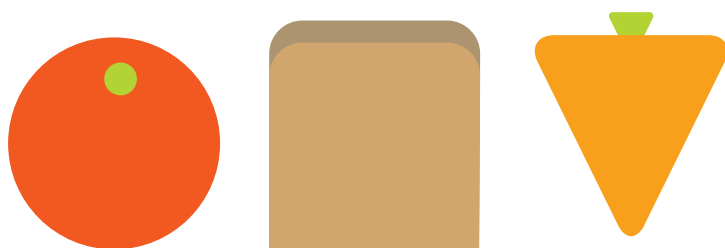


GOOD

FOOD



HERE

EAT RIGHT OHIO

Store Owner Guide

## Acknowledgments

This toolkit was originally developed by the Ohio Department of Health's Creating Healthy Communities program in collaboration with Better World Advertising.

Portions of this guide were adapted from the University of Missouri Extension's Stock Healthy Shop Healthy Retailer Toolkit. Some content in the guide was used from the Sell Healthy Guide, Copyright by The Food Trust 2012. 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.

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The guide was adapted in January 2017 by the Prevention Research Center for Healthy Neighborhoods (PRCHN) to reflect the needs of Cuyahoga County.



# Why Sell Healthy Foods at Your Store?

## Benefits for You

- o New foods attract new customers and keep old customers coming back.
- o Offering healthy foods makes your business stand out from your competitors.
- o Healthy foods often have higher profit margins.

## Benefits for Your Community

- o Easy access to healthy foods means lower rates of chronic disease.
- o Children who shop at your store need healthy foods to grow up strong.
- o People who lack transportation will find healthy foods in their own community.
- o Neighborhood residents will feel better about where they live.

# Selling Healthy Foods Can Mean Better Business!

### Use This Guide as a Tool to:

Learn how to purchase and carry fresh produce in your store [page 2](#)

Select other healthy food items [page 10](#)

Use the store materials provided to market healthy selections [page 19](#)

Promote your new healthy food offerings and store [page 21](#)

Contact support staff if you need help [back cover](#)



# Choosing Healthy Products for Your Store

Add healthy products to your store in three easy steps:

- 1) Buy fresh produce
- 2) Stock fresh produce
- 3) Price fresh produce

## ▼ Step One: Buy Fresh Produce

### Start small

Buy small amounts of new foods to see what your customers like the best.

### Buy local

Pick fruits and vegetables that are locally grown when possible. Buying in season may also save you money. See the Seasonal Ohio Produce Chart on the next page (p.3). Check the pocket in the back of this guide for vendor and farmers' market information for your area.

### Check out the goods

Examine produce before buying it. Be on the lookout for bruises, dents and spoiled spots. Don't buy produce if it doesn't look fresh.

### The nose knows

Produce should smell fresh. If fruits and vegetables smell bad, don't buy them.

Throughout the year, apples, bananas, oranges, potatoes and onions are the most frequently purchased items in Good Food Here stores throughout Ohio!

Depending on your customer base, other popular items may include lemons, limes, mini carrots, green peppers, iceberg lettuce, cherry tomatoes and celery. Since these produce items need to be refrigerated, locating your produce stand close to the refrigerated items will help encourage sales and decrease waste.

**To increase sales and decrease waste, locate all produce items toward the front of the store.**

**Research shows customers prefer locally sourced foods.**



# Seasonal Ohio Produce

	September October November	March April May	June July August
Fruits	Apples Blackberries Blueberries Cantaloupe Grapes Honeydew Watermelon		Apples Blackberries Blueberries Cantaloupe Honeydew Plums & Pluots Raspberries Strawberries
Vegetables	Baby & Micro Greens Broccoli Brussels Sprouts Cabbage Cauliflower Celery Cucumbers Eggplant Kale Leeks Lettuce Okra Onions Parsnips Peas Potatoes (early white) Pumpkins Rutabagas Spinach Summer Squash Swiss Chard Turnips Winter Squash Zucchini	Arugula Asparagus Cabbage Carrots Lettuce Parsnips Peas Radishes Rhubarb Spinach Tomatoes	Arugula Baby & Micro Greens Beets Broccoli Cabbage Carrots Cauliflower Celery Cucumbers Eggplant Garlic Kale Leeks Lettuce Okra Onions Peas Potatoes Radishes Rhubarb Salad Greens Spinach Summer Squash Swiss Chard Tomatoes Zucchini

During winter months, you may be able to obtain local produce from a greenhouse.



