables, such as broccoli or snow peas, thawed

Optional Ingredients:

- 2 teaspoons red pepper flakes



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SOMETHING
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STORE NAME GOES HERE

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Directions

1. Cook pasta using package directions.
2. In a medium bowl, combine peanut butter and warm water. Stir into a smooth, thin sauce.
3. Add soy sauce, vinegar, and sugar. Mix until sugar dissolves. If using, stir in red pepper flakes
4. In a microwave-safe bowl, add thawed frozen veggies and $\frac{1}{2}$ cup water. Steam in microwave for 3-5 minutes. Drain any excess water.
5. Pour peanut butter sauce and steamed veggies over cooked, drained pasta. Toss to combine. Serve warm or cold.

MIX IT UP!

- You can top with cooked chicken breast, firm tofu, or chopped peanuts.
- You can garnish with rinsed and chopped green onions, cilantro or lime wedges.

Nutrition Facts

Serving size: 1 cup

290 Calories
6g Fat
0.5g Saturated Fat
250mg Sodium
50g Carbohydrates
7g Fiber
10g Protein

WHOLE GRAINS Water
FRUITS LEAN MEATS
VEGETABLES

Recipe courtesy of Cooking Matters

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VEGETABLES

Recipe courtesy of Cooking Matters

RECIPE CARD

Southwest Black-eyed Pea and Corn Salad

Ingredients

- 1 medium bell pepper
- 1 small red onion
- 2 (15½ ounce) cans black-eyed peas
- 1 (15¼ ounce) can corn kernels, no salt added
- 3 tablespoons canola oil
- 2 tablespoons vinegar
- 1 teaspoon cumin
- 1/4 teaspoon salt
- 1/2 teaspoon ground black pepper

Optional Ingredients:

- 1/4 cup fresh cilantro leaves



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2. If using, rinse and chop cilantro leaves.
3. In a colander, drain and rinse black-eyed peas and corn.
4. In a large bowl, add pepper, onion, peas, corn, cilantro if using, and remaining ingredients. Mix well.

MIX IT UP!

- Try frozen corn in place of canned corn.
- Use black beans in place of black-eyed peas.
- Dried black-eyed peas may be cheaper than canned.
- Try chilling the salad. Serve it over cooked spinach or kale.
- Use any type of vinegar you have on hand. Try balsamic, cider, or red or white wine vinegar.

Nutrition Facts

Serving size: ¾ cup

90 Calories
4.5g Fat
0.5g Saturated Fat
35mg Sodium
13g Carbohydrates
3g Fiber
2g Protein

WHOLE GRAINS *Water*
FRUITS LEAN MEATS
VEGETABLES

Recipe courtesy of Cooking Matters

Directions

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Nutrition Facts

Serving size: ¾ cup

90 Calories
4.5g Fat
0.5g Saturated Fat
35mg Sodium
13g Carbohydrates
3g Fiber
2g Protein

WHOLE GRAINS *Water*
FRUITS LEAN MEATS
VEGETABLES

Recipe courtesy of Cooking Matters

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4.5g Fat
0.5g Saturated Fat
35mg Sodium
13g Carbohydrates
3g Fiber
2g Protein

WHOLE GRAINS *Water*
FRUITS LEAN MEATS
VEGETABLES

Recipe courtesy of Cooking Matters

RECIPE CARD

Turkey Burger Macaroni

Ingredients

- 2 cups whole wheat macaroni
- 1 small bell pepper
- 1 small onion
- 3 cloves garlic (or 1 tsp garlic powder)
- 3 ounces reduced-fat cheddar cheese (3/4 cup shredded)
- 1 pound 93% lean ground turkey
- 1 (14-ounce) can diced tomatoes, no salt added
- 1 tablespoon dried thyme leaves
- 1/2 teaspoon salt
- 1/4 teaspoon ground black pepper



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2. While macaroni is cooking, rinse and dice bell pepper. Peel and finely chop onion. Peel and mince garlic. Set aside.
3. In a large skillet over medium heat, cook turkey, onion, bell pepper and garlic, crumbling the turkey with a wooden spoon or spatula, until the meat is no longer pink, about 15 minutes. Using a colander, drain off excess fat.
4. Return to the skillet and stir in drained macaroni, tomatoes with juices, thyme, salt and pepper. Sprinkle with shredded cheese. Cover and cook over medium heat until cheese is melted, 5 to 7 minutes.

MIX IT UP!

- Any vegetables can be added or substituted. Try frozen peas, canned corn, or anything you may like!

Nutrition Facts
Serving size: 1 1/3 cup
6 servings per recipe
350 Calories
11g Fat
3.5g Saturated Fat
370mg Sodium
40g Carbohydrates
6g Fiber
26g Protein

WHOLE GRAINS **Water**
FRUITS LEAN MEATS
VEGETABLES

Recipe courtesy of Cooking Matters

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