

Section VII: Appendices

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Identification of Potential Corner Store and Community Assets Checklist

Purpose: This document identifies the criteria that is helpful to the committee in the process of determining whether a store is a good fit for the Healthy Corner Store Initiative. This document also identifies community assets located near the Corner Store being considered for the HCSI.

Corner Store: _____

Location: _____

Start/End Date of Checklist Completion: _____

Committee Members Completing Checklist: _____

Initial/Date When Complete	Criteria	Notes
	Store is within a district with Council Member support.	
	Council Member has provided written documentation that store has a valid license to operate.	
	Store is already within a geographic cluster of HCSI or within a planned cluster.	
	Store is located ½ mile or more away from a grocery store.	

	The store is located within a census tract that qualifies as a food desert according to the USDA Economic Research Service (ERS). <i>See the USDA ERS's Food Desert Locator.</i>	
	Data from County Health Assessments indicate that there are health disparities in the community in which the store is located.	
	The corner store's involvement with Block Clubs and Community Organizations is reviewed.	
	The store has 3 or fewer registers	
	The store's cleanliness is evaluated.	
	Degree of good customer service is provided, based on observations.	
	Other relevant information gathered during assessment process.	

For each of the following community assets, please indicate HOW MANY of them are located less than a half mile from the store location, and between ½ mile – 1 mile of the store location. Add contact information for each Community Asset.

Community Asset	How many located less than a ½ mile from the store	How many located between ½ mile and one mile from the store	Contact Information for Community Asset(s) [Name, address, email/phone]	Prior contact and/or exiting relationship with this Site? [Yes/No]
Schools				
Libraries				
Community/Cultural Centers				
Churches/Places of Worship				

Police Stations/Fire Stations				
Businesses				
Hospitals/Medical Centers				
Grocery Stores				
Other Corner Stores				
Theaters/Music Venues				
Parks				

Outcome of Assessment:

This document is the responsibility of the Store Relations Committee.



Store Enrollment Form

***Purpose:** This document is intended for getting to know stores, owners, and the customers they serve. This document also provides helpful information about each store's needs to be used to guide store trainings.*

Section I

Store Name: _____

Complete Address: _____

Store Website (if applicable): _____

Owner's Name: _____

Best Telephone Number to Reach Owner: _____

Owner Email: _____

Best Way to Contact? (Phone/Text/Email/Best hours to Stop by Store): _____

Section II

How long have you owned/operated the store? _____

How many customers visit your store each week on average? _____

When is the store most busy? _____

What types of customer's shop at your store (youth, seniors, etc.)? _____

Do you accept SNAP? _____

What percent of your customers do you estimate use SNAP (food stamps or EBT)? _____

Do you accept WIC? _____

What percent of customers do you estimate use WIC vouchers? _____

How do you decide which products you are going to carry in your store? _____

Why did you decide to become part of the Healthy Corner Store Initiative (HCSI)? _____

What impact do you want being a part of the HCSI to have on your business? _____

What new products would you be interested in carrying as part of the healthy corner store initiative? _____

Why are you interested in selling these products? _____

How could the HCSI help you to be more successful at selling these products? _____

Tell me about any fruits and vegetables that you sell in your stores. _____

Where do you source these products? _____

How interested are you in [carrying OR carrying more] fresh produce in your store? _____

What resources do you need in order to carry more produce? _____

What is your plan for purchasing fruits and vegetables? How will you develop your pricing for these items? _____

What types of support do you need from the Healthy Corner Store Initiative? (e.g. cooking demonstrations/taste testing) _____

What benefits and challenges do you foresee in participating in the Healthy Corner Store Initiative Program? _____

Is there anything else you would like us to know about you or your store? _____



HEALTHY CORNER STORE INITIATIVE (HCSI) COMMITMENT FORM

The goal of the HCSI is to work with store owners and community to change the way they view “healthy”. For store owners to be more mindful of the impact healthy items they carry in their store and encourage them to stock healthier options. For community members to be more mindful of the benefits of eating healthy and recognize that there are places in their communities to shop healthy.

ROLE OF THE HCSI	ROLE OF STORE OWNER
<ul style="list-style-type: none"> • Offer training for store owners & staff on stocking and store layout 	<ul style="list-style-type: none"> • Meet with HCSI team to discuss priorities & goals for improving the nutrition environment of your store
<ul style="list-style-type: none"> • Offer ongoing technical support to meet goals 	<ul style="list-style-type: none"> • Attend ongoing trainings with HCSI team to achieve goals
<ul style="list-style-type: none"> • Provide marketing materials to promote healthy choices 	<ul style="list-style-type: none"> • Allow the HCSI team to check store inventory to see what types of foods and beverages are in stock
<ul style="list-style-type: none"> • Engage customers in cooking demo & other events to promote healthy eating 	<ul style="list-style-type: none"> • Allow HCSI team to interview store owner/ manager upon joining the initiative in beginning and six months later

I have read the Healthy Corner Store Initiative (HCSI) Commitment Form and I agree to comply with the above responsibilities

HCSI Coordinator Signature

Date

Store Owner Signature

Date

If you have any questions please contact:
 Sheila A. Bass, Healthy Corner Store Initiative Coordinator
Sab69@cornell.edu 716-645-1912

We address disparities in food access by creating a culture of health through engagement of residents in a healthy life style in partnership with neighborhood stores.

Date: _____	Store Name: _____
Staff Name: _____	Start Time: _____ End Time: _____

Instructions:

This assessment tool does not capture the depth of stock of items. Any size is permitted, unless where noted. Within the “Number and Type of Varieties in Stock” column, briefly describe the variety that will count toward the respective category. If there is more than one brand for a variety of food (e.g. 2 or more brands of whole grain wheat bread), simply pick one brand to list. For this example, listing “Brand name whole grain bread” would be sufficient, whereas listing just “bread” would not. Flavor can be notated as well (e.g. Brand name cinnamon whole grain bread).

This tool captures different forms of packaged fruits and vegetables through checking the appropriate box, but do not double count a variety if it is available in more than one form (e.g. choose to list low-sodium canned green beans OR low-sodium frozen green beans, not both). Fresh green beans CAN still count toward a variety of FRESH vegetable in the fresh fruits and vegetables phase.

Examples:

100% juice [Category] → 1% low-fat milk [Variety]

Whole grain rich breakfast cereals [Category] → Whole grain toasted oat cereal [Variety]

Complete comments sections for “Strategic Rearrangements” and “Marketing” to illustrate arrangements and marketing materials currently used.

Phase: Healthy Beverages

Apple juice is a variety of 100% juice, but different brands or flavors of apple juice do NOT count as different varieties

Category	Number and Type of Varieties in Stock	Stocking Level Met*
Bottled water <i>Plain and unflavored, with or without carbonation</i>	1.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
100% Juice <i>Fruit or vegetable juice, no added sugar, ≤ 140 mg sodium per serving</i>	1.) _____ 2.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Low fat milk (quart size or larger) <i>Unsweetened and unflavored fat-free (skim) or low-fat (1%) milk</i>	1.) _____ 2.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Unsweetened or low calorie beverages <i>Teas, flavored water, diet soda, etc. with ≤ 40 kcal per serving, with or without carbonation</i>	1.) _____ 2.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Plant-based milk (quart size or larger) <i>Unsweetened and unflavored, plain or original (soy, almond, oat, etc.) beverages fortified with calcium and vitamins A and D</i>	1.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred

***Basic Stocking:** At least 1 variety of bottled water, 100% juice, low fat milk, and unsweetened or low calorie beverages

Preferred Stocking: At least 1 variety of bottled water and plant-based milk AND at least 2 varieties of low-fat milk, 100% juice, and unsweetened or low calorie beverages

Phase Stocking Level Achieved (circle one): **None** **Basic** **Preferred**

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Phase: Healthy Snack Items

Baked chips are a variety of healthier chips, pretzels, popcorn, crackers, and cookies; different brands of baked chips do NOT count as different varieties; low-sodium almonds vs. peanuts vs. cashews ARE distinct varieties

Category	Number and Type of Varieties in Stock
<input type="checkbox"/> Crunchy Snacks Healthier chips, crackers, cookies, etc. *First ingredient must be whole grain, protein, fruit, or vegetable (corn is considered a grain and must be listed as "whole corn" OR "popcorn") *≤ 200 mg sodium per serving *≤ 6 grams fat per serving *≤ 1 grams saturated fat per serving *≤ 3 grams added sugar per serving EXCEPTIONS: *Any type of unfrosted (no icing) animal crackers or graham crackers is allowed *Pretzels do NOT need to be whole grain	1.) _____ 2.) _____ 3.) _____
<input type="checkbox"/> Healthier granola/energy bars Low-sugar granola bars with protein and fiber *≥ 3 g protein and 2 g fiber * ≤ 10 g sugar	1.) _____ 2.) _____ 3.) _____
<input type="checkbox"/> Healthier nuts, seeds, and trail mix Low-sodium nuts, seeds, trail mix * ≤ 140 mg sodium per serving	1.) _____ 2.) _____ 3.) _____
<input type="checkbox"/> Grab and go fruits and vegetables *Unsweetened dried fruit: no added sugar *Low-sodium dried vegetables: ≤ 140 mg sodium per serving *Single-serve packages of ready to eat, unsweetened canned or fresh fruit: no added sugar, canned in 100% juice or water *Single-serve packages of fresh, ready to eat vegetables: packages with dips are ok, can be manufacturer or store assembled	1.) _____ 2.) _____ 3.) _____
<input type="checkbox"/> Healthier dairy snacks Individually portioned (multipacks ok) yogurt, cheese, pudding, cottage cheese, etc. *≤ 23g sugar per serving, no candy toppings *≤ 3 g fat per serving	1.) _____ 2.) _____ 3.) _____
Categories	Varieties

*Basic Stocking: At least 5 varieties (across at least three categories)

Preferred Stocking: At least 8 different varieties (across at least four categories)

Phase Stocking Level Achieved (circle one): None Basic Preferred

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Phase: Healthy Packaged Fruits and Vegetables

Frozen broccoli is a variety of a packaged vegetable, but different brands of frozen broccoli do NOT count as different varieties; count either canned broccoli or frozen broccoli as a variety, not both; value-added, single-serve, cut fruit and vegetables that the store has assembled count under the “grab and go fruits and vegetables” within the healthy snack items phase; kidney beans vs. black beans ARE distinct varieties

Category	Number and Type of Varieties of Item in Stock	Stocking Level Met*
Packaged fruits <i>*Canned fruit in 100% juice or water</i> <i>*Frozen fruit, plain</i>	1.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 2.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 3.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/>	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Packaged Vegetables <i>*Canned vegetables and beans, low-sodium: ≤ 140 mg sodium per serving</i> <i>*Frozen vegetables, plain: no added sugar or sauces</i> <i>*Dried beans and peas</i>	1.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 2.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 3.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 4.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/>	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred

***Basic Stocking:** At least 2 fruit varieties and 3 vegetable varieties

Preferred Stocking: At least 3 fruit varieties and 4 vegetable varieties

Phase Stocking Level Achieved (circle one): **None** **Basic** **Preferred**

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Phase: Healthy Whole Grain Options

Whole grain bread is a variety of whole grain rich staples, but different brands of whole grain bread do NOT count as different varieties

Category	Number and Type of Varieties in Stock	Stocking Level Met*
Whole grain rich breakfast cereals low in added sugar <i>Hot or cold cereal</i> *Whole grain as first ingredient *≥ 2.5 g fiber per serving *≤ 21.2 grams of total sugar per 100 grams of dry cereal or ≤ 6 grams of total sugars per 1 dry ounce of cereal	1.) _____ 2.) _____ 3.) _____ 4.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Whole grain rich staples *Any whole grains: brown rice, quinoa, barley; etc.; *Whole grain bread products that have whole grain as the first ingredient: bread, pasta, bagels, tortillas, pizza crust, English muffins, pitas; etc. *Whole grain flour	1.) _____ 2.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred

*Basic Stocking: At least 3 cereal varieties and 2 staples varieties

Preferred Stocking: At least 4 cereal varieties and 2 staple varieties

Phase Stocking Level Achieved (circle one): **None** **Basic** **Preferred**

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Phase: Fresh Fruits and Vegetables

An apple is a variety of fruit, but different types of apples (Gala vs Fuji) do NOT count as different varieties; value-added, single-serve, cut fruit and vegetables that the store has assembled count under the “grab and go fruits and vegetables” within the healthy snack items phase

The following items should NOT be counted towards stocking levels: fruit or vegetable juice, garlic, herbs, condiments, ginger root, lemons, and limes.

Category	Number and Type of Varieties of Item in Stock	Stocking Level Met*
Fresh Fruit <i>Whole and pre-washed/packageged/cut fruit</i>	1.) _____ 2.) _____ 3.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Fresh Vegetables <i>Whole and pre-washed/packageged/cut vegetables</i>	1.) _____ 2.) _____ 3.) _____ 4.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred

*Basic Stocking: At least 2 fruit and 3 vegetable varieties
 Preferred Stocking: At least 3 fruit and 4 vegetable varieties

Stocking Level Achieved (circle one): None Basic Preferred

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Evaluation Summary

Date of Evaluation: _____

Circle Stocking Level for each category:

<p>Healthy Beverages</p>	<p>None Basic Preferred</p>
<p>Healthy Snack Items</p>	<p>None Basic Preferred</p>
<p>Healthy Packaged Fruits and Vegetables</p>	<p>None Basic Preferred</p>
<p>Healthy Whole Grain Options</p>	<p>None Basic Preferred</p>
<p>Fresh Fruits and Vegetables</p>	<p>None Basic Preferred</p>

Overall Status (circle one):

Bronze

Silver *(basic stocking in all phases)*

Gold *(preferred stocking in all phases)*

Store Name: _____ Owner/Manager Completing the Plan: _____

Date: _____

Action Plan for New Healthy Corner Stores

Based on what you currently have in stock for each phase, set goals for improving the healthfulness of your store offerings. Goals should be specific, measurable, attainable, realistic, and have a set time for achievement. You do not have to work on all phases right away. For example, your goal for one phase may be “revisit this phase in one year to determine if I am ready to progress in this phase.”

Phase	Baseline Assessment Findings	Goal(s)	How I Can Meet This Goal?	Expected Start Date	Date to Revisit
Healthy Beverages	Stocking level achieved: None Basic Preferred	<input type="checkbox"/> Stocking/Inventory <input type="checkbox"/> Strategic rearrangements <input type="checkbox"/> Marketing/promotions			
Healthy Snack Items	Stocking level achieved: None Basic Preferred	<input type="checkbox"/> Stocking/Inventory <input type="checkbox"/> Strategic rearrangements <input type="checkbox"/> Marketing/promotions			
Healthy Packaged Fruits and Vegetables	Stocking level achieved: None Basic Preferred	<input type="checkbox"/> Stocking/Inventory <input type="checkbox"/> Strategic rearrangements <input type="checkbox"/> Marketing/promotions			

Store Name: _____ Owner/Manager Completing the Plan: _____ Date: _____

<p>Healthy Whole Grain Options</p>	<p>Stocking level achieved: None Basic Preferred</p>	<p><input type="checkbox"/> Stocking/Inventory <input type="checkbox"/> Strategic rearrangements <input type="checkbox"/> Marketing/promotions</p>			
<p>Fresh Fruits and Vegetables</p>	<p>Stocking level achieved: None Basic Preferred</p>	<p><input type="checkbox"/> Stocking/Inventory <input type="checkbox"/> Strategic rearrangements <input type="checkbox"/> Marketing/promotions</p>			
<p>General Store Changes</p>		<p><input type="checkbox"/> Interior Store Appearance <input type="checkbox"/> Exterior Store Appearance <input type="checkbox"/> Employee training (food safety, label reading; etc.)</p>			

Implementation Timeline

Month 1	<ul style="list-style-type: none">• Store Recruitment and Enrollment• Conduct Pre-Assessments	
Month 2	<ul style="list-style-type: none">• Pre-training Action Plan Meeting• Order Marketing Supplies	<ul style="list-style-type: none">• Phase-Specific Kick-off Training (____ Phase)
Month 3	<ul style="list-style-type: none">• Booster Employee Training (If requested)• Provide Technical Assistance to Stores	<ul style="list-style-type: none">• Begin Purchasing/Structural/Marketing Store Changes (____ Phase)• Begin Phase-Specific Promotional Activities (First Phase)
Month 4	<ul style="list-style-type: none">• Phase Rollout Training (____ Phase)• Provide Technical Assistance to Stores	<ul style="list-style-type: none">• Begin Purchasing/Structural/Marketing Store Changes (____ Phase)• Begin Phase-Specific Promotional Activities (____ Phase)
Month 5	<ul style="list-style-type: none">• Phase Rollout Training (____ Phase)• Provide Technical Assistance to Stores	<ul style="list-style-type: none">• Begin Purchasing/Structural/Marketing Store Changes (____ Phase)• Begin Phase-Specific Promotional Activities (____ Phase)
Month 6	<ul style="list-style-type: none">• Phase Rollout Training (____ Phase)• Provide Technical Assistance to Stores	<ul style="list-style-type: none">• Begin Purchasing/Structural/Marketing Store Changes (____ Phase)• Begin Phase-Specific Promotional Activities (____ Phase)
Month 7	<ul style="list-style-type: none">• Phase Rollout Training (____ Phase)• Provide Technical Assistance to Stores	<ul style="list-style-type: none">• Begin Purchasing/Structural/Marketing Store Changes (____ Phase)• Begin Phase-Specific Promotional Activities (____ Phase)
Month 8	<ul style="list-style-type: none">• Conduct Post-Assessments• Recognize Store if Achieved Silver or Gold Status	<ul style="list-style-type: none">• Provide Technical Assistance to Stores• Create New Action or Maintenance Plan (If working toward Gold Status)

- *This timeline assumes that the store has not satisfied all 5 phases and is interested in working toward fulfilling all 5 phases*
- *Each phase may not include all types of changes – purchasing, structural, and marketing – and this timeline may need to be adjusted based on each store's chosen action plan*



HEALTHY CORNER
STORE INITIATIVE

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Storeowner Toolkit

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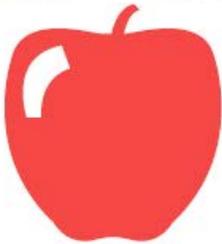
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HEALTHY CORNER
STORE INITIATIVE

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Section I: Program Overview

Healthy Food in Your Store

Why Sell Healthy Food at Your Store?

Benefits for You

- Selling healthy food and new products attracts new customers and increases customer loyalty.
- Offering healthy food can make your business stand out from your competitors.
- Healthy food can have high profit margins.

Benefits for Your Community

- Easy access to healthy food can lead to a lower risk of diseases such as obesity, heart disease, and diabetes.
- Children and students that shop at corner stores need healthy food options to grow, stay healthy, and do well in school.
- Residents that do not have access to a car or public transportation will be able to find healthy foods in their own community.
- Community members will feel better about where they live and work.
- Health Corner Store Programs are part of a growing movement of small business owners across the country that are invested in the health of their community while running a profitable business.

Bottom Line: Selling healthy food can mean better business!

Getting Started with Healthy Corner Store Initiative (HCSI)

Once you decide to join HCSI, you will work with your local HCSI Coalition over 1-2 months to prepare for making store changes. You can expect the enrollment process to follow these steps:

1 Sign on! The HCSI coordinator, with the support of the coalition, will explain the program and ask you to sign a Store Commitment Form. What is laid out in this toolkit is considered best practice, but based on each store's needs and the capacity of the coalition every activity may not happen at your store. Planned activities should be established before signing the Store Commitment Form.

2 Make a plan! Members of the HCSI coalition will conduct an assessment of your store to determine what healthy food you currently stock and where there is opportunity to improve.