## Questions for Suppliers and Distributors

Work with suppliers who have a wide selection of produce and offer flexible order quantities at affordable prices. Prepare a list of questions to ask potential suppliers. Contact information on wholesale distributors in your area is located in the pocket at the back of this handbook.

### Suggested Questions to Ask

#### Ordering

- Do I have to order a minimum amount of product?
- Am I able to order half cases, broken packs or even smaller volumes of produce?

#### Delivery

- How often can you deliver to my store?
- Is picking up my order an option?
- Can I save money or order smaller quantities if I pick up my order?
- Do you collect expired products, restock shelves, and charge only for products sold?

#### Payment

- What is the turn-around time between ordering, delivery, and payment?
- What payment methods are accepted?

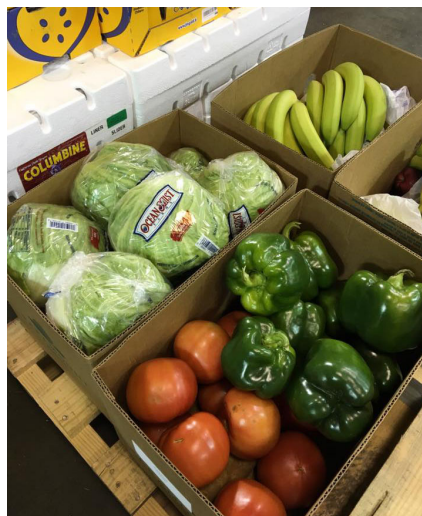


Photo by The Forest City-Weingart Produce Company

## ▼ Step Two: Stock Fresh Produce

### First in, first out

Produce that is bought first must be sold first. Put these items in the front of the display. Consider reducing the price on older items to sell them quickly before they spoil.

### Handle with care

Taking care of fruits and vegetables correctly will help them taste great and in turn, keep your customers coming back for more! See page 6 for more information.

### Spoiler alert

As fruits and vegetables spoil, make sure to remove them from the good produce. Mixing bad produce with good will reduce the freshness of your produce.



# Produce Display

Attractive displays will increase sales and help reduce food waste.

Place produce, like bananas, at register to sell faster.

Keep produce fresh and baskets full.

Push produce to the front of the baskets and pile it high.



Items that do not last long should be just below eye-level to sell fast.

Display prices for customers. This can help increase sales.

Items that last longer, like potatoes and onions, should go at the bottom.

Photo used with permission from The Food Trust

## Remember...

- Keep produce organized and well-stocked.
- Use baskets to organize and protect produce.
- Remove spoiled items daily.
- Never sell produce out of cardboard boxes.
- Label items and show prices.
- Tilt baskets forward to make them look full.
- Catch customers' attention with different color foods in a row.
- Use good lighting to attract customers.



# Fresh Produce Temperature Guide

Use these temperature guidelines to reduce produce spoilage.

Refrigerate	Temp.	Shelf Life
<b>Fruits</b>		
Apples	32-35°	2-3 weeks
Blueberries	33-35°	1-2 weeks
Cantaloupe	40-50°	5-10 days
Cherries	32-35°	5-7 days
Grapes	32-35°	5-7 days
Honeydew	40°	5-7 days
Kiwi	32-35°	7 days
Lemons	40-50°	2-3 weeks
Limes	40-45°	2-3 weeks
Oranges	32-34°	2-3 weeks
Pears	32-35°	1 week
Raspberries	32-35°	1 week
Strawberries	32°	1 week
<b>Vegetables</b>		
Asparagus	32-35°	1 week
Beans (Snap)	32-35°	5-7 days
Broccoli	32-35°	5-7 days
Cabbage	32-35°	1 week
Carrots	32-35°	2-3 weeks
Cauliflower	32-35°	1 week
Collard Greens	32-35°	5 days
Cucumber	36-40°	1 week
Eggplant	32-35°	1 week
Lettuce	32-35°	1 week
Peppers	36-40°	1-2 weeks
Spinach	32-35°	5 days
Summer Squash	36-40°	5-7 days

Do Not Refrigerate	Temp.	Shelf Life
<b>Fruits</b>		
Bananas	60-65°	5-7 days
Grapefruit	58-60°	1-2 weeks
Mangos	55°	1 week
Peaches	65-70°	5-7 days
Pineapple	65-70°	5-7 days
<b>Vegetables</b>		
Avocados	65-70°	5-7 days
Garlic	32-35°	30-60 days
Onion	55-60°	30-60 days
Potatoes	55-60°	30-60 days
Sweet Potatoes	55-60°	10 days
Tomatoes	55-60°	5-7 days
Watermelon	55-60°	7-10 days
Winter Squash	55-60°	30-60 days
Yucca	55-60°	5-7 days

**Tip:** Display apples, oranges, pears, and peppers at room temperature during the day. However, be sure to refrigerate them at night.





