

Healthy Food *Sold Here* 

Providing Healthy Foods in Small Food Stores

Healthy Food Retail Collaborative

- **Established:** 2015
 - **Initial Purpose:** to develop a North Carolina Healthy Food Retail Designation
 - **Partners:**
 - American Heart Association
 - Local Health Departments
 - NC Alliance for Health
 - NC Alliance of YMCAs
 - NC Cooperative Extension, NC State University
 - NC Department of Agriculture and Consumer Services
 - NC Department of Commerce
 - NC Division of Public Health
 - Voices into Action
-



North Carolina Healthy Food Retail Designation for Small Food Stores

Product Categories

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

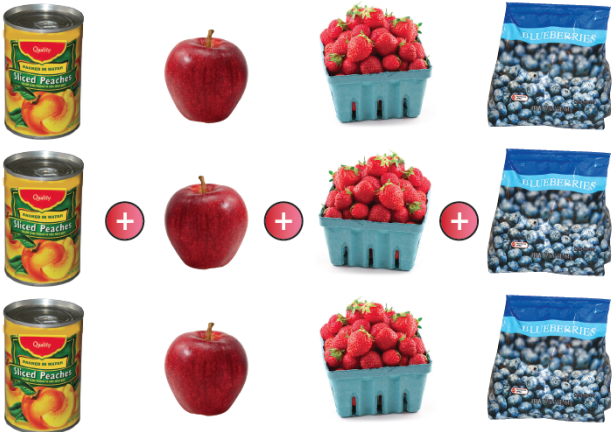


North Carolina Healthy Food Retail

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



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	 <p>3 loaves 100% whole grain bread</p>	+	 <p>3 packages 100% whole wheat tortillas</p>




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




DAIRY OR DAIRY SUBSTITUTES	
Required Minimum Quantity	1 milk, 3 count minimum, offered on a continuous basis
Acceptable Products	1% or skim cow's milk with no added sugar with no added sugar or fortified soy milk
Example	 3 gallons milk
WATER	
Required Minimum Quantity	3 count minimum, offered on a continuous basis
Acceptable Products	Plain bottled water
Example	 3 bottles water






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Healthy Food Retail Toolkit for Small Food Stores

Who is it for?	How do you get it?	How is it used?
Anyone who would like to assist small food stores with making more healthy options available.	These resources are distributed electronically and can be downloaded on this page.	Provide a general process and tools for working with owners of small food stores to increase their selection of healthy foods.














 [Healthy Food Sold Here: A Guide to Providing Healthy Foods in Small Food Stores](#)

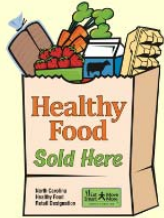
North Carolina Healthy Food Retail Designation for Small Food Stores

The North Carolina Healthy Food Retail Designation recognizes small food stores that meet product criteria established by the North Carolina Healthy Food Retail Collaborative.

 [Designation Criteria](#)
 [Frequently Asked Questions](#)
 [Application \(available January 2017\)](#)

Tools

 [Assessment Tool for Small Food Stores](#)
 [Buy Healthy Here Promotional Materials](#)
 [Data Collection Worksheet](#)
 [Examples of Healthy Small Food Store Indicators](#)
 [Sample Customer Survey](#)
 [Sample Healthy Small Food Stores Flier](#)
 [Sample Store Owner Interview](#)
 [Sample Store Owner Letter](#)
 [Sample Store Owner Participation Agreement](#)
 [Sell Healthy Guide \(developed by the Food Trust\)](#)
 [Store Conversion Plan Template](#)
 [Store Potential Worksheet](#)
 [Additional Resources](#)



These resources are part of a pilot project for 2016. Your feedback can help shape the North Carolina Healthy Food Retail Designation for Small Food Stores. Please email healthyfoodretail@eatsmartmovemorenc.com with your suggestions and

eatsmartmovemorenc.com/HealthyFoodRetail/HealthyFoodRetail.html



Healthy Food Sold Here

A Guide to Providing Healthy Foods in Small Food Stores

- Foundation Phase
 - Determine the right store and key partners and resources to working with.
- Conversion Phase
 - Develop and implement store changes.