3 Say cheese! In order to see changes over time, HCSI would like to take a "snapshot" of your store before changes are made. This may be done through several optional pre-assessments that will be compared to the same assessments conducted after all changes are made. It is important that these assessments are done on time and members of the HCSI coalition will schedule them directly with interested store owners. The assessments could include:

- Store pictures: think of these as the "before" and "after" pictures.
- Store owner interview: gathers information on food purchasing and stocking, plans for improvements, and areas in which owners need additional support from HCSI.
- Customer surveys: gathers information on customers' shopping habits.
- The Nutrition Environment Measures Survey (NEMS) for corner stores: a measure to assess the availability, quality, and price of food in your store.
- HCSI Phases Evaluation Survey: a measure of how many healthy food phases a store has fulfilled

4 Get Ready! Members of the HCSI coalition will schedule training sessions with the store owner, manager, and employees to review the Store Owner Toolkit.

Choosing Healthy Products for Your Store

- **All stores start at the Bronze level.** Working through phases in number order is recommended, but not required. You may already satisfy certain phases upon joining the initiative – great work! Now, move on to other phases.
- **Sliver is earned when *basic stocking levels are met for all 5 phases.*** After achieving Silver Status, you will **maintain “basic stocking levels”** as you work toward achieving Gold status.
- **Gold is earned when *preferred stocking levels are met for all 5 phases.***

Phase	Food Categories*	Basic Stocking Levels	Preferred Stocking Levels
Healthy beverages	<ol style="list-style-type: none"> 1. Bottled water 2. 100% Juice 3. Low-fat milk 4. Plant-based milk 5. Unsweetened or low-calorie beverages 	<p>At least 1 variety of each of the following must be stocked:</p> <ul style="list-style-type: none"> • Bottled water • Low-fat milk (quart size or larger) • 100% juice • Unsweetened or low-calorie beverages 	<p>At least 1 variety of each of the following must be stocked:</p> <ul style="list-style-type: none"> • Bottled water • Plant-based milk (quart size or larger) <p>And... At least 2 varieties of each of the following must be stocked:</p> <ul style="list-style-type: none"> • Low-fat milk (quart size or larger) • 100% juice • Unsweetened or low-calorie beverages
Healthy snack items	<ol style="list-style-type: none"> 1. Healthier crunchy snacks 2. Healthier granola/energy bars 3. Healthier nuts, seeds, and trail mix 4. Grab and go fruits and vegetables 5. Healthier dairy snacks 	At least 5 different varieties of healthy snacks must be stocked (across at least 3 of 5 categories)	At least 8 different varieties of healthy snacks must be stocked (across at least 4 of 5 categories)
Healthy packaged fruits and vegetables	<ol style="list-style-type: none"> 1. Packaged fruits <ul style="list-style-type: none"> • Canned fruit in 100% juice or water • Frozen fruit, plain 2. Packaged vegetables <ul style="list-style-type: none"> • Canned vegetables and beans, low-sodium • Frozen vegetables, plain • Dried beans and peas 	<p>Minimum 2 fruit varieties</p> <p>Minimum 3 vegetable varieties</p> <p><i>Note: Medley products and mix and match between canned and frozen is ok.</i></p>	<p>Minimum 3 fruit varieties</p> <p>Minimum 4 vegetable varieties</p> <p><i>Note: Medley products and mix and match between canned and frozen is ok.</i></p>
Healthy whole grain options	<ol style="list-style-type: none"> 1. Whole grain-rich breakfast cereals low in added sugar (hot or cold) 2. Whole grain-rich staples such as grains (rice, barley, etc.) and bread products 	<p>Minimum 3 cereal varieties</p> <p>Minimum 2 staple varieties</p>	<p>Minimum 4 cereal varieties</p> <p>Minimum 2 staple varieties</p>
Fresh fruits and vegetables	Fresh fruit Fresh vegetables (Whole and pre-cut)	<p>Minimum 2 fruit varieties</p> <p>Minimum 3 vegetable varieties</p>	<p>Minimum 3 fruit varieties</p> <p>Minimum 4 vegetable varieties</p>
		<p>Silver status achieved!</p> 	<p>Gold Status achieved!</p> 

*See page 8 for criteria for healthy food categories

Criteria for Food Categories

Beverages	<p><u>Bottled water</u>: plain and unflavored, with or without carbonation</p> <p><u>100% juice</u>: fruit or vegetable juice, no added sugar, ≤ 140 mg sodium per serving</p> <p><u>Low-fat milk</u>: unsweetened and unflavored fat-free (skim) or low-fat (1%) milk</p> <p><u>Plant-based milk</u>: unsweetened and unflavored (soy, almond, oat, etc.) beverages fortified with calcium and vitamins A and D</p> <p><u>Unsweetened or low-calorie beverages</u> (teas, flavored water, diet soda, etc.): ≤ 40 kcal per serving, with or without carbonation</p>
Snacks	<p><u>Healthier crunchy snacks</u></p> <ul style="list-style-type: none"> ○ First ingredient must be whole grain, protein, fruit, or vegetable (corn is considered a grain and must be listed as “whole corn” OR “popcorn”) ○ ≤ 200 mg sodium per serving ○ ≤ 6 grams fat per serving ○ ≤ 1 grams saturated fat per serving ○ ≤ 3 grams added sugar per serving ○ EXCEPTIONS: <ul style="list-style-type: none"> ○ Any type of unfrosted (no icing) animal crackers or graham crackers is allowed ○ Pretzels do NOT need to be whole grain <p><u>Healthier granola/energy bars</u></p> <ul style="list-style-type: none"> ○ Low-sugar bars with protein and fiber: at least 3 g protein and 2 g fiber and ≤ 10 g sugar <p><u>Healthier nuts, seeds and trail mix</u></p> <ul style="list-style-type: none"> ○ Low-sodium nuts, seeds, or trail mix: ≤ 140 mg sodium per serving <p><u>Grab and go, read-to-eat fruits and vegetables</u></p> <ul style="list-style-type: none"> ○ Unsweetened dried fruit: no added sugar ○ Low-sodium dried vegetables: ≤ 140 mg sodium per serving ○ Single-serve packages of unsweetened canned or fresh fruit: no added sugar, canned in 100% juice or water ○ Single-serve packages of fresh vegetables: packages with dips are ok, can be manufacturer or store assembled <p><u>Healthier dairy snacks</u></p> <ul style="list-style-type: none"> ○ Individually portioned (multipacks ok) yogurt, cheese, pudding, cottage cheese, etc. ○ ≤ 23g sugar per serving, no candy toppings ○ ≤ 3 g fat per serving
Packaged fruit and vegetables	<p><u>Canned vegetables</u>: ≤ 140 mg sodium per serving</p> <p><u>Canned fruit</u>: in 100% juice or water</p> <p><u>Frozen fruit and vegetables</u>: no added sugar or sauces</p>
Whole grains	<p><u>Whole grain-rich staples</u>:</p> <ul style="list-style-type: none"> ○ Whole grains such as brown rice, quinoa, barley, and whole wheat flour ○ Whole grain bread products in which whole grain is the first ingredient such as bread, pasta, bagels, tortillas, pizza crust, English muffins, and pitas; snacks and sweets do not qualify <p><u>Whole grain-rich cereal</u>: whole grain as first ingredient, at least 2.5 g fiber per serving, and no more than 21.2 grams of total sugar per 100 grams of dry cereal or no more than 6 grams of total sugars per 1 dry ounce of cereal</p>
Fresh Fruits and Vegetables	<p>The following items should NOT be counted toward stocking levels: fruit or vegetable juice, garlic, herbs, condiments, ginger root, lemons, and limes.</p>

What Do the Achievement Levels Mean?

The achievement levels are meant to encourage healthy competition between participating stores as well as celebrate and highlight your successes to the community. As coalition resources and funds allow, certain achievements and milestones may be rewarded with materials and equipment that will help you maintain the changes you've made. **Once your store has achieved Gold Status, HCSI will issue a press release so that your store is honored in the media!**



All stores start at the Bronze level when enrolling with HCSI. This tells your customers and the community that you have committed to start stocking and selling healthy food.
Welcome!



When your store has successfully fulfilled the basic stocking levels for all 5 phases, you have achieved Silver status.
Keep up the good work!



When your store has maintained basic stocking levels and moved on to meet preferred stocking levels for all 5 phases, you have achieved Gold status.
Bravo!



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Section II: Stocking Healthy Food in Phases

Phase-by-Phase Stocking Suggestions

Phase: Stock healthy beverages

Stock More of These

Stock Less of These

Bottled water	Sugar-sweetened, flavored waters
100% fruit juices	Sugar-sweetened beverages (soda pop, sweetened tea, sport drinks, energy drinks)
Low-sodium vegetable juices	Fruit punch or fruit drinks
Low-fat, unflavored milk (1% or skim)	Regular vegetables juices
Plant-based milk (soy, almond)	Full or reduced fat milk (Vitamin D/whole or 2%) and flavored milks
Unsweetened or low-calorie beverages (≤ 40 calories per serving)	

Tips:

- 100% juice should only have the names of fruit, water, and possibly preservatives listed in the ingredient list
- Be careful of fruit juice labeling that mentions “100% Vitamin C” – this is not the same as “100% juice”



Phase: Stock healthy snack items

Stock More of These

Stock Less of These

Baked potato or tortilla chips	Fried potato, tortilla, and corn chips
Low-sodium pretzels, popcorn, and whole grain crackers	Regular pretzels, popcorn, crackers
Low-sodium nuts and seeds or trail mix (walnuts, almonds, peanuts, sunflower seeds, etc.)	Salted nuts and seeds
Animal crackers, graham crackers	Cookies
Low-fat/non-fat, plain/low-sugar flavored yogurt	Full or reduced fat yogurts that are higher in sugar
Low-fat cheese sticks	Full or reduced fat cheeses
Low-sugar granola bars with fiber and protein	High sugar granola bars with little fiber and protein
Low-fat frozen yogurt	Regular ice cream
	Candy bars
	Packaged pastries and snack cakes
	Processed, salty jerky products

Tips:

- Look for whole grain versions of crackers, granola bars, and tortilla chips



[Image Source: pxhere]

Phase: Stock healthy packaged fruits and vegetables

Stock More of These

Stock Less of These

Canned fruit in 100% juice or water
Low-sodium canned vegetables, beans and sauce
Frozen vegetables, plain
Frozen fruit, plain
Dried beans (lentils, kidney beans, etc.)
Dried fruit without added sugar

Canned fruit in syrup (light or heavy)
Regular canned vegetables, beans, or sauce
Frozen vegetables with added salt or sauce
Frozen fruit with sugar added
Sweetened dried fruit

Why frozen fruits and vegetables? Frozen fruits and vegetables are just as nutritious as fresh and they have a longer shelf life. So, you can offer healthy items to your customers without worrying about spoilage!

Tips:

- Check the ingredient list to make sure no sugar or salt is added to canned and frozen fruits and vegetables. The fruit or vegetable, water, and possibly preservatives should be the only ingredients!



INGREDIENTS: FRUIT (PEACHES, PEARS, GRAPES, CHERRIES (CHERRIES, CARMINE)), WATER, SUGAR, NATURAL FLAVOR.



Trans Fat/Grasa Trans 0g
 Cholesterol/Colesterol 0mg 0%
 Sodium/Sodio 125mg 5%
 Total Carb./Carbohidrato Total 18g 6%
 Dietary Fiber/Fibra 4g 21%

Cholesterol/ Colesterol 0mg 0%
 Sodium/Sodio 390mg 16%
 Total Carb./Carbohidrato Total 14g 5%
 Dietary Fiber/Fibra 4g 17%

Phase: Stock healthy whole grains

Stock More of These

Whole grain-rich breakfast cereal, low in added sugar

Whole grain-rich breads (bread, bagels, English muffins, tortillas, etc.) and pasta

Oatmeal (regular, quick, or instant)

Brown rice, quinoa, barley, etc.

Stock Less of These

Other breakfast cereals

White breads and pasta made with “enriched” flour

White rice

Tips:

- If you have a deli, offer whole wheat bread as an option for sandwiches and subs



Phase: Stock fresh fruits and vegetables

Stock More of These

Fruits – start with popular fruits like apples and bananas

Vegetables – start with popular vegetables like potatoes and onions

Ready-to-eat or ready-to-cook produce

Tips:

- First in, First Out: Older produce should be put in the front of the display so it is sold first. Reduce the price of items that are getting towards the end of their shelf life so they sell before they spoil
- Start with fruits and vegetables with a longer shelf life [See “Product Storage and Life” chart]
- Turn fresh produce into ready-to-eat healthy snacks by creating pre-cut snack packs of fruit and vegetables
- Consider featuring a fruit or vegetable that is common in your culture and show customers how to prepare it – you may introduce them to a new food!





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Section III: Reading Food Labels

Breaking Down Nutrition Facts Labels

1. Servings

"Serving size" is a recommended portion size and there are usually multiple servings in a container.

2. Calories

Calories for *each* serving. They have to be multiplied by the number of servings if you eat more than one.

40 calories is low

100 calories is moderate

400 calories or more is high

3. Fats

Limit saturated fat and trans fat.

Polyunsaturated and monounsaturated fat is healthier than saturated and trans fat.

Limit cholesterol.

5. Sodium

Most Americans should consume less than 2,300 mg of sodium per day.

5. Dietary Fiber

Fiber is a type of carbohydrate that most Americans do not consume enough of. An item is considered a good source of fiber if it contains 2.5 g or more.

6. Added Sugars

Added sugars are added during the processing of foods. Less than 10% of our daily calories should come from added sugar.

7. Nutrients

Most Americans do not get the recommended amounts of these nutrients. The goal is to reach 100%.

Nutrition Facts

1 8 servings per container

Serving size **2/3 cup (55g)**

2 Amount Per Serving

Calories 230

3 Total Fat 8g **10%** % Daily Value*

Saturated Fat 1g **5%**

Trans Fat 0g

Polyunsaturated Fat 0g

Monounsaturated Fat 0g

Cholesterol 0mg **0%**

4 Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

5 Dietary Fiber 4g **14%**

Total Sugars 12g

6 Includes 10g Added Sugars **20%**

Protein 3g **6%**

7 Vitamin D 2mcg **10%**

Calcium 200mg **15%**

Iron 8mg **45%**

Potassium 235mg **4%**

*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.

Ingredients: Whole grain wheat, sugar, canola oil, sea salt.

The % Daily Values (%DV) are based on recommendations for key nutrients for a 2,000 calorie diet. It indicates whether a serving of food is high or low in a nutrient: 5% DV or less is "low" and 20% DV or more is "high."

Food manufacturers are required to list all ingredients in the food, with the ingredients used in the greatest amounts listed first followed in descending order by those in smaller amounts.

[Adapted from: U.S. Food & Drug Administration: The new and Improved Nutrition Facts Label – Key Changes

<https://www.fda.gov/downloads/Food/LabelingNutrition/UCM511646.pdf>]

How Can I Tell if a Food is Low-Sugar?

- **Added sugar**, which is different than natural sugar found in 100% juice and plain milk, is the type of sugar we want to minimize. Food and beverages sweetened with added sugar can contribute excess calories while providing few or no key nutrients.
- Added sugar has to be listed in the ingredient list. If “sugar” or a similar name is listed in the first couple of ingredients, that food item is made mostly of sugar.
 - **Sugar has many different names** on an ingredient list. Added sugar may be called: corn syrup, cane juice, dextrose, fructose, glucose, honey, malt syrup, maltose, maple syrup, nectar, raw sugar, and sucrose.
- Names for common sugar substitutes include: aspartame, sucralose (brand name: Splenda), stevia (brand name: Truvia), and saccharin (brand name: Sweet 'N Low).
- Common food preservatives, such as ascorbic and malic acid, are **not** added sugar.
- There is no set amount to be able to call a food item “low-sugar,” but try to get the amount of added sugar grams as low as possible. **Aiming for 8-10 grams of added sugar or less per serving is a great place to start.**

How Can I Tell if a Food is Low-Sodium?

- A “low-sodium” food item contains 140 mg of sodium or less per serving.

How Can I Tell if a Food is Lower in Fat?

- A food item is **lower in fat** if the % Daily Value (DV) for Total Fat is **5% or lower**.
- A food item is **higher in fat** if the % Daily Value (DV) For Total Fat is **20% or higher**.
- Avoid food items with **any** amount of Trans Fat – this amount should be 0 grams or as close as possible **0 grams**.

How Can I Tell if a Food is Whole Grain-Rich?

- **Whole grain should be listed as the first ingredient!**
- Grains come in many forms and have many names, but in order to be a whole grain it *should* have the word “whole” in front of it. There are some exceptions to this rule - see the chart below for guidance.

Don't be fooled!

- Just because an item says “wheat” does not mean it is whole grain-rich. Always check the ingredient list!
- Even if the word “whole grain” appears later in the ingredient list, that product is NOT a whole grain-rich product. It needs to be listed first!

Aim for Grains that are Lower in Sugar and Higher in Fiber

- Look for foods with **11 grams or less of added sugar and at least 2.5 grams of fiber per serving!**

Whole Grains		NOT Whole Grains	
Amaranth	Triticale	All-purpose flour	Farina
Brown rice (precooked/parboiled is ok)	Whole durum wheat flour	Bread flour	Hominy or hominy grits
Brown rice flour	Whole wheat flour	Bromated flour	Instantized flour
Buckwheat	Wild rice	Cake flour	Phosphated flour
Cracked wheat	Millet	Corn grits	Rice flour
Crushed wheat	Sorghum	Couscous	Self-rising wheat flour
Graham flour		Degerminated corn meal	Semolina
Oats or oatmeal (any kind)		Durum flour	Unbleached flour
Quinoa		Enriched flour	Wheat flour
Teff		Enriched rice	White flour

Refer to Section IX: Appendices for Stocking Brand Suggestions



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Section IV: Buying and Handling Fresh Produce

Buying Fresh Produce

You can work with your existing supplier if they offer fresh produce. Otherwise, you can contact distributors in your area to purchase your fresh produce.

- Working with wholesale distributors is more cost and time efficient than shopping at local food retailers such as supercenters (e.g. Walmart), grocery stores (e.g. Tops), and wholesale clubs (e.g. Sam's Club).
- Distributors usually have delivery or pickup options. Depending on how often you need to restock your produce and the cost of delivery, pickup may be a better option when just starting out with selling produce. As your produce sells more quickly and your profit margins increase, delivery may become a better and more affordable option.
- Wholesale distributors usually require a minimum amount of produce to be ordered. If you are concerned that the amount required to order is more than you can sell, work with other Healthy Corner Stores to combine orders.

Sourcing produce directly through local farmers is another great way to save money and get the freshest seasonal produce. This can be done a few ways – through farmers' markets, community supported agriculture (CSA) programs, or working directly with farm owners in the area.

- A CSA program is an investment in a local farm that requires purchasing a "share" of produce in the beginning of the growing season. The farmer will either have a "pick-up" spot in your neighborhood on a regular basis, usually weekly or biweekly, or have you pick it up directly from the farm. Although a CSA requires an up-front payment, the amount of high-quality produce you receive makes it a very cost-effective option. Some farms allow you to split CSA shares with a friend or family member and some offer installment payment options.
- Ask the HCSI coordinator, distributors you already work with, or use the internet to locate farmers and farmers' markets in your area. If your area has a "food hub" or "food cooperative," these can be a great resource as they aggregate produce from local farmers for redistribution.

When buying new varieties of fresh produce, purchase in small amounts to be sure your customers approve.

- You can always increase ordering amounts as you notice what types of produce your customers prefer.
- Ordering in larger amounts, typically through a wholesaler, can save you money but be sure what you purchase is popular with your customers so it will sell quickly.
- Refer to the "product storage and life" chart to guide your ordering as you may be able to order larger amounts of produce that stays fresh for longer.

Update your selection of produce based on the season and prices.

- Buying fresh fruits and vegetables when they are in season, meaning more likely to grow in our region during the current time of year, can make sourcing produce more affordable, support the local farming community, and ensure fresher produce.

Refer to Section IX: Appendices for the Healthy Food Resources, Seasonal New York Produce, and Produce Storage and Life charts

Stocking and Handling Produce

Product Storage and Life

Learn how to take proper care of your produce to maintain freshness and appeal and ensure your customers are satisfied.