## Ethylene

Ethylene is a gas released by some fruits and vegetables that causes produce to ripen faster. Some fruits and vegetables are more sensitive to ethylene than others.

Fruits and vegetables that are considered to be "ethylene producers" ripen and decay faster when stored in bags or sealed containers. Only store them in bags when you want to ripen a few pieces of fruit for quick sales or tasting.

Ethylene Producers	Ethylene Sensitive	Not Ethylene Sensitive
Apples	Apples	Blueberries
Avocados	Asparagus	Cherries
Bananas	Avocados	Green Beans
Cantaloupe	Bananas	Grapefruit
Kiwi	Broccoli	Oranges
Peaches	Cantaloupe	Pineapple
Pears	Collard greens	Potatoes
Peppers	Cucumber	Raspberries
Tomatoes	Eggplant	Strawberries
	Grapes	Tomatoes
	Honeydew melon	
	Kiwi	
	Lemons	
	Lettuce	
	Mangoes	
	Onions	
	Peaches	
	Pears	
	Peppers	
	Squash	
	Sweet potatoes	
	Watermelon	



## ▼ Step Three: Price Fresh Produce

When determining the price for fresh produce, you have several options:

### 1. Use the Suggested Retail Price (SRP)

Most suppliers provide a suggested retail price (SRP) on their invoices as a point of reference. The % markup of those suggested prices can be between 20 and 50 percent depending on the product.

### 2. Use the “Double Up” Rule

Mark up produce 100 percent, or just double the wholesale cost.

### 3. Calculate Your Own Price

Markup produce at a smaller percentage, using the formula below.

$$\text{Wholesale cost} \times (1 + \% \text{Markup}) = \text{Selling Price}$$

Wholesale cost = the amount you paid for the product  
Markup = the percent you want to increase the product price

Selling items by the piece may be easier for you and your customers.



Photo by Prevention Research Center for Healthy Neighborhoods



## Scenarios:

If you purchase produce by the case/bag, determine the cost per item and then use the formula on page 6.

Example: You paid \$22 for a case of 88 apples

$$\$22 \div 88 = \$0.25 \text{ per apple}$$

$$\text{Wholesale cost} \times (1 + \% \text{ Markup}) = \text{Selling Price}$$

% Markup	Formula	Selling Price (each)
20%	$\$0.25 \times (1+.20)$	\$0.30
30%	$\$0.25 \times (1+.30)$	\$0.33
40%	$\$0.25 \times (1+.40)$	\$0.35
50%	$\$0.25 \times (1+.50)$	\$0.38

If you purchase produce by the pound, determine the cost per pound and then use the formula on page 6.

Example: You paid \$15 for 40 lbs of bananas

$$\$15 \div 40 = \$0.375 \text{ per pound}$$

$$\text{Wholesale cost} \times (1 + \% \text{ Markup}) = \text{Selling Price}$$

% Markup	Formula	Selling Price (per pound)
20%	$\$0.375 \times (1+.20)$	\$0.45
30%	$\$0.375 \times (1+.30)$	\$0.49
40%	$\$0.375 \times (1+.40)$	\$0.53
50%	$\$0.375 \times (1+.50)$	\$0.56

If after a time you realize you are not generating enough profit, you can slightly raise the markup percentage to try to increase revenue. Then you would calculate the new selling price based on the markup percentage.

Don't waste!

Discount produce items that will spoil soon.



