



North Carolina Healthy Food Retail Designation Frequently Asked Questions

General

Q: What types of stores are eligible for this designation?

A: Corner stores, convenience stores, country stores, dollar stores, bodegas and mini-marts in North Carolina.

Q: When can stores start applying for the North Carolina Healthy Food Retail Designation?

A: The online application for North Carolina Healthy Food Retail Designation is now available at surveymonkey.com/r/NCHealthyFoodRetail.

Q: What do small food stores get with the North Carolina Healthy Food Retail Designation?

A: Stores that apply for the Healthy Food Retail Designation and meet the criteria will receive a "Healthy Food Sold Here" Healthy Food Retail Designation door cling and certificate.

Q: How does a small food store benefit from the North Carolina Healthy Food Retail Designation?

A: Displaying the "Healthy Food Sold Here" Healthy Food Retail Designation door cling and certificate lets customers who are looking for healthy options know that they can find them at these stores. The designation provides a greater opportunity for partners and store owners to promote the store as a business that supports the health of its community.

Q: What does **continuous basis** mean?

A: On any given day of operation, a store must offer the required products for sale and display them in a public area.

Q: What does **count** mean?

A: Count is defined as the total number of individual products.

Q: How do you define **lower sodium**?

A: Products with a maximum of 240 mg/serving are considered lower sodium.

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Q: Where can I find more information about the North Carolina Healthy Food Retail Designation?

A: Visit eatSMARTmoveMoreNC.com/HealthyFoodRetail for more information.

Fruits and Vegetables

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 lower sodium or have 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.

Q: To meet the designation criteria for fruit, can I carry all apples, but four different kinds (e.g., three Granny Smith, three Red Delicious, three Pink Lady and three Gala)?

A: No. This would NOT fulfill the requirement for four different fruits. Since they are all apples, it would only fill the requirement for one of the four fruits.

Q: Do different sizes (e.g., 15 oz. canned peaches and 29 oz. canned peaches) count as two separate products toward the designation?

A: No. These products would only fulfill the requirement for one fruit since they are both peaches.

Q: Can I count frozen spinach and fresh spinach as two separate products toward the designation?

A: No. These products would only fulfill the requirement for one vegetable since they are both spinach.

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Whole Grains

Q: Is all wheat bread considered whole grain bread?

A: No. In order for wheat bread to count as a whole grain bread, the label must read “whole grain.” If the first ingredient listed contains the word “whole” (such as “whole wheat flour” or “whole oats”), it is likely that the product is predominantly whole grain. If one of the ingredients is “refined flour” or “enriched flour,” then it is **not** a whole grain flour. If the package contains the [100% WHOLE GRAIN stamp](#), then it is a whole grain product.

Q: To meet the designation criteria for grain, can I stock three loaves of one brand of whole grain bread and three loaves of another brand of whole grain bread?

A: No. Only one loaf bread product counts toward the designation. You must have two different types of whole grain products (e.g., three loaves of whole grain bread and three bags of brown rice).

Protein

Q: To meet the designation criteria for protein, can I stock beef jerky?

A: Jerky will only count toward the designation if it is lower sodium and nitrate free.

Dairy or Dairy Substitutes

Q: To meet the designation criteria for dairy / dairy substitute, can I stock two gallons of 1% milk and one gallon of skim milk?

A: No. You must have a minimum count of three for each of the required products to be eligible for the North Carolina Healthy Food Retail Designation (e.g., three gallons of 1% milk or three quarts of skim milk).

Q: Can I stock three containers of dry milk to meet the dairy requirement?

A: The only type of dry milk that meets the designation criteria is dry milk that contains only the following ingredients: milk, vitamin D and vitamin A.