- First in, first out: older produce should be sold first and should be placed in the front of the display. Reducing the price on older items can help them sell before they spoil.
- If possible, inspect produce before buying it. Avoid fruits and vegetables that have bruises, dents, or smell bad.
- Handle produce gently to avoid bruising and use caution when stocking delicate produce to avoid crushing the bottom layer.
- Store items at an appropriate temperature and move to refrigeration as needed.
- Check produce items at least once daily to check for damaged and spoiled produce. If fruits and vegetables do spoil, remove them right away so they do not spoil the nearby produce.
- Ensure that anything touching produce is cleaned weekly. This includes the coolers, baskets, shelves, etc. Clean surfaces that are touched by spoiled produce immediately.

Some General Tips about Produce Storage...

The “Produce Storage and Life” chart (Section IX: Appendices) gives you the preferred storage methods and the estimated life of each fruit or vegetable. Produce life varies, so the time ranges should be a general guide.

- How you store produce depends on how it was received and how quickly you expect to sell it. If an item needs to ripen, you should leave it at room temperature. If the item was ripe when you received it and you don't expect to sell it quickly, then placing it in the refrigerator can lengthen its life.
- The table gives suggestions about which items need to ripen at room temperature. It is ok to keep any **whole** fruits and vegetables at room temperature for a few hours. For example, you may choose to place items near the cashier or checkout line.
- The rules are different for **cut-up or prepared** produce. **ALL** cut/prepared produce needs to be stored in the refrigerator within two hours of preparation. Life is shorter for cut-up produce items. Anything that is pre-cut should be labeled with the date it was prepared, stored in the refrigerator, and checked daily for spoilage. See Section V: Food Safety and Preparation for more information.

What is misting and why is it important?

Misting produce with clean, drinkable water can help improve produce quality and shelf life. You can mist produce by hand using a spray bottle and clean water. Misting can also be done with a machine, which can be installed in your produce cooler. If you choose to purchase a misting machine, carefully follow the manufacturer's instructions to ensure proper use, cleaning, and maintenance.



What is ethylene and why does it matter?

Ethylene is a gas produced by fruits and vegetables that causes ripening. The amount of ethylene produced and the sensitivity to the effects of ethylene vary depending on the fruit or vegetable. This means that if “ethylene sensitive” items are stored near items that produce a lot of ethylene, they will ripen more quickly. If fruits and vegetables ripen too quickly and spoil before you can sell them, your store loses money.



What can you do?

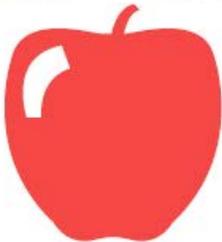
Store “ethylene producers” and “ethylene sensitive” items separately. Most fruits and vegetables that produce ethylene are also sensitive to it, so do not store ethylene producers in closed containers or bags, since this traps the gas and speeds up ripening. Spoiled items produce higher levels of ethylene so check for spoiled items (bruising, cuts, rotting, etc.) regularly and remove them.

Refer to Section IX: Appendices for additional guidance on misting and ethylene



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Section V: Food Safety and Preparation

Know Your Local Food Safety Requirements

Note: To perform any food preparation, including cutting produce, your establishment needs to be a New York State Licensed Food Processor (20C License). Obtain food safety training based on the requirements of your license. For more information on licenses, contact:

New York State Agriculture and Markets Division of Food Safety Inspection
1-800-554-4501

<https://www.agriculture.ny.gov/FS/FSHome.html>

NOTE: This guide focuses on food safety related to the receipt and handling of fresh and frozen produce and packaged foods. You should be aware of all of the food safety guidelines and regulations that pertain to the specific type of food you prepare at your store and the license you hold. This is not meant to be a comprehensive food safety manual.

Food Safety Certification

New York State Licensed Food Processors are required to have a manager complete an approved Food Safety Course unless the establishment qualifies for an exception. A list of approved courses can be found on the New York State Department of Agriculture and Markets Division of Food Safety Inspection website:

https://www.agriculture.ny.gov/FS/general/food_businesses_resources.html#training

Why Does Food Safety Matter?

Bacteria or viruses can contaminate food. When contaminated food is consumed, it can make someone sick with what is commonly called “food poisoning.” Although many people recover within days, food poisoning can be very severe and cause serious health problems or even death. Pregnant women, children, older adults, and those with chronic diseases are at a higher risk for food poisoning.

Food Safety during Receiving

- Always order from an approved, reputable distributor.
- Inspect food upon arrival to ensure it is free of damage and within a proper temperature range.
 - Refrigerated foods should be at **41°F or below** and frozen foods should be at **0°F** (frozen solid).
 - All packages should be clean and free of tears or damage. Food labels should be intact and products should not be past the expiration date on the package.

- Frozen foods should not have signs of thawing. Signs that food has thawed or was thawed and then refrozen include liquid in or around the package, water stains on the package, or ice crystals on the food or package.
- Canned foods should not have bulges or dents.
- Dry food packages should not have water stains or pest damage.
- Fresh and refrigerated foods should not have mold, an abnormal color, or an unpleasant odor.
- Produce should not be bruised, spoiled, discolored, moldy, or slimy. Greens should be crisp, not wilted.
- Reject any items that do not meet the above standards. If you have to reject an item, explain to the vendor why and be sure to get your credit back.
- After inspection, immediately store temperature-sensitive items in the refrigerator or freezer.

Food Safety during Food Preparation

Proper hand washing

Wash hands with warm water and soap for at least 20 seconds before and after handling food, scrubbing under nails and between fingers. Rinse with clean running water and dry with disposable paper towels. In addition to before and after handling food, also wash hands after any of the following:

- Using the restroom
- Coughing, sneezing, blowing nose, smoking, eating, or drinking
- Touching dirty equipment or utensils
- After touching any non-food surfaces: cleaning, taking out trash, using cash register, using telephone, etc.
- Between different food preparation tasks (between preparing different foods and switching from raw to ready-to-eat food preparation)
- After touching any part of the body (such as hair) or clothes



Disposable Gloves for Food Preparation

Always wear disposable gloves when handling ready-to-eat food and wash hands before putting on gloves. Be sure to only use gloves that are meant for food preparation. Change gloves between different tasks and never reuse or wash gloves.

Employee Hygiene

Keep sick employees away from food preparation. Ensure that clothing is clean since it can come into contact with the food preparation surfaces or the food being prepared. Fingernails should be trimmed and hands and arms should be free of jewelry. Hair should be tied back and held back with a hat or hair net. There should be no eating or drinking in areas where food is being prepared.

Food Contact Surfaces

Anything that touches food should be cleaned and sanitized. This includes utensils, knives, countertops, cutting boards, etc. Ensure you are complying with local regulations for equipment washing, hand washing, and sanitizing solutions.

New York State Agriculture and Markets Division of Food Safety Inspection
1-800-554-4501

<https://www.agriculture.ny.gov/FS/FSHome.html>

https://www.agriculture.ny.gov/FS/general/food_businesses_resources.html#industry

Washing and Preparing Produce

Any produce that is sold ready-to-eat needs to be washed before packaging. Hands should be clean before washing produce. Thoroughly wash fresh produce in clean running water before preparation. This includes fruits and vegetables where the skin or rind is not eaten because the knife can pass through the skin and transfer germs to the edible portion. Trim and discard bruised or damaged areas and discard rotten fruits or vegetables. Whole fruits and vegetables that are sold intact do not fall under this category since customers should wash them at home before eating.

Cross Contamination

Cross contamination is a concern for both food safety and food allergies. Cross-contamination can be prevented by washing hands, changing gloves between different food preparation tasks, and cleaning and sanitizing surfaces, utensils, cutting boards and knives. Remember that raw meat should never come in contact with ready-to-eat food (such as produce). Avoid cross-contamination by storing raw meat separately from ready-to-eat food and on lower shelves if it is in the same cooler.

Food Storage

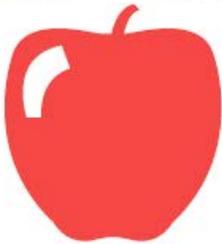
Use a thermometer to ensure your **refrigerator** stays at a temperature of **40°F or below** and your **freezer** stays at **0°F**. All produce that is sold pre-cut needs to be stored in the refrigerator. Refrigerate produce as soon as possible, and no later than 2 hours after preparation. Ensure that your refrigerator and freezer are kept clean and maintained regularly according to the manufacturer's instructions.





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Section VI: Creating a Fresh Store Appearance

Store Improvements

General Store Appearance

- Keep your store clean and well-lit.
- Coolers should be clean and bright.
- Shelves should be full, well -organized, and free of dust.
- Aisles should be clear so customers can move throughout the store easily.

Store Exterior

- A clean and welcoming store exterior can attract customers.
- There are many ways to improve your store exterior, even if you don't have much money to spend.



Low Cost	Moderate Cost	High Cost
Paint over graffiti.	Increase lighting for safety in the evening hours.	Install solid security gates in place of see-through (e.g. bars) security gates. This both improves the look during operating hours and is safer when the store is closed.
Plant trees, shrubs, or flowers in the ground or in pots.	Paint or replace steps.	Replace a flat roof with a pitched roof to improve building appearance and drainage.
Lime wash the lower half of the building and install weatherboard on the top half.	Paint or replace entrance doors.	Replace railings.
Update awning with simple wording and a simple design.	Replace windows or add additional panes if needed to improve energy efficiency. This also means better climate control in your store.	Repair damaged sidewalks.
Use bright banners for advertising products such as healthy foods. Remove tobacco advertisements from exterior.		

[Adapted from: *The Food Trust Store Owner Guide*]

Structural Changes and Strategic Rearrangements

Healthy Food Section: Shelf Stable Foods

- You may choose to place healthy foods in one section of the store so they are easier for customers to find.
- Use baskets to organize produce by type.
 - Keep produce baskets full.
 - Push produce to the front of the baskets and pile it high.



Healthy Food Section: Cooler and Freezer

- Designate one cooler or one section of your cooler to healthy options.
- Stock with healthy beverages, healthy snacks, cut-up produce, and fresh fruits and vegetables.
 - Some beverages can be kept at room temperature, but they may be more appealing to customers if chilled.
- Keep it organized:
 - Place healthier beverages, snack items, and prepared foods on top shelves.
 - Place fruits and vegetables on the middle shelves.
 - Place heavy items on the lower shelves.
- Clearly mark all prices and make sales stand out. Be sure signs do not block customers' view of the items in the cooler.
- Keep the cooler clean and well-lit – a sparkling cooler is more appealing!
- Reserve one section of the freezer for frozen fruits and vegetables.



Location of Healthy Foods

- Produce and other healthy food items should ideally be placed in the front of the store to increase visibility and sales. If this is not possible, be sure to use marketing materials to direct customer to where the healthier foods are located.
- Place foods with a shorter shelf life (like bananas) at or below eye level so they sell quickly.
- Prices should be clearly displayed for all produce items.
- Items that last longer should be stored on lower shelves (e.g. potatoes and onions)



Healthy Check-Out

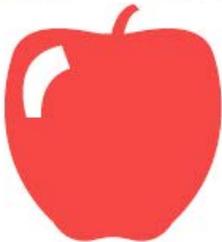
- Foods that spoil quickly or are close to spoiling can be placed at the register to increase sales.
- Single-serve healthy items (e.g. apples, bananas, or healthy snack foods) can be placed by cash registers to increase last minute purchases.





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Section VII: Promote and Sell Healthy Food

Pricing Your Produce

You have several options for setting prices on your fresh produce:

1. Use the suggested retail price (SRP) that is provided by your distributor. Generally, the % markup of the SRP is between 10 and 50%
2. Double the wholesale cost, which is the same as marking it up 100%
3. Calculate your own price, using the formula below

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

Wholesale Cost = the amount you paid for the produce

Markup = the percent you want to increase the price above the wholesale cost

If you purchase produce **by the case/bag**, first calculate the wholesale cost per item:

Example: You paid \$20 for a case of 100 apples

$$\$20 \div 100 = \mathbf{\$0.20 \text{ per apple}}$$

Then, use the formula above to find your selling price:

% Markup	Formula	Selling price (per item)
20%	$\$0.20 \times (1 + .20)$	\$0.24
30%	$\$0.20 \times (1 + .30)$	\$0.26
40%	$\$0.20 \times (1 + .40)$	\$0.28
50%	$\$0.20 \times (1 + .50)$	\$0.30

If you purchase produce **by the pound**, first calculate the wholesale cost per pound:

Example: You paid \$20 for a 10 pounds (lbs.) of apples

$$\$20 \div 10 = \mathbf{\$2.00 \text{ per pound}}$$

Then, use the formula above to find your selling price:

% Markup	Formula	Selling price (per pound)
20%	$\$2.00 \times (1 + .20)$	\$2.40
30%	$\$2.00 \times (1 + .30)$	\$2.60
40%	$\$2.00 \times (1 + .40)$	\$2.80
50%	$\$2.00 \times (1 + .50)$	\$3.00

[Adapted from: Good Food Here: Eat Right Ohio Store Owner Guide; the Food Trust Store Owner Guide]

Tips on Pricing your Produce

- You may want to avoid pricing your produce by the pound if you do not own a scale. Customers tend to prefer prices per item so they know how much they are spending right away.
- Consider offering deals on produce items that are whole numbers such as “Three apples for \$1.00.”
- If you are a WIC vendor, bundle produce items based on common amounts for the WIC fruit and vegetable check.

Marketing Strategies

Labels on Shelves

- Post small, but visible advertising levels next to price labels to draw attention and curiosity to healthy foods. These are often called “shelf talkers” and they can include information on any of the following:
 - Nutrition of products
 - Health facts and tips
 - Food preparation and recipe ideas
 - Suggestions for healthier options
- Update and rotate shelf labels often so that customers are more likely to notice them. If your store has chosen to make changes with the purchasing and stocking of healthy food, be sure to highlight these healthier additions as they become available on your shelves.
- Post shelf labels that match the Initiative phase that your store is working toward achieving. For example, place shelf labels next to whole grain bread and brown rice during the “Healthy Whole Grain Options” phase.



Price Labels

- Customers need to know the price of items before cashing out.
- Keep prices updated so that customers are not surprised when they check out.
- Choose a pricing style that works best for your store.



Promoting Your Store

Advertise healthy food

In addition to posters, signs, and being strategic about where you place health foods, you can do the following:

- Hand out recipe cards incorporating healthy food items you have in stock.
- Offer samples of healthy food to customers.
- Consider partnering with a local organization that can offer free healthy cooking demonstrations featuring items you stock.



Appeal to your customers

- Ask customers for feedback to learn which healthy food items they like or dislike.
 - You can hang a poster board asking, “What healthy items would you like to buy here?” with a marker attached for customers to write their suggestions.
 - Offer fruits and vegetables that are culturally familiar to your customers, based on feedback to you receive.
- Participate in Federal nutrition assistance programs such as the Women, Infants, and Children Program (WIC) and the Supplemental Nutrition Assistance Program (SNAP). They will increase your customer and sales volume. Visit the following sites:
 - SNAP: <https://www.fns.usda.gov/snap/retailer-apply>
 - WIC: https://www.health.ny.gov/prevention/nutrition/wic/vendor_management_agencies_contact.htm



Use in-store promotions to increase sales

Offer sales and specials on healthy food items:

- Offer “Buy One, Get One” promotions on healthy items.
- Offer free samples of healthy food and cooking demonstrations during busy hours.
- Offer discounts on healthy food to students with ID or a report card with all A’s.
- Offer special discount days: Student Day, Senior Day, Veterans Day.
- Offer rewards to customers that regularly purchase healthy items: buy 5 salads, get one salad free!
- Offer ready-to-eat healthy foods. Often called “value added products,” pre-cut and packaged fresh produce can be sold at a higher price than whole produce. Refer to Section V: Food Safety and Preparation to ensure you are preparing and storing them safely.

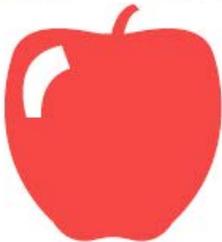
- Cut-up fruit and vegetables can be sold in single-serve containers as snack packs. Include a dip such as low-fat ranch dressing, peanut butter, or hummus to make these more attractive.
- Bundle healthy items together as meal starter kits such as stir-fry vegetables, soup ingredients, grilling vegetables, or smoothie ingredients.





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Section VIII: Maintain Your Healthy Store

Staff Training

It takes you and all your employees working together to have a successful healthy corner store! You, as the store owner, will not always be there, so your employees need to be trained as well. The training needs for each employee will vary depending on each employee's responsibilities. Training is provided by members of the HCSI coalition and the Storeowner Toolkit can also be used as a reference. The following are key topics that should be covered in training staff:

- Identifying and ordering healthier food items
- Reading food labels for shelf-stable foods – items ordered and promoted as “healthy” should follow the guidelines for the healthy phases
- Food safety – staff that will be handling food should receive the proper training
- Product turnover – life of different produce items, monitoring for spoilage, rotation of items, and removal of unacceptable items
- Stocking – stocking levels and strategic placement of healthy food items
- Price labeling – what needs to be labeled, how prices can be lowered when produce needs to be sold quickly
- Marketing – where should signs be placed, updating signs if products are moved
- Customer service - employees should have an understanding of what your mission is as a healthy corner store. Customers may ask why new, healthier foods are being offered, and all employees should understand the changes and why they occurred.

Partnerships and Communication

- As a participating store in HCSI, you have many community partners available to support you. The HCSI coordinator and coalition can connect you with local organizations that conduct food demonstrations or offer nutrition education, assist with becoming a SNAP or WIC vendor, organize healthy community events, provide marketing expertise and resources, teach food safety and preparation (not for licensure or certification), and more!
- **Make your HCSI coordinator and coalition work for YOU by having open and honest communication about what is working and what may not be working.** Your feedback is important to improving the program and making sure it remains profitable for you and health-promoting for your customers.