# How to Select Other Healthy Items for Your Store

	Stock Mostly	Stock Moderately
<p>Fruits &amp; Vegetables</p> 	Fresh fruits and vegetables	Canned or frozen fruits in 100% juice or light syrup and vegetables with less than 290 mg of sodium
<p>Dairy</p> 	Non-fat, skim or 1% low-fat dairy such as milk, yogurt and cheese	Whole milk foods such as milk, yogurt, cheese and flavored milk
<p>Grains</p> 	Whole grains listed as the first ingredient	Whole grains listed but not as the first ingredient
<p>Meat, Fish &amp; Poultry</p> 	Lean cuts of beef and pork and low-fat products such as fish, poultry and eggs	Dark meats such as steak, ground beef and chicken or turkey with skin
<p>Beans, Nuts &amp; Seeds</p> 	No sodium added dry beans, canned fish, nuts, seeds	Low-sodium (less than 290 mg) canned beans, canned fish, nuts, seeds
<p>Snacks</p> 	Fruits, vegetables or snacks with less than 100 calories per package	Fruits, vegetables or snacks with 100-200 calories per package
<p>Beverages</p> 	Bottled water, non-fat or 1% low-fat milk	100% juice, low-fat flavored milk



# Using In-store Promotions to Increase Sales

<h2>Temporary Price Reductions</h2> <p>Reduce the price of a popular product to increase sales</p>	<ul style="list-style-type: none"> <li>Offer \$1 bags of fresh-cut produce--great for snacks or lunch boxes</li> <li>Everybody loves a BOGO--offer a 'Buy 1, Get 1" promotion on healthy items or new items</li> </ul>
<h2>Seasonal Specials and Kits</h2> <p>Use holiday themes and flavors to increase sales</p>	<ul style="list-style-type: none"> <li>BBQ kits in the summer</li> <li>Healthy Holiday meal starter kits with nutritious products</li> <li>Healthy recipes with food groupings</li> <li>See pages 12 &amp; 14 for related ideas</li> </ul>
<h2>Special Events</h2> <p>Encourage customers to come into your store to see, smell, touch, and taste your products</p>	<ul style="list-style-type: none"> <li>Host parties in different seasons or near holidays</li> <li>Host events during peak hours and days to drive maximum store traffic</li> <li>Offer free samples of healthy foods, cooking demonstrations, and/or deli promotions</li> </ul>
<h2>Student and Senior Discounts</h2> <p>Offer special savings to students and seniors</p>	<ul style="list-style-type: none"> <li>Discount with student ID</li> <li>Discount for "all A's" report card or honor roll</li> <li>Special discount days: Student Day, Senior Day, Veteran Day</li> </ul>

**Reward Customers for their loyalty**  
 Example:  
 Buy 5 salads, get one free!



# How to Maximize Space to Improve Product Display and Attract Customers

## Appearance

- Keep your store clean and organized.
- Keep aisles clear with clear paths for customers.
- Clearly display prices and sales. Keep signage simple and visible.
- Clean, dust, and remove expired items.



Photo by Prevention Research Center for Healthy Neighborhoods

## Product

- Put perishables like fruits and vegetables near the front of the store where they will sell faster.
- Put healthy beverages like milk and water next to each other in the refrigerator to encourage multi-beverage purchases.
- Shelf the healthiest products just below eye level.

Limit quantity on shelves to show more product variety

## Display and Variety

- Provide variety by introducing new brands.
- Do not put more than two rows of the same item on shelves. This uses space and limits the amount of products you can display.
- Keep extra inventory in the storage room.
- Replace slow-selling items with healthy options to increase sales.



Photo by Prevention Research Center for Healthy Neighborhoods



# Refrigerator Display

Bring attention to healthy snacks, beverages and fresh produce with an attractive refrigerator display.

## What to Stock in Your Healthy Refrigerator

- Water
- Non-fat, skim or 1% milk
- Low-fat string cheese
- Eggs
- Greens (spinach, lettuce and collard greens)
- Low-fat yogurt
- Fruit salads and garden salads
- Apples and oranges



Place healthy beverages, fruit salads and yogurts on top shelves.

Place fresh produce on middle shelves.

Clearly mark fresh produce and sale items with bright price cards.

Place heavy items on the bottom shelf.

Photo used with permission from The Food Trust





# Value Added Products

## Sell ready-to-eat foods

If local food codes allow, pre-cut and package fresh produce into single-serving containers for quick sale. Pre-made fruit and vegetable containers can be sold at a higher price than whole produce. Before cutting and packaging produce, however, check with your local health agency to ensure you are doing it safely. Refer to the “How to Wash” and “Flow of Food” documents on the following pages.