Photo courtesy of CTG Region 4



Foundation Phase

- Identify your capacity.
 - Define your indicators.
 - **Identify partners.**
 - Identify stores.
 - Complete a store agreement.
 - Identify a point person.
 - Gather baseline data.
-



Photo courtesy of CTG Region 5



Healthy Food Sold Here

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)?			



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






Promotional Materials






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ACKNOWLEDGEMENTS

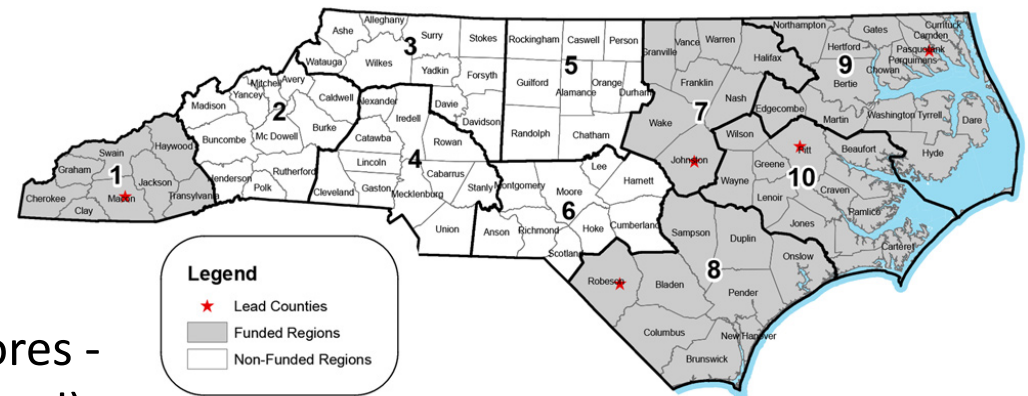
for Contribution to the Guide, Tools and/or North Carolina Healthy Food Retail Designation Criteria

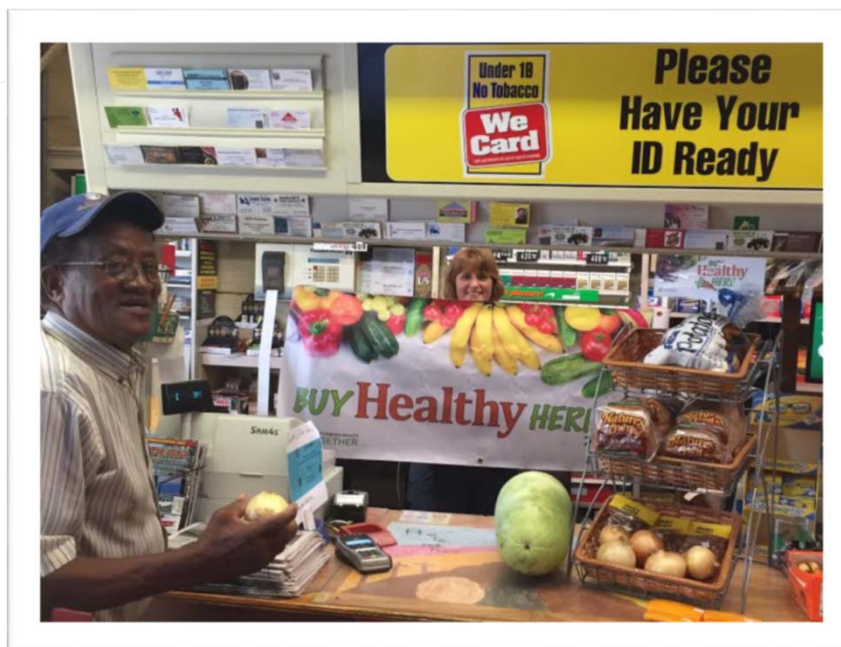
- Community Transformation Grant Project Region 5 through their contract work with Community Food Lab (guide)
- Community Transformation Grant Project Regions 1, 4, 10
- The North Carolina Healthy Food Retail Collaborative



Community and Clinical Connections for Prevention and Health Branch, NC Division of Public Health is working on healthy small food stores as part of a grant from the Centers for Disease Control and Prevention.

- **This year:**
Five coordinators (in gray regions) are working with at least two small food stores - Perform initial assessment. (10 stores total)
- **Next year:**
Coordinators will reassess the two stores and pick up two more





Nash County – Bradbury Grocery

Thanks to Nick Haskins
and Melissa Rockett

Catalyst for Healthy Eating
and Active Living

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

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