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Section IX: Appendices

Healthy Food Sources

Wholesalers and Distributors:

Company	Location	Contact	Website	Information
Boulevard Produce, Inc. of Latina Boulevard Foods	655 Young Street Tonawanda, NY 14150	(716) 694-1174	www.latinaboulevardfoods.com	<ul style="list-style-type: none"> Produce, dairy, eggs, dried fruit, nuts No minimum order for pickup (available at Young St. location) \$40 minimum order for delivery
James Desiderio, Inc.	550 Bailey Avenue Buffalo, NY 14206	(716) 823-2211 info@jamesdesiderio.com	www.jamesdesiderio.com	<ul style="list-style-type: none"> Produce, nut milks, custom repacking, global specialty foods 20-piece order minimum Pickup is encouraged, but delivery is available
Sunset Fruit & Vegetable Company, Inc.	699 Bailey Avenue Buffalo, NY 14206	(716) 826-2217	www.sunsetfruitandvegetable.com/	<ul style="list-style-type: none"> Produce, custom packaging, paper products, canned goods, dairy No minimum order for pickup Minimums for delivery determined on an individual basis Small fuel charge for delivery Delivery Monday-Saturday; orders in by the evening are delivered the following day

Tarantino Foods, LLC.	530 Bailey Avenue Buffalo, NY 14206	(716) 823-6600 info@tarantinofoods.net	www.tarantinofoods.net/	<ul style="list-style-type: none"> ◦ Produce, dairy, frozen foods, canned foods, dried foods, paper products, ethnic/specialty foods ◦ No minimum order for pickup (7 days a week) ◦ Can offer less than a full case (smaller quantity) for some products ◦ Minimum order of \$120-125 for delivery
African Heritage Food Co-op	1430 Clinton Street Terminal 98 Buffalo, NY 14206	(716) 573-1844 ahfcinfo@gmail.com	www.myahfc.com	<ul style="list-style-type: none"> ◦ Produce, eggs, milk, cheese, fish and beef ◦ Minimum order of \$50 for pickup Wednesday - Sunday 11AM-8PM ◦ Minimum order of \$50 for delivery ◦ \$5 delivery charge for orders under \$150

Farms [* Indicates that the farm offers a CSA share]

W.D. Henry and Sons, Inc.	Eden, NY	(716) 648-4673	www.wdhenryandsons.com
The Arden Farm	East Aurora, NY	(716) 341-1268	www.theardenfarm.com
Thorpe's Organ Family Farm *	East Aurora, NY	(716) 655-4886	www.thorpesorganicfamilyfarm.com
McCollum Orchards and Gardens *	Lockport, NY	(716) 730-0703	www.mccollumorchards.com
Promised Land CSA at the Oles Family Farm *	Alden, NY	(585) 599-3462	www.promisedlandcsa.com
Eden Valley Growers Inc.	Eden, NY	(716) 992-9721	www.edenvalleygrowers.com
Native Offerings Farm *	Little Valley, NY	(716) 257-3006	www.nativeofferings.com
Bittner Singer Orchards *	Appleton, NY	(716) 778-7330	www.bittnersingerorchards.com
Porter Farms *	Elba, NY	(585) 757-6823	www.porterfarms.org
Urban Fruits and Vegetables	Buffalo, NY	(716) 982-1270	www.urbanfv.com
GroOperative, Inc.	Buffalo, NY	(716) 320-0233	www.grooperative.com
Somali Bantu Community Farm	East Aurora, NY	(716) 881-9100	www.sbcob.org/farm
Massachusetts Avenue Project	Buffalo, NY	(716) 882-5327	www.mass-ave.org

Westside Tilth Farm *	Buffalo, NY	(716) 427-8401	www.westsidetilth.com
Groundwork Market Garden *	Buffalo, NY	(716) 908-7396	www.groundworkmg.com
Common Roots Urban Farm *	Buffalo, NY	(716) 229-9109	www.commonrootsurbanfarm.com
Michigan Riley Farm	Buffalo, NY	michiganrileyfarm@gmail.co m	www.michiganrileyfarm.wordpress.co m

Farmers' Markets [Hours are subject to change]

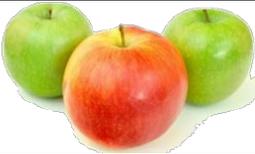
Clinton Bailey Farmers' Market	1443 Clinton Street Buffalo, NY 14206	www.clintonbaileymarket.com
Summer hours: May 1 – November 1 / Sunday – Friday 7 AM – 6PM / Saturday 6AM – 6PM		
Winter hours: November 1 – April 30; Saturday 6AM – 1PM		
Downtown Country Market	Main Street between Court and Church Street Buffalo, NY 14202	www.visitbuffaloniagara.com/businesses/downtown- country-market/
Summer hours: May – October / Tuesdays and Thursdays 8AM – 2:30PM		
Elmwood-Bidwell Farmers' Market	Elmwood Avenue and Bidwell Parkway Buffalo, NY 14222	www.elmwoodmarket.org
Summer hours: mid-May – end of November / Saturday 8AM – 1PM		
North Buffalo Farmers' Market	780 Parkside Avenue Buffalo, NY 14216	www.northbuffalofarmersmarket.com
Summer hours: June – October / Thursdays		

Seasonal New York Produce

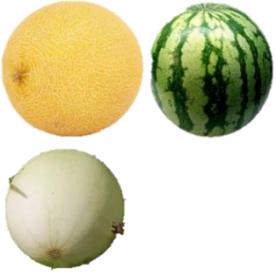
	Spring	Summer	Fall	Winter				
Vegetables	Asparagus	Mushrooms	Beets	Potatoes, new	Beets	Horseradish	Beets	Sprouts
	Beets	Parsnips	Broccoli	Radichio	Broccoli	Kohlrabi	Burdock (gobo)	Sweet potatoes
	Broccoli	Peas:	Cabbage	Scallions	Brussels sprouts	Leeks	Cabbage	Turnips
	Cabbage	Snap	Carrots	Sprouts	Burdock (gobo)	Lettuce	Carrots	Winter squash
	Cauliflower	Snow	Cauliflower	Summer	Cabbage	Mushrooms	Celeriac	
	Fiddlehead	Radishes	Celery	squash	Carrots	Onions:	Daikon	
	Garlic	Rhubarb	Cucumbers	Sweet corn	Cauliflower	Red	Garlic	
	Greens:	Scallions	Eggplant	Tomatoes	Celeriac	Yellow	Horseradish	
	Arugula	Spinach	Endive		Daikon	Parsley	Jerusalem	
	Beets	Sprouts	Fennel		Fennel	Parsnips	artichoke	
	Bok choi	Turnips	Garlic		Garlic	Potatoes	Kale	
	Chard		Green beans		Greens:	Pumpkins	Kohlrabi	
	Collard		Kohlrabi		Arugula	Radishes	Leeks	
	Cress		Lettuce		Beets	Rutabaga	Mushrooms	
	Dandelion		Mushrooms		Bok choi	Scallions	Onions:	
	Kale		Okra		Chard	Shallots	Red	
	Mizuna		Onions:		Collard	Sprouts	Yellow	
	Mustard		Red		Kale	Sweet potatoes	Parsnips	
Sorrel		Yellow		Mustard	Turnips	Potatoes		
Tat soi		Peppers:		Mizuna	Winter squash	Rutabagas		
Turnip		Hot		Tat soi		Shallots		
Lettuce		Sweet		Turnip				
Fruits	Apples	Apricots	Gooseberries	Apples	Quince	Apples		
	Strawberries	Blackberries	Melons	Apple cider	Raspberries	Apple Cider		
		Blueberries	Nectarines	Asian pears		Pears		
		Cherries	Peaches	Cranberries				
		Currants	Plums	Grapes				
		Elderberries	Raspberries	Pears				
Season With...	Chives	Parsley	Basil	Rosemary	Dried herbs	Dried herbs		
	Cilantro	Sage	Cilantro	Savory				
	Dill	Thyme	Dill	Tarragon				
	Marjoram		Marjoram					
	Mint		Mint					
	Oregano		Parsley					

[Adapted from: Cornell University Cooperative Extension Northeast Regional Food Guide]

Product Storage and Life

Produce Item		Recommended Storage Method	Product Life
	Apples	Refrigerate	3-6 weeks
	Asparagus	Refrigerate	3-4 days
	Avocados	Refrigerate *Ripen at room temperature first	3-4 days
	Bananas	Room Temperature	Until ripe
	Berries Blackberries, raspberries, strawberries	Refrigerate	1-3 days
	blueberries		1 week
	Broccoli	Refrigerate	3-5 days
	Brussels Sprouts	Refrigerate	3-5 days
	Cabbage	Refrigerate	1-2 weeks
	Carrots	Refrigerate	3 weeks
	Cauliflower	Refrigerate	3-5 days
	Celery	Refrigerate	1-2 weeks

	Cherries	Refrigerate	2-3 days
	Corn	Refrigerate	1-2 days
	Cucumbers	Refrigerate	4-6 days
	Eggplant	Refrigerate	4-7 days
	Garlic	Room Temperature	1 month
	Citrus Fruits: Grapefruit, lemons, limes, oranges	Room Temperature	10 days
		Refrigerate	1-3 weeks
	Grapes	Refrigerate	1 week
	Green Onions	Refrigerate	1-2 weeks
	Guava	Refrigerate	2-4 days
	Jicama	Room Temperature	4 months
	Kiwi	Refrigerate *Ripen at Room Temperature (3-4 days)	3-6 days

	Leafy greens/lettuce	Refrigerate	Head lettuce: 1-2 weeks Leaf lettuce, spinach, kale, collards: 3-5 days
	Mangos	Room Temperature *Ripen at room temperature (3-5 days)	1 week
	Melons: Cantaloupe, honeydew, watermelon	Refrigerate *Ripen at room temperature first (1-2 days)	3-4 days
	Nectarines	Refrigerate *Ripen at room temperature first (3-4 days)	3-5 days
	Mushrooms	Refrigerate	3-7 days
	Onions	Room Temperature	1 month
	Papaya	Room Temperature	3-5 days
		Refrigerate	1 week
	Passionfruit	Room Temperature	3-5 days
		Refrigerate	1 week
	Peaches	Refrigerate *Ripen at room temperature first (3-4 days)	3-5 days
	Pears	Refrigerate *Ripen at room temperature first (3-5 days)	3-5 days

	Peppers	Refrigerate	4-5 days
	Pineapple	Room Temperature	1-2 days
		Refrigerate	5-7 days
	Plantain	Room Temperature	1-2 days
	Plums	Refrigerate *Ripen at room temperature first (3-5 days)	3-5 days
	Potatoes and sweet potatoes	Room Temperature <i>Protect from light</i>	1-2 months
	Radishes	Refrigerate	1-2 weeks
	Peas (snap, snow, etc.)	Refrigerate	3-5 days
	Summer squash (zucchini, yellow squash)	Refrigerate	4-5 days
	Tomatoes (ripe)	Room Temperature	7 days *can refrigerate to extend shelf life by 2-3 days
	Winter squash	Room Temperature	2-6 weeks

[Image Source: pxhere]

Misting Vegetables

Misting is only appropriate for certain vegetables. Only mist vegetables listed in the table below. Vegetables that are misted should also be under refrigeration.

Artichokes	Carrots	Kale*	Rhubarb
Asparagus	Cauliflower	Leeks	Spinach*
Beans, snap	Celery	Lettuce*	Sprouts
Beets	Collard greens*	Mustard greens	Squash, summer
Bok choy	Corn	Parsley	Sweet peppers
Broccoli	Eggplant	Parsnips	Swiss chard
Brussels sprouts	Endive	Peas	Turnips
Cabbage	Green onions	Radishes	Watercress

**Misting is especially important for leafy greens (lettuce, kale, collard greens, spinach, etc.). These vegetables can be misted heavily.*

[Adapted from: Shop Healthy Iowa Store Manager Training Guide]

Ethylene Producing and Sensitive Produce

Ethylene Producers	Ethylene Sensitive	
Apples	Asparagus	Okra
Apricots	Bok Choy	Oranges
Avocados	Broccoli	Peas – snow and sweet
Bananas	Brussels sprouts	Persimmon
Cantaloupe	Cabbage	Plums
Guava	Carrots	Prunes
Honeydew	Celery	Shallots
Kiwi	Cucumbers	Squash - summer and winter
Mango	Eggplant	Sweet potatoes
Nectarines	Fennel	Tomatoes
Papaya	Grapefruit	Watermelon
Peaches	Green onions	Leafy vegetables: Arugula, collard greens, endive, escarole, kale, lettuce, mustard greens, spinach, Swiss chard, turnip greens
Pears	Herbs	
Plantains	Kiwi	
Tomatoes	Lemons	
	Limes	
	Mushrooms	

[Adapted from: Network for a Healthy California: Retail Fruit & Vegetable Marketing Guide; United States Department of Agriculture: The Commercial Storage of Fruits, Vegetables, and Florist and Nursery Stocks]

Stocking Brand Suggestions

*Note: This list is meant to provide examples of items that meet the HCSI Healthy Phases Criteria and is meant as guidance only. It is not a promotion of any brand nor is it an exhaustive list of acceptable items.

Unsweetened or Low Calorie Beverages

Note: Items listed are sold in many flavors. While these items generally meet the HCSI guidelines, please verify nutrition facts for individual flavors since these vary and may change over time.

Look for unsweetened, diet, zero, iced tea from brands such as:

Arizona, Gold Peak, Honest Tea, Lipton, Snapple, Steaz

Diet soda – any brand

Unsweetened flavored waters, sparkling waters, or seltzer:

Bubly, Canada Dry, Dasani, Hint, LaCroix, Perrier, Polar, Poland Spring, Propel, Schweppes, Spindrift

Bai Antioxidant Infusion

Sparkling Ice

Vitamin Water Zero

Granola Bars

Note: Items listed are sold in many flavors. While these items generally meet the HCSI guidelines, please verify nutrition facts for individual flavors since these vary and may change over time.

Kashi

Chewy Granola Bars
Chewy Nut Butter Bars
Crunchy Granola Bars
Layered Granola Bars

Kellogg's

Special K Nourish Chewy Nut Bars

Kind

Healthy Grain Bars
Nut Bars
Nut Butter Filled Bars

Nature Valley

Layered Granola Nut Bars
Protein Chewy Bars
Roasted Nut Crunch Bars

Cold Cereal

Note: Items listed are sold in many flavors and the flavors listed below are the ones that meet HCSI guidelines. While these items generally meet the HCSI guidelines, please verify nutrition facts for individual flavors since they may change over time.

Quaker

- Multigrain Flakes (Honey Vanilla)
- Oatmeal Squares

General Mills

- Cheerios (Original or Multigrain)
- Chex (Wheat)
- Fiber One (Original or Honey Clusters)
- Kix (Original or Honey)
- Total
- Wheaties

Kellogg's

- All-Bran (Original or Complete Wheat Flakes)
- Frosted Mini-Wheats (Touch of Fruit in the Middle, Fruit Medley, or Frosted Original)
- Happy Inside Cereal Cups
- Special K Protein (Original or Honey Almond Ancient Grain)

Post

- Grape Nuts or Grape Nuts Flakes
- Great Grains (Banana Nut Crunch, Crunchy Pecan, Coconut Almond Crunch)
- Honey Bunches of Oats (Whole Grain Almond Crunch)
- Shredded Wheat (Original, Wheat'N Bran, Frosted Original or Strawberry)

Hot Cereal

Note: Items listed are sold in many flavors and the flavors listed below are the ones that meet HCSI guidelines. While these items generally meet the HCSI guidelines, please verify nutrition facts for individual flavors since they may change over time.

Quaker

- Old Fashioned or Quick Oats (Unflavored)
- Steel Cut Oats or Quick Oats (Unflavored)
- Instant Oatmeal Packets
 - Specific flavors only: original, banana and maple, coconut and caramel, peanut butter and honey, peanut butter and banana
- Instant Oatmeal Cups 50% Less Sugar
- Protein Instant Oatmeal
- High Fiber Instant Oatmeal
- Weight Control Instant Oatmeal
- Instant Oatmeal with Antioxidants

Chips, Crackers, and Cookies

Note: Items listed are sold in many flavors and the flavors listed below are the ones that meet HCSI guidelines. While these items generally meet the HCSI guidelines, please verify nutrition facts for individual flavors since they may change over time.

Snyder's of Hanover

Unsalted Mini Pretzels

Utz

Sourdough Specials Unsalted Pretzels

Frito Lay

Lays Baked Potato Chips

Tostitos Baked Tortilla Chips

Ruffles Baked Potato Chips

Smartfood Delight Popcorn (Sea Salted Caramel, Rosemary and Olive Oil, or White Cheddar flavors)

Sunchips

Herr's

Baked Potato Chips

PopChips

Popchips (sea salt, barbeque, sour cream & onion, sea salt & vinegar)

Popchips Ridges (perfectly salted, cheddar & sour cream, tangy barbeque)

Popchips Yes Peas

Nutter Puffs

PopCorners

Flourish Veggie Crisps (roasted beets, harvest kale, toasted cauliflower)

Wise

50% Reduced Fat Popcorn (Butter flavor only)

Nabisco

Triscuit Crackers

Triscuit Thin Crisps

Dairy Snacks

Note: Items listed are sold in many flavors and the flavors listed below are the ones that meet HCSI guidelines. While these items generally meet the HCSI guidelines, please verify nutrition facts for individual flavors since they may change over time.

Yoplait Yogurt

Original

Whips

Light

Greek

Greek Whips

Dannon Yogurt

Fruit on the Bottom

Low-fat

Oikos Greek Yogurt

Nonfat

Triple Zero

Yogurt Drink

Triple Zero Go Pack Yogurt Smoothie

Chobani Yogurt

Less Sugar Greek Yogurt

Non-fat Plain Greek Yogurt

Fruit on the Bottom Greek Yogurt

Babybel Cheese

Light cheese

Mini rolls

Frigo Cheese Heads

Light string cheese

Sargento

Light String Cheese



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Section X: References

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Resources and Marketing Materials for All Phases

Shelf tags:



Window or glass cling:



Price tags:



Phase-Specific Marketing Materials

The HCSI shelf tag can be customized based on which health food phase a store is promoting. Below is an example of whole grain labels affixed to the HCSI shelf tag.

Example:



BEVERAGES



SNACKS

Lower in Salt

High Fiber

No Salt

Healthy Snack

Healthy Snack

Healthy Snack

Whole Grain

Lower in Fat

Healthy Snack

Healthy Snack

GRAINS



Whole Grain

High Fiber

High Fiber

Healthy Grain

Whole Grain

FRUIT



Healthy
Fruit

Healthy Fruit

Healthy Fruit

Lower in Sugar

No Sugar



Strive for 5
daily servings



Healthy
Vegetable

Healthy Vegetable

Healthy Vegetable

Lower in Salt

No Salt

VEGETABLES

Store Name: _____

HCSI Store Check-In Log

Track all store visits or conversations with store leadership using this log.

Date	HCSI Staff	Mode	Phase	Conversation Topics	Resources and Assistance Provided	Action Items for Follow-Up
		<input type="checkbox"/> Store <input type="checkbox"/> Phone <input type="checkbox"/> Text <input type="checkbox"/> Email	<input type="checkbox"/> Beverages <input type="checkbox"/> Snack Items <input type="checkbox"/> Packaged F&V <input type="checkbox"/> Whole Grains <input type="checkbox"/> Fresh F&V <input type="checkbox"/> Other			
		<input type="checkbox"/> Store <input type="checkbox"/> Phone <input type="checkbox"/> Text <input type="checkbox"/> Email	<input type="checkbox"/> Beverages <input type="checkbox"/> Snack Items <input type="checkbox"/> Packaged F&V <input type="checkbox"/> Whole Grains <input type="checkbox"/> Fresh F&V <input type="checkbox"/> Other			
		<input type="checkbox"/> Store <input type="checkbox"/> Phone <input type="checkbox"/> Text <input type="checkbox"/> Email	<input type="checkbox"/> Beverages <input type="checkbox"/> Snack Items <input type="checkbox"/> Packaged F&V <input type="checkbox"/> Whole Grains <input type="checkbox"/> Fresh F&V <input type="checkbox"/> Other			
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Store Name: _____

HCSI Training Log

Track all training sessions conducted with store employees using this log.