### Snack Packs

- Cut-up fruit in single-serving containers makes an attractive impulse buy (don't forget to include a fork!).
- Pair cut-up vegetables with a dip, such as celery with peanut butter or carrots and bell peppers with hummus or low-fat ranch dressing.



### Cut and Package Veggies as Meal Starter Kits

- Stir-fry — broccoli, carrots, zucchini, red bell peppers, and mushrooms
- Winter vegetable soup — Squash, potatoes, sweet potato, onion, and turnips
- Gazpacho (cold soup): Cucumber, tomatoes, garlic, onion, and red bell peppers
- Grilling vegetables: Zucchini, bell peppers, onion, eggplant, and potatoes
  - Ready-to-eat Guacamole: Avocados, jalpenos, onion, garlic, and tomatoes



Photos by Prevention Research Center for Healthy Neighborhoods

All produce must be washed prior to cutting. Refrigerate prepared items and clearly label containers with name and date.





# How to Wash



While fruits and vegetables are healthy foods, they must be washed before eating to remove harmful bacteria, pesticides and waxes. By washing your produce according to these instructions, you can help to keep everyone healthier.

## 1. Trim and Separate

Trim leafy greens and remove any rotten or damaged produce. Place trimmed vegetables and fruits in a bowl or sink of cold water.



## 2. Vinegar Bath

Dunk produce in a solution of 3 cups water and 1 cup vinegar to help kill germs and break down wax.

## 3. Scrub and Wash

Use a produce brush to gently scrub anything with a peel or outer skin including potatoes, carrots, apples, watermelons, and cucumbers. Wash under cold running water before cutting or eating to prevent germs from moving from the outside to the inside.



## Food Safety Tips

- ♦ Wash your hands for 20 seconds with warm, soapy water before touching any food or when switching between different types of food.
- ♦ Remember to **trim and separate**, use a **vinegar bath**, and **scrub and wash** produce before preparing and eating.
- ♦ Use spatulas, tongs, wax paper or other kitchen tools to limit hand contact with food.
- ♦ Wash cutting boards and utensils with warm, soapy water after every use.
- ♦ Place prepared fruits and vegetables in the refrigerator within 2 hours.
- ♦ When in doubt, throw it out!

## Time-Temperature Controlled For Safety (TCS) Produce

TCS produce are fruits and vegetables that must be kept out of the temperature danger zone (41°F to 135°F) to prevent the growth of pathogens (disease-causing bacteria).

Store TCS produce at or below 41°F keep them safe.

- ♦ Cut lettuce
- ♦ Cut melons - watermelon, honeydew and cantaloupe
- ♦ Cut tomatoes
- ♦ Raw seed sprouts - bean and alfalfa
- ♦ Cooked vegetables or fruits



CUYAHOGA COUNTY  
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5550 Venture Drive Parma, Ohio 44130  
216-201-2000 [www.ccbh.net](http://www.ccbh.net)



CCBH-HTWP-10/15-1



CUYAHOGA COUNTY  
BOARD OF HEALTH  
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## THE FLOW OF FOOD

### Guidelines for Food Preparation

#### *Thawing*

- Move frozen food from your freezer to the refrigerator and within **24-48 hours** it should thaw, depending on the thickness of the food.
- **NEVER** thaw food at room temperature or leave it in a sink with standing water.
- Thaw food in your microwave **ONLY IF** you will be cooking the food right away.
- **NEVER** thaw food in the microwave and put it back in the refrigerator to be cooked at a later time.



#### *Handling*

- **WASH YOUR HANDS** before handling fruit or other food that does not require cooking.
- Use spatulas, tongs, wax paper or other kitchen tools to **limit hand contact with food**.
- **ALWAYS** wash your hands after touching raw food and before moving from one type of food to another.



## Cooking

- Use a metal-stem thermometer that measures from **0-220°F** to test hot and cold food temperatures.
- Keep hot foods hot at **135°F** or higher and keep cold foods cold at **41°F** or less to prevent germs from growing on your food.



## Cooling

- Use shallow pans, bowls or trays. Food will **cool faster** if it is in smaller portions and thin layers.
- Cut large pieces into smaller pieces.
- **Do not cover** your food with plastic wrap or foil until it is cooled to room temperature.



## Storage

- Use a metal-stem thermometer to check the temperature of your refrigerator. Food keeps **best at 41°F** or lower.
- Throw away any perishables (food that can spoil) which are left at room temperature for **longer than 2 hours**.
- At 90°F or higher, throw away perishable food **after 1 hour**.

