



HEALTHY CORNER
STORE INITIATIVE

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- BUFFALO, NY -

Storeowner Toolkit

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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 	At least 1 variety of each of the following must be stocked: <ul style="list-style-type: none"> • Bottled water • Low-fat milk (quart size or larger) • 100% juice • Unsweetened or low-calorie beverages 	At least 1 variety of each of the following must be stocked: <ul style="list-style-type: none"> • Bottled water • Plant-based milk (quart size or larger) And... At least 2 varieties of each of the following must be stocked: <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 	Minimum 2 fruit varieties Minimum 3 vegetable varieties <i>Note: Medley products and mix and match between canned and frozen is ok.</i>	Minimum 3 fruit varieties Minimum 4 vegetable varieties <i>Note: Medley products and mix and match between canned and frozen is ok.</i>
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 	Minimum 3 cereal varieties Minimum 2 staple varieties	Minimum 4 cereal varieties Minimum 2 staple varieties
Fresh fruits and vegetables	Fresh fruit Fresh vegetables (Whole and pre-cut)	Minimum 2 fruit varieties Minimum 3 vegetable varieties	Minimum 3 fruit varieties Minimum 4 vegetable varieties
		Silver status achieved! 	Gold Status achieved! 

*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

Bottled water
100% fruit juices
Low-sodium vegetable juices
Low-fat, unflavored milk (1% or skim)
Plant-based milk (soy, almond)
Unsweetened or low-calorie beverages (≤ 40 calories per serving)

Stock Less of These

Sugar-sweetened, flavored waters
Sugar-sweetened beverages (soda pop, sweetened tea, sport drinks, energy drinks)
Fruit punch or fruit drinks
Regular vegetables juices
Full or reduced fat milk (Vitamin D/whole or 2%) and flavored milks

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	Canned fruit in syrup (light or heavy)
Low-sodium canned vegetables, beans and sauce	Regular canned vegetables, beans, or sauce
Frozen vegetables, plain	Frozen vegetables with added salt or sauce
Frozen fruit, plain	Frozen fruit with sugar added
Dried beans (lentils, kidney beans, etc.)	Sweetened dried fruit
Dried fruit without added sugar	

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 Dietética 2g 4%

Cholesterol/ Colesterol 0mg 0%
 Sodium/ Sodio 350mg 7%
 Total Carb./ Carbohidrato Total 14g 5%
 Dietary Fiber/Fibra Dietética 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%**

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.



Posters and Signage

- Displaying health-related posters and signs, inside or outside of your store, is a great way to promote healthy food options and showcase your participation in the Healthy Corner Store Initiative. Choose signs that are:
 - Large, colorful, eye-catching, and attractive
 - Easy-to-read – this may mean your posters are in different languages based on the languages your customers speak
 - Hung in a visible place such as in large windows, on or around entrances, glass cases and coolers, or near the cash register. Be sure to have posters and signs close to healthy items.
- Rotate your posters and signs often so that customers are more likely to notice them.
 - Use posters and signs to advertise seasonal and local foods that you are stocking.
 - Hang posters and signs that match the Initiative phase that your store is working toward achieving. For example, displaying posters that promote 100% fruit juice during the “Healthy Beverages” phase
- Be consistent with messaging by limiting the amount of advertising for less healthy foods such as soda pop, candy, fast food, and chips and having most or all posters and signs in your store promote healthy items.
- Get creative with your posters and signs – they do not have to be costly or professionally made. Use dry erase boards or chalkboards for signs. Consider partnering with a local school or community site to have neighborhood children create signs.



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.com	www.michiganrileyfarm.wordpress.com

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

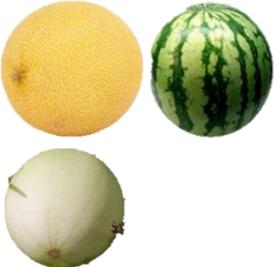
	Spring	Summer	Fall	Winter
Vegetables	Asparagus	Mushrooms	Beets	Potatoes, new
	Beets	Parsnips	Broccoli	Radichio
	Broccoli	Peas:	Cabbage	Scallions
	Cabbage	Snap	Carrots	Sprouts
	Cauliflower	Snow	Cauliflower	Summer
	Fiddlehead	Radishes	Celery	squash
	Garlic	Rhubarb	Cucumbers	Sweet corn
	Greens:	Scallions	Eggplant	Tomatoes
	Arugula	Spinach	Endive	
	Beets	Sprouts	Fennel	
	Bok choi	Turnips	Garlic	
	Chard		Green beans	
	Collard		Kohlrabi	
	Cress		Lettuce	
	Dandelion		Mushrooms	
	Kale		Okra	
	Mizuna		Onions:	
	Mustard		Red	
	Sorrel		Yellow	
Tat soi		Peppers:		
Turnip		Hot		
Lettuce		Sweet		
Fruits	Apples	Apricots	Gooseberries	Apples
	Strawberries	Blackberries	Melons	Apple cider
		Blueberries	Nectarines	Quince
		Cherries	Peaches	Raspberries
		Currants	Plums	
		Elderberries	Raspberries	
Season With...	Chives	Parsley	Basil	Rosemary
	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



HEALTHY CORNER
STORE INITIATIVE

GOOD

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Section X: References

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