Date	Trainer Name	Start Time	End Time	Type of Training	Phase	Topics Covered	Attendees
	_____			<input type="checkbox"/> Kick-off <input type="checkbox"/> Phase Rollout <input type="checkbox"/> Customer Service	<input type="checkbox"/> Beverages <input type="checkbox"/> Snack Items <input type="checkbox"/> Packaged F&V <input type="checkbox"/> Whole Grains <input type="checkbox"/> Fresh F&V	<input type="checkbox"/> Overview and benefits of HCSI <input type="checkbox"/> Stocking suggestions <input type="checkbox"/> Purchasing and procurement <input type="checkbox"/> Label reading <input type="checkbox"/> Strategic rearrangements <input type="checkbox"/> Marketing and promotions <input type="checkbox"/> Produce selection and procurement <input type="checkbox"/> Produce pricing <input type="checkbox"/> Stocking and handling produce <input type="checkbox"/> Food safety <input type="checkbox"/> Shelf labels and price labels <input type="checkbox"/> Locating healthy items for customers	_____ _____ _____ _____
	_____			<input type="checkbox"/> Kick-off <input type="checkbox"/> Phase Rollout <input type="checkbox"/> Customer Service	<input type="checkbox"/> Beverages <input type="checkbox"/> Snack Items <input type="checkbox"/> Packaged F&V <input type="checkbox"/> Whole Grains <input type="checkbox"/> Fresh F&V	<input type="checkbox"/> Overview and benefits of HCSI <input type="checkbox"/> Stocking suggestions <input type="checkbox"/> Purchasing and procurement <input type="checkbox"/> Label reading <input type="checkbox"/> Strategic rearrangements <input type="checkbox"/> Marketing and promotions <input type="checkbox"/> Produce selection and procurement <input type="checkbox"/> Produce pricing <input type="checkbox"/> Stocking and handling produce <input type="checkbox"/> Food safety <input type="checkbox"/> Shelf labels and price labels <input type="checkbox"/> Locating healthy items for customers	_____ _____ _____ _____

Store Name: _____

Date	Trainer Name	Start Time	End Time	Type of Training	Phase	Topics Covered	Attendees
	<hr/> <hr/> <hr/> <hr/>			<input type="checkbox"/> Kick-off <input type="checkbox"/> Phase Rollout <input type="checkbox"/> Customer Service	<input type="checkbox"/> Beverages <input type="checkbox"/> Snack Items <input type="checkbox"/> Packaged F&V <input type="checkbox"/> Whole Grains <input type="checkbox"/> Fresh F&V	<input type="checkbox"/> Overview and benefits of HCSI <input type="checkbox"/> Stocking suggestions <input type="checkbox"/> Purchasing and procurement <input type="checkbox"/> Label reading <input type="checkbox"/> Strategic rearrangements <input type="checkbox"/> Marketing and promotions <input type="checkbox"/> Produce selection and procurement <input type="checkbox"/> Produce pricing <input type="checkbox"/> Stocking and handling produce <input type="checkbox"/> Food safety <input type="checkbox"/> Shelf labels and price labels <input type="checkbox"/> Locating healthy items for customers	<hr/> <hr/> <hr/> <hr/> <hr/>
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Food Demonstration Log

Date: _____	Store Name: _____
Staff Name: _____	Start Time: _____ End Time: _____

Name of recipe and source	
Main ingredients	Ingredients available at this Store
Equipment used	Number of recipes distributed (tally)
Number of people who stopped at the demo (tally)	Number of samples distributed (tally)
Types of incentives	Number of incentives distributed
Customer comments	Store staff comments
Opportunities for improvement	Additional notes

Main Outcomes	
Number of people who stopped at demo	
Number of samples distributed	

Date: _____	Store Name: _____
Staff Name: _____	Start Time: _____ End Time: _____

Instructions:

This assessment tool does not capture the depth of stock of items. Any size is permitted, unless where noted. Within the “Number and Type of Varieties in Stock” column, briefly describe the variety that will count toward the respective category. If there is more than one brand for a variety of food (e.g. 2 or more brands of whole grain wheat bread), simply pick one brand to list. For this example, listing “Brand name whole grain bread” would be sufficient, whereas listing just “bread” would not. Flavor can be notated as well (e.g. Brand name cinnamon whole grain bread).

This tool captures different forms of packaged fruits and vegetables through checking the appropriate box, but do not double count a variety if it is available in more than one form (e.g. choose to list low-sodium canned green beans OR low-sodium frozen green beans, not both). Fresh green beans CAN still count toward a variety of FRESH vegetable in the fresh fruits and vegetables phase.

Examples:

100% juice [Category] → 1% low-fat milk [Variety]

Whole grain rich breakfast cereals [Category] → Whole grain toasted oat cereal [Variety]

Complete comments sections for “Strategic Rearrangements” and “Marketing” to illustrate arrangements and marketing materials currently used.

Phase: Healthy Beverages

Apple juice is a variety of 100% juice, but different brands or flavors of apple juice do NOT count as different varieties

Category	Number and Type of Varieties in Stock	Stocking Level Met*
Bottled water <i>Plain and unflavored, with or without carbonation</i>	1.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
100% Juice <i>Fruit or vegetable juice, no added sugar, ≤ 140 mg sodium per serving</i>	1.) _____ 2.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Low fat milk (quart size or larger) <i>Unsweetened and unflavored fat-free (skim) or low-fat (1%) milk</i>	1.) _____ 2.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Unsweetened or low calorie beverages <i>Teas, flavored water, diet soda, etc. with ≤ 40 kcal per serving, with or without carbonation</i>	1.) _____ 2.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Plant-based milk (quart size or larger) <i>Unsweetened and unflavored, plain or original (soy, almond, oat, etc.) beverages fortified with calcium and vitamins A and D</i>	1.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred

***Basic Stocking:** At least 1 variety of bottled water, 100% juice, low fat milk, and unsweetened or low calorie beverages

Preferred Stocking: At least 1 variety of bottled water and plant-based milk AND at least 2 varieties of low-fat milk, 100% juice, and unsweetened or low calorie beverages

Phase Stocking Level Achieved (circle one): **None** **Basic** **Preferred**

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Phase: Healthy Snack Items

Baked chips are a variety of healthier chips, pretzels, popcorn, crackers, and cookies; different brands of baked chips do NOT count as different varieties; low-sodium almonds vs. peanuts vs. cashews ARE distinct varieties

Category	Number and Type of Varieties in Stock
<input type="checkbox"/> Crunchy Snacks <i>Healthier chips, crackers, cookies, etc.</i> <i>*First ingredient must be whole grain, protein, fruit, or vegetable (corn is considered a grain and must be listed as "whole corn" OR "popcorn")</i> <i>*≤ 200 mg sodium per serving</i> <i>*≤ 6 grams fat per serving</i> <i>*≤ 1 grams saturated fat per serving</i> <i>*≤ 3 grams added sugar per serving</i> EXCEPTIONS: <i>*Any type of unfrosted (no icing) animal crackers or graham crackers is allowed</i> <i>*Pretzels do NOT need to be whole grain</i>	1.) _____ 2.) _____ 3.) _____
<input type="checkbox"/> Healthier granola/energy bars <i>Low-sugar granola bars with protein and fiber</i> <i>*≥ 3 g protein and 2 g fiber</i> <i>* ≤ 10 g sugar</i>	1.) _____ 2.) _____ 3.) _____
<input type="checkbox"/> Healthier nuts, seeds, and trail mix <i>Low-sodium nuts, seeds, trail mix</i> <i>* ≤ 140 mg sodium per serving</i>	1.) _____ 2.) _____ 3.) _____
<input type="checkbox"/> Grab and go fruits and vegetables <i>*Unsweetened dried fruit: no added sugar</i> <i>*Low-sodium dried vegetables: ≤ 140 mg sodium per serving</i> <i>*Single-serve packages of ready to eat, unsweetened canned or fresh fruit: no added sugar, canned in 100% juice or water</i> <i>*Single-serve packages of fresh, ready to eat vegetables: packages with dips are ok, can be manufacturer or store assembled</i>	1.) _____ 2.) _____ 3.) _____
<input type="checkbox"/> Healthier dairy snacks <i>Individually portioned (multipacks ok) yogurt, cheese, pudding, cottage cheese, etc.</i> <i>*≤ 23g sugar per serving, no candy toppings</i> <i>*≤ 3 g fat per serving</i>	1.) _____ 2.) _____ 3.) _____
_____ Categories	_____ Varieties

***Basic Stocking:** At least 5 varieties (across at least three categories)

Preferred Stocking: At least 8 different varieties (across at least four categories)

Phase Stocking Level Achieved (circle one): **None** **Basic** **Preferred**

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Phase: Healthy Packaged Fruits and Vegetables

Frozen broccoli is a variety of a packaged vegetable, but different brands of frozen broccoli do NOT count as different varieties; count **either** canned broccoli or frozen broccoli as a variety, not both; value-added, single-serve, cut fruit and vegetables that the store has assembled count under the “grab and go fruits and vegetables” within the healthy snack items phase; kidney beans vs. black beans ARE distinct varieties

Category	Number and Type of Varieties of Item in Stock	Stocking Level Met*
Packaged fruits *Canned fruit in 100% juice or water *Frozen fruit, plain	1.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 2.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 3.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/>	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Packaged Vegetables *Canned vegetables and beans, low-sodium: ≤ 140 mg sodium per serving *Frozen vegetables, plain: no added sugar or sauces *Dried beans and peas	1.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 2.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 3.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/> 4.) _____ Canned <input type="checkbox"/> Frozen <input type="checkbox"/> Dried <input type="checkbox"/>	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred

***Basic Stocking:** At least 2 fruit varieties and 3 vegetable varieties

Preferred Stocking: At least 3 fruit varieties and 4 vegetable varieties

Phase Stocking Level Achieved (circle one): **None** **Basic** **Preferred**

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Phase: Healthy Whole Grain Options

Whole grain bread is a variety of whole grain rich staples, but different brands of whole grain bread do NOT count as different varieties

Category	Number and Type of Varieties in Stock	Stocking Level Met*
Whole grain rich breakfast cereals low in added sugar <i>Hot or cold cereal</i> <i>*Whole grain as first ingredient</i> <i>*≥ 2.5 g fiber per serving</i> <i>*≤ 21.2 grams of total sugar per 100 grams of dry cereal or ≤ 6 grams of total sugars per 1 dry ounce of cereal</i>	1.) _____ 2.) _____ 3.) _____ 4.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Whole grain rich staples <i>*Any whole grains: brown rice, quinoa, barley; etc.;</i> <i>*Whole grain bread products that have whole grain as the first ingredient: bread, pasta, bagels, tortillas, pizza crust, English muffins, pitas; etc.</i> <i>*Whole grain flour</i>	1.) _____ 2.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred

***Basic Stocking:** At least 3 cereal varieties and 2 staples varieties

Preferred Stocking: At least 4 cereal varieties and 2 staple varieties

Phase Stocking Level Achieved (circle one): **None** **Basic** **Preferred**

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Phase: Fresh Fruits and Vegetables

An apple is a variety of fruit, but different types of apples (Gala vs Fuji) do NOT count as different varieties; value-added, single-serve, cut fruit and vegetables that the store has assembled count under the “grab and go fruits and vegetables” within the healthy snack items phase

The following items should NOT be counted towards stocking levels: fruit or vegetable juice, garlic, herbs, condiments, ginger root, lemons, and limes.

Category	Number and Type of Varieties of Item in Stock	Stocking Level Met*
Fresh Fruit <i>Whole and pre-washed/packageged/cut fruit</i>	1.) _____ 2.) _____ 3.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred
Fresh Vegetables <i>Whole and pre-washed/packageged/cut vegetables</i>	1.) _____ 2.) _____ 3.) _____ 4.) _____	<input type="checkbox"/> Basic <input type="checkbox"/> Preferred

*Basic Stocking: At least 2 fruit and 3 vegetable varieties

Preferred Stocking: At least 3 fruit and 4 vegetable varieties

Stocking Level Achieved (circle one): **None** **Basic** **Preferred**

Notes:

Strategic Rearrangement Comments:

Marketing Comments:

Evaluation Summary

Date of Evaluation: _____

Circle Stocking Level for each category:

Healthy Beverages	None Basic Preferred
Healthy Snack Items	None Basic Preferred
Healthy Packaged Fruits and Vegetables	None Basic Preferred
Healthy Whole Grain Options	None Basic Preferred
Fresh Fruits and Vegetables	None Basic Preferred

Overall Status (circle one):

Bronze

Silver *(basic stocking in all phases)*

Gold *(preferred stocking in all phases)*

**Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Cover Page**



Nutrition Environment Measures Survey

Rater ID:

Store ID: ---

Date: //
Month Day Year

Start time: : am pm

End time: : am pm

Number of cash registers: 1 2 3+

General Store Comments: _____

How much of the store space is for FOOD?

Low (less than 25%) Moderate (25-50%) Most (>50%)

Are Healthy Corner Store Intervention marketing materials visible in the store? Yes No

Comments: _____

**Nutrition Environment Measures Survey Corner Stores (NEMS-CS)
Measure #1: MILK**

Rater ID:

Store ID: ---

Date: / /

Month Day Year

Is MILK (any size or brand) sold at this store? Yes No

A. Availability

Availability

1. What is the lowest fat milk available Skim 1% 2% N/A

B. Reference Brand (brand with the most shelf space)

1. Reference Brand Name

Comments: _____

2. Shelf Space:

Type	Pint	Quart	Half gallon	Gallon
a. Lowest Fat Milk	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Whole	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

C. Pricing: All items should be same brand

Comments:

- 1. Whole milk, pint \$.
- 2. Whole milk, quart \$.
- 3. Whole milk, half gal \$.
- 4. Lowest Fat Milk, pint \$.
- 5. Lowest Fat Milk, quart \$.
- 6. Lowest Fat Milk, half-gal. \$.

**Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #2: FRUIT**

Rater ID:

Store ID: ---

Date: / /
Month Day Year

Is FRUIT sold at this store? Yes No

Availability and Price

Produce Item	Available		Price	Unit			Quality		Comments
	Yes	No		#	pc	lb	A	UA	
1. Bananas	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
2. Apples	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
	<input type="radio"/> Red delicious	<input type="radio"/>							_____
	<input type="radio"/> _____								_____
3. Oranges	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
	<input type="radio"/> Navel								_____
	<input type="radio"/> _____								_____
4. Grapes	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
	<input type="radio"/> Red Seedless								_____
	<input type="radio"/> _____								_____
5. Cantaloupe	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
6. Peaches	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
7. Strawberries	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
8. Honeydew Melon	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
9. Watermelon	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
	<input type="radio"/> Seedless								_____
	<input type="radio"/> _____								_____
10. Pears	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
	<input type="radio"/> Anjou								_____
	<input type="radio"/> _____								_____

11. Total Types: (count # of yes responses)

12. Are other fresh fruits available? Yes No

13. If yes, what other types of fruits are available? _____

Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #3: FROZEN & CANNED FRUITS

Rater ID:

Store ID: ---

Availability & Price

A. Frozen Fruit (no sugar added)

	Available			Price/pkg	# oz/pkg	Comments
	Yes	No				
1. Is frozen fruit available?	<input type="radio"/>	<input type="radio"/>				
Regular Option:						
1. Strawberries	<input type="radio"/>	<input type="radio"/>		\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	_____
Alternate Item:	Yes	No	N/A			
2. <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	_____

B. Canned Fruit (in natural juice or water)

	Available			Price/can	# oz/can	Comments
	Yes	No				
1. Is canned fruit available?	<input type="radio"/>	<input type="radio"/>				
Regular Option:						
1. Pineapple	<input type="radio"/>	<input type="radio"/>		\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	_____
Alternate Item:	Yes	No	N/A			
2. <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	_____
3. # of varieties of canned fruit (in natural juice or water)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	0	1	2	3	4	5
						6+

**Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #6: GROUND BEEF**

Rater ID:

Store ID: ---

Date: / /
Month Day Year

Is **GROUND BEEF** sold at this store? Yes No

Availability and Price

Item	Available			Price/lb.	Comments
	Yes	No	N/A		

Healthier Option:

1. Lean ground beef, **90% lean, 10% fat** (Ground Sirloin) Yes No \$. _____

Alternate Items: Yes No N/A

2. Lean ground beef (<10% fat) Yes No N/A \$. _____
 % fat _____

3. Ground Turkey (\leq 10% fat) Yes No N/A \$. _____
 % fat _____

4. # of varieties of lean ground beef (\leq 10% fat) 0 1 2 3 4 5 6+

Regular option:

5. Standard ground beef, **80% lean, 20% fat** Yes No \$. _____

Alternate Item: Yes No N/A

6. Standard alternate ground beef, if above is not available Yes No N/A \$. _____
 % fat _____

**Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #7: HOT DOG**

Rater ID:

Store ID: ---

Date: / /
Month Day Year

Are **HOT DOGS** sold at this store? Yes No

Availability and Price

Item	Available			Price/pkg	Comments
	Yes	No	N/A		

Healthier Option:

1. Oscar Mayer 98% Fat-free Wieners (turkey/beef) 0.5g fat Yes No N/A \$. _____

Alternate Items: (≤ 9 g Fat)

2. Fat-free other brand 0.5g fat Yes No N/A \$.
 Brand name Kcal/svg _____

3. Light Wieners (turkey/pork) Yes No N/A \$. _____

4. Light beef Franks, (about 1/3 less calories 50% less fat) Yes No N/A \$. _____

5. Turkey Wieners (about 1/3 less fat) Yes No N/A \$. _____

6. Other Yes No N/A \$.
 oz pkg Hot dogs/pkg
 g fat kcal/svg

Regular option:

7. Oscar Mayer Wieners (turkey/pork/chicken)-regular 12g fat Yes No N/A \$.

Alternate Items: (≥ 10 g fat)

8. Beef Franks (regular) 13 g fat Yes No N/A \$.

9. Other Yes No N/A \$.
 oz pkg Hot dogs/pkg
 g fat kcal/svg

**Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #8: FROZEN DINNERS**

Rater ID:

Store ID: ---

Date: / /
Month Day Year

Are FROZEN DINNERS sold at this store? Yes No

A. Reference Brand

1. Stouffer's brand (preferred) Yes No

2. Alternate brand (with reduced-fat dinners available) Brand Name:

Comments: _____

B. Availability

1. Are reduced-fat frozen dinners available? (≤ 9 g fat/8-11 oz.) Yes No

Shelf Space: (measure only if reduced-fat frozen dinners are available)

2. Reduced-fat dinners/regular dinners: Proportion $\leq 10\%$ 11-33% 34-50% 51%+

C. Pricing (All items must be same brand)

Reduced-Fat Dinner	Regular Dinner
---------------------------	-----------------------

1. Lean Cuisine Lasagna	oz./Pkg	Price/Pkg
	<input type="text"/>	\$ <input type="text"/> . <input type="text"/>
2. Lean Cuisine Roasted Turkey Breast	oz./Pkg	Price/Pkg
	<input type="text"/>	\$ <input type="text"/> . <input type="text"/>
3. Lean Cuisine Meatloaf	oz./Pkg	Price/Pkg
	<input type="text"/>	\$ <input type="text"/> . <input type="text"/>

Stouffer's Lasagna	oz./Pkg	Price/Pkg
	<input type="text"/>	\$ <input type="text"/> . <input type="text"/>
Stouffer's Roasted Turkey Breast	oz./Pkg	Price/Pkg
	<input type="text"/>	\$ <input type="text"/> . <input type="text"/>
Stouffer's Meatloaf	oz./Pkg	Price/Pkg
	<input type="text"/>	\$ <input type="text"/> . <input type="text"/>

Reduced-Fat Alternate (≤ 9 g fat)	Price/Pkg	
4. Other _____	\$ <input type="text"/> . <input type="text"/>	
<input type="text"/> oz <input type="text"/> K cal. <input type="text"/> g fat		
5. Other _____	\$ <input type="text"/> . <input type="text"/>	
<input type="text"/> oz <input type="text"/> K cal. <input type="text"/> g fat		
6. Other _____	\$ <input type="text"/> . <input type="text"/>	
<input type="text"/> oz <input type="text"/> K cal. <input type="text"/> g fat		

Regular Alternate (≥ 10g fat)	Price/Pkg	Comments
Other _____	\$ <input type="text"/> . <input type="text"/>	
<input type="text"/> oz <input type="text"/> K cal. <input type="text"/> g fat		
Other _____	\$ <input type="text"/> . <input type="text"/>	
<input type="text"/> oz <input type="text"/> K cal. <input type="text"/> g fat		
Other _____	\$ <input type="text"/> . <input type="text"/>	
<input type="text"/> oz <input type="text"/> K cal. <input type="text"/> g fat		

Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #9: BAKED GOODS

Rater ID:

Store ID: ---

Date: / /
 Month Day Year

Are BAKED GOODS (excluding bread) sold at this store? Yes No

Availability & Price

Low-fat baked goods ≤3g fat/serving

Item	Available		Amt. per package	g fat/ per item	kcal/ per item	Price	Comments
	Yes	No					

Healthier option:

1. Bagel

Single Yes No N/A \$.

Item	Yes	No	N/A	Amt. per package	g fat/ per item	kcal/ per item	Price	Comments
Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/> . <input type="text"/>	

Alternate Items:

2. English muffin Yes No N/A \$.

3. a. Low-fat muffin Yes No N/A \$.

b. # varieties of low fat muffins 0 1 2 3+

Regular option (>3g fat/serving or 400 Kcal/serving):

4. Regular muffin Yes No N/A \$.

Item	Yes	No	N/A	Amt. per package	g fat/ per item	kcal/ per item	Price	Comments
5. Regular Danish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/> . <input type="text"/>	

6. Other Yes No N/A \$.

**Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #10-CS-BEVERAGE**

Rater ID:

Store ID: ---

Date: / /
Month Day Year

**Availability & Price
Healthier option:**

		Available		Price	Comments
		Yes	No		
1. Diet Coke	12 oz.	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____
	20 oz.	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____

2. Alternate brand of diet soda		Yes	No	N/A	Price	Comments
		<input type="text"/>	<input type="radio"/>	<input type="radio"/>		
	12 oz.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____
	20 oz.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____

Regular option:

		Yes	No	Price	Comments
		Yes	No		
3. Coke	12 oz.	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____
	20 oz.	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____

4. Alternate brand of sugared soda		Yes	No	N/A	Price	Comments
		<input type="text"/>	<input type="radio"/>	<input type="radio"/>		
	12 oz.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____
	20 oz.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____

Healthier option:

5. 100% juice, 15.2 oz.	Yes	No	Price	Comments
<input type="radio"/> Minute Maid <input type="radio"/> Tropicana <input type="radio"/> Other	<input type="radio"/>	<input type="radio"/>		

Alternate Items:

6. 100% juice, 14 oz.		Yes	No	N/A	Price	Comments
		<input type="text"/>	<input type="radio"/>	<input type="radio"/>		
	<input type="radio"/> Minute Maid <input type="radio"/> Tropicana <input type="radio"/> Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____

7. 100% juice, ____ oz.	Yes	No	Price	Comments
<input type="radio"/> Minute Maid <input type="radio"/> Tropicana <input type="radio"/> Other	<input type="radio"/>	<input type="radio"/>		

Regular option:

8. Juice Drink, 15.2 oz	Yes	No	Price	Comments
<input type="radio"/> Minute Maid <input type="radio"/> Tropicana <input type="radio"/> Other	<input type="radio"/>	<input type="radio"/>		

Alternate Items:

9. Juice Drink, 14 oz.		Yes	No	N/A	Price	Comments
		<input type="text"/>	<input type="radio"/>	<input type="radio"/>		
	<input type="radio"/> Minute Maid <input type="radio"/> Tropicana <input type="radio"/> Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	_____

10. Juice Drink, ____ oz.	Yes	No	Price	Comments
<input type="radio"/> Minute Maid <input type="radio"/> Tropicana <input type="radio"/> Other	<input type="radio"/>	<input type="radio"/>		

Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #10-CS-BEVERAGE

11. Is bottled water available? Yes No

12. Are non-carbonated, zero or low calorie drinks available? Yes No

13. If yes, what types of non-carbonated, zero or low calorie drinks are available?

14. # of varieties of non-carbonated, zero or low calorie drinks available

- 0 1 2 3 4 5 6+

**Nutrition Environment Measures Survey - Corner Stores (NEMS-CS)
Measure #11: BREAD**

Rater ID:

Store ID: ---

Date: / /
Month Day Year

Is BREAD (in loaves) sold at this store? Yes No

Availability & Price

Item	Available			Loaf size (ounces)	Price/loaf	Comments
	Yes	No	N/A			

Healthier Option: Whole grain bread (100% whole wheat bread and whole grain bread)

1. Stroehmann Dutch Country
100% Whole Wheat Bread Yes No \$. _____

Alternate Items:

2. Sara Lee Classic
100% Whole Wheat Bread Yes No N/A \$. _____

3. Other: Yes No N/A \$. _____

4. # of varieties of 100% whole wheat bread
and whole grain (all brands) 0 1 2 3 4 5 6+

Regular Option: White bread (bread made with refined flour)

5. Stroehmann - King Enriched White Yes No \$. _____

Alternate Items:

6. Sara Lee Classic White Bread Yes No N/A \$. _____

7. Other: Yes No N/A \$. _____

Store Name & Address: _____

Store Owner Name: _____

Date & Time Interviewed _____

Name of Interviewer: _____

Introduction: Thank you for agreeing to participate in this interview. We are working with area store owners to describe gaps and resources for retailers to bring affordable produce and healthy food to underserved populations. We want to better understand the benefits, barriers, and facilitators for store owners to sell produce to underserved populations using individual interviews. We want to use your answers to help inform future programs and improve access to healthy food for people of all incomes. We are talking with you because you are aware of the challenges faced by area store owners. We need your help to identify barriers to bringing healthy affordable food to underserved populations. In addition to you, we will be conducting interviews with individuals from several other WNY stores.

This interview will last up to 1 hour; if you need to take a break, we can do so at any time. We will be taking notes, but we want to make sure that we get everything that you say right. Are you okay with us audio-recording this interview?

Before we start, I want you to know that there are no *right* or *wrong* answers. You are the expert here, so please share any information that you think might be helpful. If you want to tell me something, but you do not want it recorded, please let me know and I will stop the tape. If you're uncomfortable answering any question, you may choose to skip it and move onto the next. You can also refuse to participate at any time.

Do you have any questions or would you like to take some time to think this about this before beginning the interview? *If NO:* I'm going to start interview now:

1. What is the name of your store?
2. Are you a resident of the community in which your store is located?
 - a. If yes, how long have you lived in this neighborhood?
3. How long have you owned/managed this store?
 - a. 0-2 years
 - b. 3-5 years
 - c. 6-10 years
 - d. 10+ years
4. Do you own/manage other stores in the Buffalo-Niagara Region?
 - a. If yes, where?
5. How many employees do you have (not including yourself)?
6. What percent of customers do you estimate use WIC vouchers?

- a. Less than 20%
 - b. 20 to 40%
 - c. 41 to 60%
 - d. 61 to 80%
 - e. 81 to 100%
7. What percent of your customers do you estimate use SNAP also known as food stamps or EBT?
- a. Less than 20%
 - b. 20 to 40%
 - c. 41 to 60%
 - d. 61 to 80%
 - e. 81 to 100%
8. I'm interested in learning about what sales and marketing techniques you use and what has worked best for you. What types of sales or promotions have you offered in the past to customers? **Probe:** Does your store bundle any products for sale (at a discounted price)?
- a. What types of products do you most frequently promote? Probe: What do you make the most money on?
 - b. How successful have those promotions been?
 - c. What other promotions would you consider in the future?
9. How do you decide which products you are going to carry in your store?
- Probe: What would make you start carrying a new product that you don't already carry?
- a. Tell me about a time you tried to carry something new, but decided to stop. Probe: Why did you start? Why did you stop?
10. Tell me why you are interested in participating in the healthy corner store initiative
- a. Where did you hear about the program?
 - b. What have you heard about the program?
11. What new products would you be interested in carrying as part of the healthy corner store initiative?
- a. Why are you interested in selling these products?

- b. How could the healthy corner store initiative help you to be more successful at selling these products?
12. Tell me about any fruits and vegetables that you sell in your stores?
- a. Where do you source these products?
 - b. Compared to other items in your store, how profitable is it to sell these items? **Probe:** Are some fruits or vegetables more profitable than others?
13. How interested are you in selling (more/more types) fresh produce in your store?
- a. Have you ever had customers request that you sell (more) fruits and vegetables?
 - b. What would make you decide to carry more produce? **Probe:** Do you need more space, coolers, and/or facilities?
14. Why did you decide to become part of the Healthy Corner Store Initiative?
- a. How do you think being part of this program will affect your business?
15. What types of support do you need from the Healthy Corner Store Initiative? **Probe:** Cooking demonstrations/taste testing?
16. What types of products do you plan to sell as part of the Healthy Corner Store Initiative?
- a. What types of products do you think will sell best?
 - b. How do you decide to carry a new product?
17. What is your plan for purchasing fruits and vegetables?
- a. How will you develop your pricing for these items?
18. What is your plan, if any, for fresh food items that do not sell? **Probe:** Do you plan to incorporate surplus into deli section?

19. How do you plan to promote the Healthy Corner Store Initiative Program?
20. What benefits and challenges do you foresee in participating in the Healthy Corner Store Initiative Program?
21. Have you participated in the WIC or SNAP programs in the past?
- a. If so, could you tell me about your experience with the WIC program/SNAP program?
 - b. What are the benefits of participating?
 - c. What problems have you encountered?
22. Are you interested in your store participating in the WIC program?
- a. If so, what would aid your store in participating?
23. Are you interested in your store participating in the SNAP program?
- a. If so, what would aid your store in participating?
24. Have you had any specific requests from customers related to WIC products they would like to purchase? **Probe:** How did you handle those requests?

Thank you for participating in this interview! Your time is greatly appreciated. If you need to reach us in the future you can contact XXXXXX at XXXXXXXXXX.

Interviewer Notes (perception of store environment, owner, any notes regarding interview):

DATE & TIME _____
PARTICIPANT ID _____

CORNER STORE _____
SURVEY ADMINISTRATOR _____

Do you have any questions about the study before we begin?

If yes- answer questions If no- continue

- 1) Please think about the places that you can buy groceries in the neighborhood near where you live. Think of your neighborhood as the area within a 20-minute walk or about one mile from your home. For each of the following statements, please tell me whether you strongly agree, agree, feel neutral, disagree, or strongly disagree. *Note to Interviewer: only read the response options if the participant cannot remember the answer choices.*
- A. It is easy to buy fresh fruits and vegetables in my neighborhood.
1) Agree 2) Strongly agree 3) Neutral 4) Disagree 5) Strongly Disagree
 - B. There is a large selection of fresh fruits and vegetables available in my neighborhood.
1) Agree 2) Strongly agree 3) Neutral 4) Disagree 5) Strongly Disagree
 - C. The fresh fruits and vegetables in my neighborhood are high quality.
1) Agree 2) Strongly agree 3) Neutral 4) Disagree 5) Strongly Disagree

Diet Measures

Now think about the foods you ate or drank during the past month, that is, the past 30 days, including meals and snacks. Interviewer Instructions: If a respondent indicates that they consume a food item every day then enter the number of times per day. If the respondent indicates that they eat a food less than daily, then enter times per week or times per month. Do not enter times per day unless the respondent reports that he/she consumed that food item each day during the past month.

- 2) Not including juices, how often did you eat fruit? You can tell me times per day, times per week or times per month. *Interviewer note: enter quantity in days, weeks, or months; Read if respondent asks what to include or says 'I don't know': include fresh, frozen or canned fruit. Do not include dried fruits.*

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

- 3) Not including fruit-flavored drinks or fruit juices with added sugar, how often did you drink 100% fruit juice such as apple or orange juice?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask "was that per day, week, or month?"; Read if respondent asks about examples of fruit-flavored drinks: "do not include fruit-flavored drinks with added sugar like cranberry cocktail, hi-c, lemonade, kool-aid, gatorade, tampico, and sunny delight. Include only 100% pure juices or 100% juice blends."

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

4) How often did you eat a green leafy or lettuce salad, with or without other vegetables?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask “was that per day, week, or month?”; Read if respondent asks about spinach: “include spinach salads.”

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

5) How often did you eat any kind of fried potatoes, including french fries, home fries, or hash browns?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask “was that per day, week, or month?”; Read if respondent asks about potato chips: “do not include potato chips.”

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

6) How often did you eat any other kind of potatoes, or sweet potatoes, such as baked, boiled, mashed potatoes, or potato salad?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask “was that per day, week, or month?”; Read if respondent asks about what types of potatoes to include: “include all types of potatoes except fried. Include potatoes au gratin, scalloped potatoes.”

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

7) Not including lettuce salads and potatoes, how often did you eat other vegetables?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask “was that per day, week, or month?”; Read if respondent asks about what to include: “include tomatoes, green beans, carrots, corn, cabbage, bean sprouts, collard greens, and broccoli. Include raw, cooked, canned, or frozen vegetables. Do not include rice.”

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

8) Now, thinking about **ALL the vegetables** you ate over the last month -- On average, how many servings of vegetables did you usually eat each day? Consider one serving of vegetables to be one medium-sized whole vegetable (about the size of a baseball), one cup of chopped or canned vegetables, or two cups of raw, leafy greens or lettuce.

Interviewer note: Enter the number of servings (in whole numbers) that the participant reports eating on the line provided. If the participant responds with "less than one serving", enter 0.

- Number of Servings (1) _____
- Do Not Know (2)
- Skip (3)

9) For ALL the fruits you ate over the past month -- On average, how many servings of fruit did you usually eat each day? Consider one serving of fruit to be one medium-sized whole fruit (about the size of a baseball), or one cup of chopped or canned fruit. Include only fresh, frozen, and/or canned fruits, but not fruit juice.

Interviewer Note: Enter the number of servings (in whole numbers) that the participant reports eating on the line provided. If the participant responds with "less than one serving", enter 0.

- Number of Servings (1) _____
- Do Not Know (2)
- Skip (3)

10) In a typical week, how many days do you eat a main meal that is prepared at home? *Note to Interviewer: **Do not read answer choices.** If the participant's answer falls between two of the choices listed below, read the two answer choices to the participant and ask them to pick which is the most correct. If needed, say a main meal is the most substantial or most filling meal of your day.*

- Never -- I do not prepare any main meals at home (1)
- 1-2 days per week (2)
- 3-4 days per week (3)
- 5-6 days per week (4)
- Every day (5)
- Do Not Know (6)
- Skip (7)

Participant Demographics

The next group of questions will ask about you and your family. Just a reminder, any individual information you provide during this survey will be kept completely private. You are not required to answer any questions that you don't want to. If you would like to skip any question, just say "I choose not to answer this question," and I will move on.

11) How would you describe your gender? *Note to Interviewer: Do not read answer choices.*

- Male (1)
- Female (2)
- Prefer to self-identify: _____ (3)
- Skip (4)

12) What is your current age in years? _____

13) How tall are you? _____

Note: If participant is having trouble answering, ask for his/her best guess.

14) How much do you weigh right now? _____

15) What is your current marital status? *Note to Interviewer: Don't read answer choices.*

- Married or living with a partner (1)
- Single (2)
- Divorced (3)
- Separated (4)
- Widowed (5)
- Skip (6)

16) What is the highest level of education you have completed? *Note to Interviewer: Don't read answer choices unless participant is having trouble.*

- Eighth grade or less (1)
- Some high school (2)
- High school graduate or GED (3)
- Trade or beauty school graduate (4)
- Some college (5)
- College graduate (6)
- More than college (some post graduate, post graduate, or professional degree) (7)
- Skip (8)

17) Which of the following best describes your yearly household income? *Note to Interviewer: This question is asking for the yearly household income, not just the income of the participant.*

- Less than \$10,000 (1)
- \$10,000 - \$20,000 (2)
- \$20,000 - \$30,000 (3)
- \$30,000 - \$40,000 (4)
- \$40,000 - \$50,000 (5)
- \$50,000 or more (6)
- Skip (7)

18) Do you consider yourself Hispanic or Latino/Latina?

- Yes (1)
- No (2)
- Skip (3)

19) What race(s) do you consider yourself? *Note to Interviewer: Do not read answer choices.*

- Black/African American (1)
- White (2)
- Asian (3)
- Native Hawaiian or Other Pacific Islander (4)
- American Indian or Alaskan Native (5)
- Hispanic or Latino/Latina (6)
- Other (please specify) (7) _____
- Skip (8)

20) I'm going to list the names of some programs. Please tell me if you or anyone in your household has participated in each of the following programs within the past 12 months. *Note to Interviewer: Check all that apply.*

- WIC (1)
- SNAP (Food Stamps) (2)
- Free or reduced-price school breakfast or lunch (3)
- Head Start (4)
- Food Pantry (5)
- Medicaid (6)
- Temporary Assistance for Needy Families or welfare (7)
- Social Security Disability Benefits (8)
- Skip (9)
- None (10)

21) How long have you resided at your current location? *Note to Interviewer: Do not read answer choices.*

- Less than 6 months (1)
- Less than 1 year (2)
- 1 year (3)
- 2 years (4)
- 3 years (5)
- 4 years (6)
- 5 years (7)
- More than 5 years (8)
- Skip (9)

22) How many adults live in your household? Please include all adults 18 years of age or older, including yourself, in this number.

23) How many children live in your household? Please include all children younger than 18 years of age in this number.

Store Questions

The next group of questions will ask about [store name] and your shopping habits both at [store name] and at other stores.

24) Does [store name] currently sell any fresh fruits and vegetables?

___ YES ___ NO ___ Don't know

If no or don't know → Skip to question #30

IF YES – continue:

25) Have you ever purchased fresh fruits and vegetables from [store name]?

_____ YES _____ NO

IF NO → Skip to question #30

26) Over the past month, how many times did you buy produce from the [store name]? *Note to Interviewer: Do not read answer choices.*

- 0 times
- 1 time (1)
- 2 times (2)
- 3 times (3)
- 4 times or more (4)
- Do Not Know (5)
- Skip (6)

27) At [store name], how would you rate the price of fresh fruits and vegetables?

- Very affordable (1)
- Somewhat affordable (2)
- Somewhat expensive (3)
- Very expensive (4)
- Do Not Know (5)
- Skip (6)

28) At [store name], how would you rate the quality of fresh fruits and vegetables?

- Very high quality (1)
- Somewhat high quality (2)
- Somewhat low quality (3)
- Very low quality (4)
- Do Not Know (5)
- Skip (6)

29) At [store name], how would you rate the variety of fresh fruits and vegetables?

- Very high variety (1)
- Somewhat high variety (2)
- Somewhat low variety (3)
- Very low variety (4)
- Do Not Know (5)
- Skip (6)

30) I'm going to read a list of different types of stores. Please tell me **how often you or someone in your household shops for fresh fruits and vegetables** at each of the following types. When you answer, all you have to say is more than once a week, once a week, once every 2 weeks, once a month, rarely, or never. How often do you buy fresh fruits and vegetables at: *Note to Interviewer: For this section, only read answer choices if participant is having trouble answering. If the customer states that 'farmers market' shopping depends on the time of year, tell the customer that this question is referring to when the farmers market is in operation.*

	More than once a week (1)	Once a week (2)	Once every 1 to 2 weeks (3)	Once a month (4)	Rarely (5)	Never (6)	Do Not Know (7)	Skip (8)
A supermarket (like Tops or Wegmans)? (a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A super-center (like Walmart or Sam's Club) (b)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A dollar store? (c)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A small grocery store? (d)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A corner store, gas station, or convenience store? (e)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A farmers; market? (f)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A fruit and vegetable truck or stand? (g)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any other type of store (h)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31) Please specify the other type of store that you shop at for fresh fruits and vegetables.

32) What are the names of the two places where you buy most of your fresh fruits and vegetables?

Place 1 (a) _____

Place 2 (b) _____

That is the end of my questions. Thank you so much for participating in this survey.

Here is your gift card. Please sign this form stating that you have received your gift card. If you need to reach us in the future you can contact XXXXXXXX at XXXXXXXXX

Store Name & Address: _____

Store Owner Name: _____

Date & Time Interviewed _____

Name of Interviewer: _____

As a corner store owner and/or corner store manager participating in the Healthy Corner Store Initiative, we thank you for agreeing to participate in this interview. This interview marks 6 months of your participation in the HCSI. We are continuing the conversation with you because you are an active store manager/owner in the HCSI. In addition to you, we will be conducting post kickoff interviews with other store owners/managers who have participated in the HCSI.

This interview will last up to 1 hour; if you need to take a break, we can do so at any time. We will be taking notes, but we want to make sure that we get everything that you say right. Are you okay with us audio-recording this interview?

Before we start, I want you to know that there are no *right* or *wrong* answers. You are the expert here, so please share any information that you think might be helpful. If you want to tell me something, but you do not want it recorded, please let me know and I will stop the tape.

If you're uncomfortable answering any question, you may choose to skip it and move onto the next. You can also refuse to participate at any time.

Do you have any questions or would you like to take some time to think this about this before beginning the interview? *If NO:* I'm going to start interview now:

1. What are the advantages of the HCSI for your store?
2. What are the disadvantages of the HCSI for your store?
3. What point-of-sale prompts, if any, are you using for store shelves and the refrigerated coolers, to highlight healthy items?
4. How has the HCSI impacted sales of fresh produce items in your store?
5. How has the HCSI impacted your presence in the surrounding neighborhood?
6. What publicity and promotion of your store's healthy changes/updates have been made?
7. Since the onset of the HCSI have you noticed a change in the number of new customers patronizing your store?
8. How has the HCSI impacted the types of produce available in your store? **Probe:** Are you offering new varieties of F&V as a result of the HCSI?

9. Has the sale of F&V in your store, impacted net sales? **Probe:** Are your customers buying more due to the HCSI expansion of F&V offerings?
10. As a result of the HCSI, has there been an increase in WIC customers? An increase in SNAP customers?
 - a. Do you need help applying to be a SNAP/EBT vendor?
11. Do your customers like the HCSI?
12. What type of feedback are you receiving from customers since the onset of the HCSI?
13. As a result of the HCSI, are you offering any promotions or sales of F&V?
14. As a result of the HCSI, do you feel your knowledge of handling and marketing fresh produce items has changed?
15. How has the HCSI helped to increase visibility and attractiveness of fresh produce offerings in your store?
16. What assistance do you need to maintain the HCSI in your store? **Probe:** Do you require any technical assistance?
17. What additional tools would you like to see as part of the HCSI?
18. Where are you purchasing fruits and vegetables for the produce section of your store?
 - a. Are you interested in learning about farmers in the region who are willing sellers?
 - b. Have you encountered any difficulty in procuring healthy produce to sustain the HCSI in your store?
19. How would you rate the quality of your produce offerings?
20. How are you managing produce as a perishable item in your store? **Probe:** Are you incorporating ripe produce into the deli section of your store, as to avoid waste?
21. How much produce waste do you have on average each week?
22. Do you know how to extend shelf-life of fresh produce offerings in your store?

23. What type of assistance could you use at this X-month juncture of the HCSI?

- a. Could you use support in store layout, merchandising and promotion?
- b. Do you need assistance in selecting healthier products from food or beverage distributors?
- c. Do you have any other ideas for the HCSI program?

Interviewer Notes (perception of store environment, owner, any notes regarding interview):

Hello, is _____ there? We are calling because you participated in a Health Corner Store Initiative survey in [month of baseline interview] at [corner store name] and agreed to participate in a follow-up survey for a \$XX gift card. I was calling to see if now was a good time to complete the follow-up survey, it will take about 15 minutes?

If NO (no longer interested in the study): Would you mind letting us why you do not want to participate?

If NO: (because this is not a good time): When would be a good time for me to call back?

If YES: Great. If you are uncomfortable answering any question, you may choose to skip it and move onto the next. You can end the interview at any point.

Do you have any questions about the study before we begin the survey?

If yes- answer questions

If no- continue

Have you moved in the past X months? Yes/No

If Yes – New Address and date moved:

- 1) Please think about the places that you can buy groceries in the neighborhood near where you live. Think of your neighborhood as the area within a 20-minute walk or about one mile from your home. For each of the following statements, please tell me whether you strongly agree, agree, feel neutral, disagree, or strongly disagree. *Note to Interviewer: For the questions in the following block, only read the response options if the participant cannot remember the answer choices.*
- A. It is easy to buy fresh fruits and vegetables in my neighborhood.
1) Agree 2) Strongly agree 3) Neutral 4) Disagree 5) Strongly Disagree

 - B. There is a large selection of fresh fruits and vegetables available in my neighborhood.
1) Agree 2) Strongly agree 3) Neutral 4) Disagree 5) Strongly Disagree

 - C. The fresh fruits and vegetables in my neighborhood are high quality.
1) Agree 2) Strongly agree 3) Neutral 4) Disagree 5) Strongly Disagree

Diet Measures Part 1 (Fruits and Vegetables)

Now think about the foods you ate or drank during the past month, that is, the past 30 days, including meals and snacks. Interviewer Instructions: If a respondent indicates that they consume a food item every day then enter the number of times per day. If the respondent indicates that they eat a food less than daily, then enter times per week or times per month. Do not enter times per day unless the respondent reports that he/she consumed that food item each day during the past month.

2) Not including juices, how often did you eat fruit? You can tell me times per day, times per week or times per month.
Interviewer note: enter quantity in days, weeks, or months; Read if respondent asks what to include or says 'i don't know': include fresh, frozen or canned fruit. Do not include dried fruits.

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

3) Not including fruit-flavored drinks or fruit juices with added sugar, how often did you drink 100% fruit juice such as apple or orange juice?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask "was that per day, week, or month?"; Read if respondent asks about examples of fruit-flavored drinks: "do not include fruit-flavored drinks with added sugar like cranberry cocktail, hi-c, lemonade, kool-aid, gatorade, tampico, and sunny delight. Include only 100% pure juices or 100% juice blends."

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

4) How often did you eat a green leafy or lettuce salad, with or without other vegetables?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask "was that per day, week, or month?"; Read if respondent asks about spinach: "include spinach salads."

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

5) How often did you eat any kind of fried potatoes, including french fries, home fries, or hash browns?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask "was that per day, week, or month?"; Read if respondent asks about potato chips: "do not include potato chips."

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

6) How often did you eat any other kind of potatoes, or sweet potatoes, such as baked, boiled, mashed potatoes, or potato salad?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask "was that per day, week, or month?"; Read if respondent asks about what types of potatoes to include: "include all types of potatoes except fried. Include potatoes au gratin, scalloped potatoes."

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

7) Not including lettuce salads and potatoes, how often did you eat other vegetables?

Interviewer note: enter quantity in days, weeks, or months; If respondent gives a number without a time frame, ask "was that per day, week, or month?"; Read if respondent asks about what to include: "include tomatoes, green beans, carrots, corn, cabbage, bean sprouts, collard greens, and broccoli. Include raw, cooked, canned, or frozen vegetables. Do not include rice."

- ___ Days
- ___ Weeks
- ___ Months
- Never
- Don't Know
- Refused

8) Now, thinking about **ALL the vegetables** you ate over the last month -- On average, how many servings of vegetables did you usually eat each day? Consider one serving of vegetables to be one medium-sized whole vegetable (about the size of a baseball), one cup of chopped or canned vegetables, or two cups of raw, leafy greens or lettuce.

Interviewer note: Enter the number of servings (in whole numbers) that the participant reports eating on the line provided. If the participant responds with "less than one serving", enter 0.

- Number of Servings (1) _____
- Do Not Know (2)
- Skip (3)

9) For ALL the fruits you ate over the past month -- On average, how many servings of fruit did you usually eat each day? Consider one serving of fruit to be one medium-sized whole fruit (about the size of a baseball), or one cup of chopped or canned fruit. Include only fresh, frozen, and/or canned fruits, but not fruit juice.

Interviewer Note: Enter the number of servings (in whole numbers) that the participant reports eating on the line provided. If the participant responds with "less than one serving", enter 0.

- Number of Servings (1) _____
- Do Not Know (2)
- Skip (3)

10) In a typical week, how many days do you eat a main meal that is prepared at home? *Note to Interviewer: **Do not read answer choices.** If the participant's answer falls between two of the choices listed below, read the two answer choices to the participant and ask them to pick which is the most correct. If needed, say a main meal is the most substantial or most filling meal of your day.*

- Never -- I do not prepare any main meals at home (1)
- 1-2 days per week (2)
- 3-4 days per week (3)
- 5-6 days per week (4)
- Every day (5)
- Do Not Know (6)
- Skip (7)

Store Questions

11) I'm going to read a list of different types of stores. Please tell me **how often you or someone in your household shops for fresh fruits and vegetables** at each of the following types. When you answer, all you have to say is more than once a week, once a week, once every 1-2 weeks, once a month, rarely, or never. How often do you buy fresh fruits and vegetables at: *Note to Interviewer: For this section, only read answer choices if participant is having trouble answering. If the customer states that 'farmers market' shopping depends on the time of year, tell the customer that this question is referring to when the farmers market is in operation.*

	More than once a week (1)	Once a week (2)	Once every 1 to 2 weeks (3)	Once a month (4)	Rarely (5)	Never (6)	Do Not Know (7)	Skip (8)
A supermarket (like Tops or Wegmans)? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A super-center (like Walmart or Sam's Club) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A dollar store? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A small grocery store? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A corner store, gas station, or convenience store? (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A farmers; market? (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A fruit and vegetable truck or stand? (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any other type of store (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12) Please specify the other type of store that you shop at for fresh fruits and vegetables.

13) What are the names of the two places where you buy most of your fresh fruits and vegetables?

Place 1 (1) _____

Place 2 (2) _____

14) How often do you usually shop for food at [corner store name]? **Note to Interviewer:** *Don't read answer choices unless participant is having trouble answering.*

- 5 or more times per week (1)
- 3-4 times per week (2)
- 1-2 times per week (3)
- 3-4 times per month (4)
- 1-2 times per month (5)
- Less than once per month (6)
- Do Not Know (7)
- Skip (8)

15) Over the past month, how many times did you buy produce from the [store name]? *Note to Interviewer: Do not read answer choices.*

- 0 times
- 1 time (1)
- 2 times (2)
- 3 times (3)
- 4 times or more (4)
- Do Not Know (5)
- Skip (6)

16) At [corner store name], how would you rate the price of fresh fruits and vegetables?

- Very affordable (1)
- Somewhat affordable (2)
- Somewhat expensive (3)
- Very expensive (4)
- Do Not Know (5)
- Skip (6)

17) At [corner store name], how would you rate the quality of fresh fruits and vegetables?

- Very high quality (1)
- Somewhat high quality (2)
- Somewhat low quality (3)
- Very low quality (4)
- Do Not Know (5)
- Skip (6)

18) At [corner store name], how would you rate the variety of fresh fruits and vegetables?

- Very high variety (1)
- Somewhat high variety (2)
- Somewhat low variety (3)
- Very low variety (4)
- Do Not Know (5)
- Skip (6)

- 19) In your opinion, has the amount of fruits and vegetables for sale at [corner store name] changed since we last spoke to you in [month of baseline interview]?
- YES – The store sells more fruits and vegetables than it did when we last spoke
 - YES – Yes the store sells fewer fruits and vegetables than it did when we last spoke
 - NO – The store sells about the same amount of fruits and vegetables as it did when we last spoke
 - Do Not Know (4)
 - Skip (5)

If answer other than YES (sells more) skip to open-ended questions

- 20) Has having more fruits and vegetables for sale at [store name] changed the amount of fruits and vegetables that you (or your family) buy(s)?
- YES -- I buy more fruits and vegetables. (1)
 - YES -- I buy fewer fruits and vegetables. (2)
 - NO -- I buy the same amount of fruits and vegetables as I did before [corner store name] started selling fruits and vegetables. (3)
 - Do Not Know (4)
 - Skip (5)

Open-ended questions:

21) What would make you more likely to buy F&V at [store name]?

22) What foods would you like to see more of at [store name]?

23) What foods would you like to see less of at [store name]?

Section 3: Participant Demographics

24) How much do you weigh right now? _____

Note If participant is having trouble answering, ask for best guess.

25) How many adults live in your household? Please include all adults 18 years of age or older, including yourself, in this number.

26) How many children live in your household? Please include all children younger than 18 years of age in this number.

That is the end of my questions. Thank you so much for participating in this survey.

We will mail your \$XX gift card to [address on file]. Is this the correct address?

If no, new address: _____

Would you like to be notified about future studies? If so, we will add you to our database.

If you need to reach us in the future you can contact XXXXXX at XXXXXX

Nutrition Education Providers:

Eat Smart Western New York	(716) 822-2288	www.eatsmartwny.org/about
SNAP Education program managed by Cornell Cooperative Extension of Erie County		
Just Say Yes to Fruits and Vegetables	(716) 935-6689	www.foodbankwny.org/about-us/how-the-food-bank-works/programs/nutrition-education/
SNAP Education program managed by the Food Bank of WNY		
Food for All Non-profit hunger relief organization	(716) 882-7705	www.religiousnet.org/programs/program_details.asp?Type=1&Item_ID=352
Buffalo State Department of Health, Nutrition, and Dietetics	(716) 878-5913	http://hnd.buffalostate.edu/ denyssca@buffalostate.edu
D'Youville College Department of Dietetics	(716) 829-7755	www.dyc.edu/academics/schools-and-departments/health-professions/departments/dietetics/contact.aspx whelanm@gyc.edu
University at Buffalo Department of Exercise and Nutrition Sciences	(716) 829-5653	http://sphhp.buffalo.edu/exercise-and-nutrition-sciences/about-us/contact-us.html nlklem@buffalo.edu

*This is not an inclusive list and contact information is subject to change

the

Healthy Corner Store
Initiative Toolkit

recipe
book



HEALTHY
CORNER STORE
INITIATIVE
BUFFALO, NY

healthy beverages

- infused water
- cranberry spritzer
- red monster smoothie
- fruit slush
- lemonade
- strawberry swirl
- fruit cooler



infused water



Makes: Prep time:
8 Servings **10 minutes**

Ingredients:

- 1 cup of watermelon
- 1 lime
- 5 mint leaves (optional)

Here's How to Prepare:

1. Wash all produce.
2. Collect, slice, and measure all ingredients before starting to prepare the recipe.
3. Add all ingredients plus enough cold water to fill a 2-quart pitcher.
4. Chill overnight in the refrigerator for the most flavor, and store in the refrigerator until ready to drink.

Notes:

The fruit will stay fresh in the water for up to 48 hours after being prepared.





**Tips for releasing flavors of the produce:*

Watermelon: Cut into small pieces (1 to 2 inches).

Citrus fruit (oranges, lemons, limes): Remove rinds, and slice into thin pieces.

Cucumber: Slice into thin pieces.

Mint: Tear leaves.

Grapes: Slice in half.

Berries: Remove top (strawberries only). Slice into small pieces.

Kiwi: Remove peel, and slice into thin pieces.



Try these refreshing flavor combinations

or

create your own!

***Cucumber Lemon
(or Lime)***

½ cucumber
1 lemon or lime

Berry Kiwi (or Orange)

10 strawberries or
blackberries
1 kiwi or 1 orange

Pineapple Grape

1 cup canned diced
pineapple
Can of Pineapple
juice
1 cup grapes



cranberry spritzer



Makes:

4 Servings

Ingredients:

- 1 cup cranberry juice
- 1 cup seltzer or soda
- 2 tablespoons lime juice



Here's How to Prepare:

1. Combine cranberry juice, seltzer or soda water, and lime juice in a pitcher and mix well.
2. Serve in tall glasses.



red monster smoothie



Makes: Try it for breakfast or as a snack! It has two cups of fruit per serving.

2 Servings

Ingredients:

- 1 cup kale or spinach
- 1 cup strawberries
- 1 banana, medium
- 1 cup water (optional almond milk or coconut milk)
- 1 cup blueberries
- 1 cup pineapple
- 1 orange (peeled and sliced)



Here's How to Prepare:

1. Using a blender, mix the greens and the liquid of your choice.
2. Gradually add in the rest of the ingredients, blending after each addition.
3. Separate into two cups and reserve one serving for later.



fruit slush



Makes: Serve this fruit slush as a drink or dessert

4 Servings

Ingredients:

2 2/3 cups cantaloupe or watermelon (coarsely chopped, seeded, peeled)

1 2/3 cups coarsely chopped kiwi (optional)

2 tablespoons sugar (optional)

2 tablespoon lime juice

2 cup water

ice

Here's How to Prepare:

1. In a blender, puree fruit with sugar and lime juice until smooth.
2. Combine fruit mixture and water in a large pitcher.
3. If desired, pour through a strainer to eliminate pulp.
4. Cover and refrigerate for up to a week. Pour it over fresh ice when you are ready to drink.
5. To serve, stir well and pour into tall glasses over ice.



lemonade



Makes:

1 Serving

Ingredients:

1 lemon

3/4 cup water

1 tablespoon sugar

Here's How to Prepare:

1. Cut lemon in half crosswise.
2. Place lemon half on juicer. Push and twist to squeeze out the juice.
3. Pour juice into glass. Add about 3/4 cup water.
4. Add sugar, stirring to mix ingredients.

Create-a-Flavor Changes:

- Squeeze one-half each lemon and lime.
- Squeeze one-half each lemon and orange.
- Add 1/4 cup apple juice concentrate and leave out the sugar.
- Use 1/4 cup seltzer water and 1/2 cup water.



strawberry swirl



Makes: Prep time:
2 cups **5 minutes**

Ingredients:

1 cup frozen strawberries, thawed
1 cup (8 ounces) apple juice

Here's How to Prepare:

- 1. Combine ingredients in blender and process until smooth.**
- 2. Serve, or freeze for 1 to 2 hours to make a slushy.**
- 3. Refrigerate leftovers within 2 hours.**

Notes:

If you don't have a blender, mash strawberries with a fork. Add juice and beat with an egg beater until fairly smooth.



fruit cooler



Makes: Prep time:
4 Servings **5 minutes**

Ingredients:

3 cups fruit
3 cups 100% fruit juice
1 tablespoon sugar and/or lime juice (optional)

Here's How to Prepare:

1. Cut fruit into bite-sized pieces, place in blender.
2. Add remaining ingredients. Blend until smooth.
3. Refrigerate leftovers within 2 hours.

Notes:

Using frozen fruit will make your fruit cooler thick and icy!

healthy snack items

- cranberry oatmeal balls
- farmers market salsa
- banana oatmeal cookies
- bell pepper nachos
- do-it-yourself trail mix
- peanut butter cereal bars
- yogurt parfait



cranberry oatmeal balls



Makes:

18 balls

Prep time:

15 minutes

Chill time:

30 minutes

Ingredients:

- 1 cup quick-cooking oats
- 1/3 cup almonds, chopped
- 1/3 cup reduced-fat peanut butter
- 1/4 cup honey
- 1/3 cup dried cranberries

Here's How to Prepare:

1. In a medium bowl combine all ingredients until well mixed.
2. Form oat mixture into 18 balls about 1 inch wide.
3. Place balls on a cookie sheet. Refrigerate for 30 minutes.

Notes:

Honey is not recommended for children under 1 year old.
To avoid sticky fingers, keep the oat balls cool until ready to eat.
To avoid peanut butter, try sunflower seed butter.



farmers market salsa



Makes: Prep time:

4 cups 15 minutes

Ingredients:

1/2 cup corn (canned and drained, frozen, or fresh cooked)
1 can (15 ounces) black beans, drained and rinsed
1 cup fresh diced tomatoes
1/2 cup diced onion
1/2 cup green pepper, seeded and diced (about 3/4 a small pepper)
2 tablespoons lime juice
2 cloves garlic, finely chopped or 1/2 teaspoon garlic powder
1/2 cup picante sauce

Here's How to Prepare:

1. Combine all ingredients in a large bowl. Chill until serving time.
2. Drain before serving.

Notes”

One large ear of corn makes about 1 cup of cut corn.

Serve with fresh vegetables or baked tortilla chips.

Cook your own dry beans. One can (15 ounces) is about 1 1/2 to 1 3/4 cups drained beans.



banana oatmeal cookies



Makes:

14 cookies

Prep time:

10 minutes

Cook time:

15 minutes

Ingredients:

- 2 very ripe bananas
- 1 cup oats (quick or old-fashioned)
- 1/2 teaspoon cinnamon
- 1/2 teaspoon vanilla
- 1/2 cup raisins

Here's How to Prepare:

1. Preheat oven to 350 degrees.
2. In a medium bowl, mash banana with a fork until mostly smooth.
3. Add oats, cinnamon, vanilla and raisins. Mix well.
4. Drop spoonfuls of dough onto lightly sprayed or oiled baking sheet. Flatten with the back of a spoon or bottom of a drinking glass.
5. Bake 10 to 15 minutes. Remove from oven and let cool before serving.

Notes:

Texture will be best when freshly made.

Try dried cranberries or chopped nuts instead of raisins.



bell pepper nachos



Makes:

8 cups

Prep time:

5 minutes

Cook time:

15 minutes

Ingredients:

4 bell peppers

1 cup salsa

2 teaspoons seasoning (try a mixture-chili powder, garlic powder, ground cumin, pepper)

2 cups cooked meat (chopped or shredded), beans or tofu

1 cup reduced fat shredded cheese

Here's How to Prepare:

1. Preheat oven to 350 degrees.
2. Wash bell peppers, remove seeds and cut into bite-sized pieces. Arrange pieces close together in a single layer on a large foil-lined baking sheet.
3. In a medium bowl, combine salsa, seasonings and meat, beans or tofu. Spoon the mixture evenly over pepper pieces then top with cheese.
4. Bake for 15 minutes, or until peppers are heated through and cheese is melted. Serve warm.



do-it-yourself trail mix



Makes: Prep time:
6 cups **5 minutes**

Ingredients:

- 1 cup square-type whole grain cereal
- 1 cup o-type whole grain cereal
- 1 cup puff-type whole grain cereal
- 1 cup dried fruit of your choice
- 1 cup small pretzels
- 1/2 cup small nuts

Here's How to Prepare:

1. Set out a bowl of each ingredient with a serving spoon.
2. Let guests add a spoon of each ingredient to a plastic bag or other container. Shake to mix. Enjoy!



peanut butter cereal bars



Makes:

16 bars

Prep time:

15 minutes

Cook time:

5 minutes

Ingredients:

1/2 cup honey

1 cup peanut butter

2 cups rice cereal

2 cups quick oats

1 cup raisins, or other dried fruit

Here's How to Prepare:

1. In a saucepan bring honey to a boil.
2. Reduce heat to low and stir in peanut butter.
3. Add dry cereal, oats and raisins; mix well. Remove from heat
4. Lightly spray or oil an 8 inch square baking pan with cooking spray. Press into prepared 8-inch pan. When cool, cut into 16 bars.
5. Store in an airtight container for up to a week.



yogurt parfait



Makes:

6 cups

Prep time:

10 minutes

Ingredients:

4 bananas

24 ounces low-fat vanilla yogurt

2 cups low-fat granola

Here's How to Prepare:

1. Peel and chop bananas.
2. Take half of the fruit and split it between the bottom of six cups or bowls.
3. Take half of the yogurt and split it between each cup or bowl, placing it on top of the fruit.
4. Sprinkle each cup with 1/4 cup granola.
5. Repeat layers.

Notes:

Drizzle with honey and top with chopped nuts.

Try other fruits, such as strawberries, apples, oranges, etc. (Use 2 cups fruit for the recipe.)

Use different flavors of yogurt, such as lemon or strawberry, or plain for less sugar.



healthy packaged fruits & vegetables

- cowboy salad
- three can chili
- black bean burger
- bean salad
- fruit sorbet
- roasted garbanzo beans
- layered black bean dip
- black bean burrito



cowboy salad



Makes: Prep time:

4 Servings 20 minutes

Ingredients:

2 cans (15 ounces) black-eyed peas or black beans (try a mix, or other types)

1 1/2 cups corn (canned and drained, frozen, or fresh cooked)

1 bunch cilantro

1 bunch green onions (5 green onions)

3 medium tomatoes

1 avocado (optional)

1 tablespoon canola or vegetable oil

2 tablespoons vinegar or lime juice

1/2 teaspoon each salt and pepper

Here's How to Prepare:

1. Drain and rinse the black-eyed peas (or black beans) and corn.
2. Finely chop the cilantro and green onions.
3. Dice the tomatoes and avocado.
4. Combine all veggies in a large bowl.
5. Mix oil, vinegar or lime juice, salt and pepper together in a small bowl.
6. Pour oil mixture over salad ingredients and toss lightly.



three can chili



Makes:

4 Servings

Ingredients:

1 can corn, drained (15 ounces, or 10-ounce package of frozen corn)

1 can crushed tomatoes, undrained (15 ounces)
chili powder (to taste)

Here's How to Prepare:

1. Place the contents of all 3 cans into a pan.
2. Add chili powder to taste.
3. Stir to mix.
4. Continue to stir over medium heat until heated thoroughly.



black bean burger



Makes:

4 Servings

Ingredients:

- 1 (20-oz.) can black beans, drained and rinsed
- 3/4 teaspoon minced garlic
- 1 1/4 teaspoon chili powder
- 1 large egg, beaten
- 1/3 cup plain bread crumbs
- Salt and pepper to taste

Here's How to Prepare:

1. Mash beans in a large bowl.
2. Mix in garlic, chili powder, salt, pepper and egg. Stir in bread crumbs.
Shape into four patties; you can refrigerate them if they are not very firm (up to one day ahead).
3. Spray skillet with nonstick spray and heat on medium heat.
Add the burgers and cook uncovered until hot.
4. If storing for later, allow to cool, then freeze on a baking sheet for an hour or until frozen. Transfer to a freezer bag. When ready to use defrost and cook in a skillet.



bean salad



Makes:

7 cups

Prep time:

10 minutes

Ingredients:

1/4 cup vinegar

1/4 cup sugar

2 tablespoons oil

1/4 teaspoon each salt and pepper (optional)

6 cups beans, about 4 cans (15 ounces each) drained and rinsed (try a mixture - green beans, wax beans, kidney beans, garbanzo beans)

2 cups chopped vegetables (try a mixture - onion, carrot, celery, bell pepper)

Here's How to Prepare:

1. In a large bowl, combine vinegar, sugar and oil. Mix well. Add salt and pepper, if desired.
2. Add beans and vegetables and gently stir to coat. Cover and refrigerate until ready to serve. For more flavor, make a day ahead.



fruit sorbet



Makes:

7 Servings

Ingredients:

- 2 15-ounce cans sliced peaches in 100% juice
- 1 banana, peeled (optional)

Here's How to Prepare:

1. Collect all ingredients and freeze cans before starting to prepare the recipe.
2. Place cans of fruit in freezer for at least 3 hours. Take out when fully frozen.
3. Run frozen cans briefly under hot water, or let them sit on counter for 30 minutes to loosen contents. Remove fruit from the cans, and use a sharp knife to cut it into small pieces.
4. If using a banana, peel, and cut into slices. Banana does not need to be frozen.
5. Place frozen, chopped fruit (and banana, if using) in the blender, and blend until creamy.
6. Serve immediately.
7. Freeze any leftovers in a freezer-safe container or sealable plastic freezer bags.



roasted garbanzo beans



Makes: Prep time: Cook time:
4 Servings 10 minutes 30 minutes

Ingredients:

2 cans (15 ounce) garbanzo beans
1/2 teaspoon salt
1/2 teaspoon pepper
1 teaspoon garlic powder or 4 cloves of garlic
1 teaspoon onion powder
1 teaspoon dried parsley flakes
2 teaspoons dried dill weed
cooking spray

Here's How to Prepare:

1. Preheat oven to 400 degrees.
2. Drain garbanzo beans in a strainer and rinse with cool water. Shake strainer to help remove water. Dry beans with paper towels to prevent "popping" in the oven.
3. Mix together salt, pepper, garlic powder, onion powder, parsley and dill weed in a small bowl.
4. Lightly spray a rimmed baking sheet with cooking spray. Pour garbanzo beans onto baking sheet and spread in a single layer.
5. Lightly spray the tops of beans with cooking spray. Sprinkle seasoning mix over the beans. Shake pan to help distribute the seasoning and make sure beans are in a single layer.
6. Place pan on the lowest rack in the oven. Cook 30-40 minutes. Gently shake and rotate pan every 10-15 minutes to make sure nothing burns. Beans are done when crispy and brown.



layered black bean dip



Makes:

8 Servings

Cook Time:

15 minutes

Ingredients:

1 can (15 oz) black beans, drained and rinsed

½ cup non-fat Greek yogurt

1 teaspoon of Taco Seasoning

½ cup salsa

½ cup shredded cheese

Optional: cilantro, tomatoes

Here's How to Prepare:

1. Preheat oven to 350°F.
2. Mash beans or blend beans together with Greek yogurt and taco seasoning. Spread into a baking dish.
3. Layer with salsa and cheese.
4. Bake for 15 minutes, top with tomatoes and cilantro for garnish (if desired) and serve.



black bean burrito



Makes:

4 Servings

Ingredients:

1 can (15 oz) black beans, drained and rinsed

4 tortillas, corn or whole wheat

¼ cup red onion, diced

½ cup tomatoes, chopped OR ½ cup salsa, low sodium

2 tablespoons cilantro, chopped

Optional: 4 tablespoons plain, low fat yogurt

For additional flavor, try adding 1 teaspoon of Taco Seasoning

Here's How to Prepare:

1. Heat beans in the microwave for 1 min or on the stovetop until heated through.
2. Microwave tortillas between two sheets of slightly damp paper towels on high for 15 seconds.
3. Divide beans, tomatoes, and red onion between each tortilla.
4. Top each with yogurt and cilantro, and fold each tortilla to enclose filling.

healthy whole grains

overnight oats
quick tuna casserole
pasta with beans & greens
skillet granola
tasty hamburger skillet
spanish rice



overnight oats



Makes:

4 cups

Prep time:

15 minutes

Cook Time:

6 hours

Ingredients:

1 cup uncooked old fashioned rolled oats

1 cup low-fat yogurt

1/2 cup nonfat or 1% milk

1/2 cup berries, fresh or frozen

1/2 cup chopped apple (about 1/3 a medium apple [3" diameter])

Here's How to Prepare:

1. In a medium bowl, mix oats, yogurt and milk.
2. Add the fruit now or add just before eating.
3. Cover and refrigerate oatmeal mixture for 6-12 hours.
4. For grab-and-go breakfasts, place scoops of mixture in small dishes or spoon into small containers with lids.



quick tuna casserole



Makes:

6 Servings

Cook Time:

30 minutes

Ingredients:

1 cup water

5 ounce egg noodles (wide)

1 can low sodium cream of mushroom soup (10.75 ounce)

1/3 cup skim milk

1 can tuna (6.5 ounces, packed in water, drained)

1 cup green peas (frozen)

1 cup bread crumbs (fresh)

Here's How to Prepare:

1. Preheat oven to 350 degrees.
2. Bring 1 quart of water to a boil in a large pot and cook the egg noodles in the water for 2 minutes.
3. Then, cover the pot, remove from heat and let stand for 10 minutes.
4. In the meantime, mix the soup and milk together in a bowl.
5. Combine tuna and peas with the mixture and pour into a 1-quart casserole dish.
6. Drain the noodles well and combine with the tuna mixture.
7. Sprinkle the top with bread crumbs.
8. Bake for 30 minutes.



pasta with beans and greens



Makes:

8 cups

Prep time:

10 minutes

Cook time:

30 minutes

Ingredients:

8 ounces pasta (try penne)

1 tablespoon vegetable oil

3 cloves minced garlic or 3/4 teaspoon garlic powder

10 ounces frozen spinach

1 can (15 ounces) diced tomatoes with juice

1 can (15 ounces) white beans, drained and rinsed

1/2 teaspoon salt

1/2 teaspoon pepper

1/2 cup grated parmesan cheese

Here's How to Prepare:

1. Cook pasta according to package directions. Set aside.
2. Meanwhile, heat oil in large skillet. Add garlic and cook on low (250 degrees in an electric skillet) until soft.
3. Add spinach, tomatoes with juice, drained beans, salt, and pepper.
4. Once the mixture bubbles, cook uncovered on low heat for 5 minutes.
5. Add drained pasta and parmesan to spinach mixture. Toss well and serve.

Notes:

Substitute cleaned and chopped fresh spinach (about 6 cups).



skillet granola



Makes:

5 cups

Prep time:

10 minutes

Cook time:

10 minutes

Ingredients:

1/3 cup vegetable oil

3 Tablespoons honey

1/4 cup powdered milk

1 teaspoon vanilla

4 cups uncooked, old fashioned rolled oats

1/2 cup sunflower seeds

1 cup raisins

Here's How to Prepare:

1. Warm oil and honey in a skillet for one minute over medium heat (300 degrees in an electric skillet). Add powdered milk and vanilla.
2. Stir in oats and sunflower seeds, and mix until coated with oil and honey mixture. Heat over medium heat. Stir until oatmeal is slightly brown.
3. Take off heat. Stir in raisins.
4. Cool mixture. Store in an airtight container (jar or plastic bag).

Notes:

Try adding any of these ingredients: one teaspoon cinnamon, chopped nuts, dried fruit, wheat germ, or coconut.

Serve with milk, yogurt, ice cream, and/or fresh or canned fruit.



tasty hamburger skillet



Makes: Prep time: Cook Time:
9 cups **10 minutes** **30 minutes**

Ingredients:

1 pound lean ground beef (15% fat)
1/3 cup chopped onion (1/3 medium onion)
1/3 cup green pepper, chopped
2 cups water
1 cup long grain white rice
1 teaspoon garlic powder or **4** cloves of garlic
1 tablespoon chili powder
1/4 teaspoon salt
1/4 teaspoon ground pepper
1 can (15 ounces) diced tomatoes, with juice
1 1/2 cups corn (canned and drained, frozen, or fresh cooked)
1 can (15 ounces) red kidney beans, drained and rinsed
1/2 cup grated cheddar cheese

Here's How to Prepare:

1. Cook ground beef, onion, and green pepper in large skillet over medium heat (300 degrees in an electric skillet) until hamburger is no longer pink. Drain excess fat from pan.
2. Add water, rice, garlic powder, chili powder, salt, pepper, tomatoes with juice, corn, and beans.
3. Cook, covered, for about 20 minutes or until rice is soft.
4. Remove from stove top, sprinkle with grated cheese, and serve hot.



spanish rice



Makes:

3 cups

Prep time:

10 minutes

Cook Time:

15 minutes

Ingredients:

1 cup low-sodium vegetable broth (see notes)

1 package (1.25 ounce) taco seasoning or 1/4 teaspoon each of chili powder, garlic powder, ground cumin, and oregano

1 cup instant brown rice

1/3 cup salsa

1/2 cup corn, frozen or canned and drained

1/2 cup black beans drained and rinsed

Here's How to Prepare:

1. Bring the vegetable broth and seasonings to boil in a medium saucepan (2 to 3 quarts).
2. Add the rice, salsa, corn and beans. Turn heat to low, cover saucepan, and let cook undisturbed for 10 minutes.
3. Gently stir before serving.



fruit salad



Makes:

5 cups

Prep time:

10 minutes

Ingredients:

2 cups strawberries

1 cup blueberries

1 cup grapes

1 can (8 ounces) pineapple chunks

6 ounces nonfat lemon yogurt

Here's How to Prepare:

1. Drain juice from pineapple. Cut grapes and strawberries into halves.
2. Combine strawberries, blueberries, grapes and pineapple chunks in a large bowl.
3. Drizzle yogurt over fruit. Toss lightly to coat.

fresh fruits & vegetables

- fruit salad
- bruschetta salad
- corn salad
- apple coleslaw
- garden sloppy joes
- veggie patties
- fruit pizza
- southwest baked potato



bruschetta salad



Makes:

5 cups

Prep time:

15 minutes

Ingredients:

3 cups chopped roma tomatoes

1/2 cup chopped red onion

1/4 cup fresh chopped basil

1/2 teaspoon salt

1/4 teaspoon black pepper

2 tablespoons balsamic or red wine vinegar

1 tablespoon oil

2 cups croutons

Here's How to Prepare:

1. Combine the tomatoes, onion, basil, salt, black pepper, vinegar and oil in a bowl.
2. Stir croutons in the salad and serve.



corn salad



Makes:

6 servings

Ingredients:

- 2 cups whole kernel corn (fresh or frozen, - cooked and drained)
- 3/4 cup tomato (chopped)
- 1/2 cup green pepper (chopped)
- 1/2 cup celery (chopped)
- 1/4 cup onion (chopped)
- 1/4 cup Ranch dressing, fat-free

Here's How to Prepare:

1. In bowl, combine vegetables.
2. Stir in dressing.
3. Cover and refrigerate until ready to serve.



apple coleslaw



Makes:

4 servings

Ingredients:

2 cups cabbage
1 carrot (medium, grated)
1/2 green pepper (chopped)
1 apple (chopped)
5 tablespoons yogurt, low-fat
1 tablespoon mayonnaise, low-fat
1 teaspoon lemon juice
1/4 teaspoon dill weed

Here's How to Prepare:

1. Wash the cabbage. Cut it into fine shreds, until you have 2 cups of cabbage.
2. Peel the carrot. Grate it with a grater.
3. Chop half a green pepper into small pieces.
4. Remove the core, and chop the apple.
5. Put the cabbage, carrot, green pepper, and apple in a large mixing bowl. Stir together.
6. Put the yogurt, mayonnaise, lemon juice, and dill weed in a small bowl. Stir together to make a dressing.
7. Pour the dressing over the salad. Toss to mix



garden sloppy joes



Makes:

6

Prep time:

10 minutes

Cook Time:

20 minutes

sandwiches

Ingredients:

- 1 onion, chopped
- 1 carrot, chopped or shredded
- 1 green pepper, chopped
- 1 **pound** lean ground meat (15% fat) (turkey, chicken or beef)
- 1 **can (8 ounces)** tomato sauce
- 1 **can (15 ounces)** whole tomatoes, crushed
- 1 **can (8 ounces)** mushrooms or **1/2 pound** chopped fresh mushrooms
- 1/4 cup** barbecue sauce

Here's How to Prepare:

1. Sauté onions, carrots, green pepper and ground meat in a 2-3 quart saucepan over medium-high heat for 5 minutes.
2. Add tomato sauce, crushed tomatoes, mushrooms and barbecue sauce.
3. Bring to a boil. Reduce heat and simmer for 15 to 20 minutes or until thick, stirring occasionally.
4. Toast buns if desired. Spoon sauce over bun halves. Serve open-faced.
5. Refrigerate leftovers within 2 hours.



veggie patties



Makes:

14 patties

Prep time:

20 minutes

Cook Time:

10 minutes

Ingredients:

1 cup shredded carrots (1 to 1.5 carrots)

1 cup shredded zucchini

1 cup shredded potatoes

1/2 cup thinly sliced onion

2 tablespoons chopped parsley

2 eggs

1 cup bread crumbs

1 teaspoon salt

1/4 teaspoon black pepper

Here's How to Prepare:

1. Combine all the ingredients together in a bowl.
2. Form vegetable mixture into small flat patties.
3. Heat 1 tablespoon oil in a skillet. Cook patties on both sides over medium heat for about 8 minutes.



fruit pizza



Makes:

2 servings

Ingredients:

2 rice cakes

2 tablespoons yogurt or cream cheese

4 strawberries, sliced

8 grapes, sliced

Any other fruit you like!

Here's How to Prepare:

1. Spread 2 tablespoons cream cheese on each rice cake.
2. Arrange sliced strawberries, grapes, or any fruit of your choice on top of the cream cheese.



southwest baked potatoes



Makes:

2 servings

Ingredients:

2 medium-sized sweet potatoes (or large white potatoes)

1 can (15 oz) black beans rinsed

1 medium tomato diced (or 1 small can low sodium diced tomatoes)

½ teaspoon ground cumin

½ teaspoon chili powder

2 teaspoon olive oil (or vegetable oil of your choice)

Optional: ¼ teaspoon salt, sour cream or plain yogurt, scallions, cilantro

Here's How to Prepare:

1. Pierce potatoes in several places with a fork.
2. Microwave potatoes on high 12-15 minutes, order until tender.
3. In microwave-safe bowl, combine beans, tomatoes, oil, cumin, chili powder, and salt. Microwave on high for 2-3 minutes.
4. Slice each potato down the middle. Press open, making a well in the center.
5. Spoon the bean mixture into middle of each potato.

Notes:

If desired, top with sour cream/yogurt, scallions, or cilantro

This recipe book was created with guidance from the local SNAP-Education program, Eat Smart New York of Western New York.

Recipes were chosen based on what recipes would be feasible for a field nutritionist to prepare in a corner store setting, are SNAP-Ed (USDA) approved, and align with the 5 healthy phases of the Healthy Corner Store initiative.