### For more information

Cuyahoga County  
Board of Health  
[ccbh.net](http://ccbh.net)

US Food & Drug Administration  
[fda.gov/food](http://fda.gov/food)

CUYAHOGA COUNTY  
BOARD OF HEALTH  
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5550 Venture Drive Parma, Ohio 44130  
216-201-2000 [www.ccbh.net](http://www.ccbh.net)



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# How to Use Marketing Materials

<p>EAT RIGHT OHIO STAY LEAN WITH BEANS</p> <p>EAT RIGHT OHIO GET FIT WITH FISH</p> <p>EAT RIGHT OHIO PACKED WITH PROTEIN</p>	<p><b>Channel Strips</b></p> <p>Use on metal shelves for whole wheat bread, rice, pasta and cereal; appropriate canned foods such as low sodium soups, vegetables, beans and canned fish; and healthy frozen items such as fruits and vegetables.</p>
	<p><b>Aisle Violators</b></p> <p>Use with corresponding channel strip for added emphasis and visibility of healthy foods.</p>
	<p><b>Stickers</b></p> <p>Apply sticker to actual products such as a box of granola bars that are being individually sold.</p>
	<p><b>Floor Markers</b></p> <p>Place arrow decal on floor in a location that will point towards a section of healthy foods such as the produce stand, dairy section, or whole grain shelves.</p>
 <p>GOOD FOOD HERE ●■▼ EAT RIGHT OHIO</p>	<p><b>Banners</b></p> <p>Place outdoor banners, using the grommet holes, in a location where customers will visibly notice and recognize that you now offer healthy foods.</p>



	<h3>Door Clings</h3> <p>Place on or around the entrance of the store to let potential customers know you carry healthy foods.</p>
	<h3>Shelf Dangers</h3> <p>Use to display prices. These are re-usable by using a dry erase marker to label the prices.</p>
<div data-bbox="217 964 471 1306">  </div> <div data-bbox="514 964 733 1306">  </div>	<h3>Signs</h3> <p>Hang above or near aisles/areas where the healthy food is located in the store. Post signs close to corresponding items to encourage customers to purchase and prepare healthy items.</p> <p>For example, locate the “Find Your Roots” sign near potatoes, carrots, parsnips, beets, radishes, onions, rutabagas, jicamas and other root vegetables.</p>
<div data-bbox="217 1363 412 1661">  </div> <div data-bbox="434 1363 733 1661">  </div>	<h3>Refrigerator &amp; Freezer Clings</h3> <p>Place on refrigerator or freezer doors near healthy cold items.</p>



# How to Promote Your Store

## Advertise Healthy Food

- Display advertising for healthy foods, especially your seasonal products, near the checkout area and other highly visible areas in the store. This change may help attract new customers.
- Place healthy foods near the checkout area.
- Hand out recipe cards using the healthy foods you have in stock.
- Offer samples to customers.

## Organize

- Keep your store clean and organized. Low lighting, blocked windows, and dirty floors make customers uneasy about shopping at your store.
- Make it easy for customers to find the items they want and those you want to sell.
- Keep produce displays fully stocked.
- Place the healthiest products—such as low-sodium canned goods, dried beans, or whole-wheat products—on shelves just below eye level.

## Appeal to Your Customers

- Create sales and specials for your store based on customer interest.
- Ask customers for feedback to learn what healthy foods they like and dislike.
- In a busy location, hang a poster board that reads, “What healthy items would you like to buy here? Write your suggestions below.” Hang a marker by the sign to make it easy for customers to respond.
- Accepting payment from nutrition programs such as the Women, Infants and Children (WIC) Program and the Supplemental Nutrition Assistance Program (SNAP) will increase your customer base and sales volume. For more information, visit:

FNS/USDA: <http://www.fns.usda.gov/snap/retailers-0>

ODH WIC: <http://www.odh.ohio.gov/odhprograms/ns/wicn/wicvendor/contract.aspx>

## Limit Unwanted Advertising

- Limit the amount of advertising for unhealthy foods, such as sugar-sweetened beverages, candy, and chips.
- Consider removing alcohol and tobacco banners and posters to remove the impression that your store sells mainly those items. This simple change may help attract new customers.













Your Local Contact:

