

There are many ways to improve the sale of healthy foods and beverages. Below are a variety of strategies that have been shown to improve the sale of targeted items. Go through the list with store owners/managers and identify which options they are interested in trying. Or, brainstorm with the owners/managers to come up with other ideas that work better for their location!



| Product Placement Strategies | |
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| | Place fruits and vegetables at the front of the store, in a highly visible location. |
| | Offer ready to eat fruits or vegetables, i.e. bananas, oranges, washed apples, baby carrots right at the cash register. |
| | Place non-perishable healthy snacks, i.e. baked chips, granola bars, etc. right next to the cash register instead of high sugar candy bars. |
| | Display water, or other low-calorie drinks at eye level in the refrigerated section. |
| | Place whole grain cereals at eye level. Move sugary cereals to higher shelves, out of the eye level of small children. |
| | Place whole grain products at eye level. |
| | Place low-sodium, or no salt added canned vegetables at eye level. |
| | Place canned fruits packed in 100% fruit juice at eye level. |

| Product Promotion Strategies | |
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| | Promote all healthy foods and beverages using Thumbs Up signage on shelves and refrigerators. |
| | Use Thumbs Up shelf educators to teach consumers how to identify the healthier options (i.e. look for reduced sodium beans, look for whole grain pasta, etc.) |
| | Remove unhealthy food advertising from the entry door and store. Replace with Thumbs Up posters and banners. |
| | Offer recipes for healthy products throughout the store. Place recipes close to the foods they utilize. |
| | Create recipe kits that contain all the necessary ingredients and the recipe card. Promote these recipes at nutrition education booths in the store (see below). |
| | Promote only water and low-calorie beverages in circulars and other in-store advertising, instead of high calorie, sugar sweetened drinks. |
| | Schedule weekly, or monthly Food \$ense nutrition education booths with recipe samples in the store. |
| | Promote Create Better Health education booths and recipe sampling on local radio stations, newspapers, and other local outlets to advertise. |

| Product Availability Strategies | |
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| | Stock low-sodium, or no salt added canned goods, i.e. vegetables, beans, broth, soups, etc. |
| | Stock canned fruit packed in 100% fruit juice, or water. |
| | Stock at least two healthy snacks, i.e. whole grain pretzels, low-sugar granola bars, low-fat yogurt, unsweetened dried fruit, etc. |
| | Stock 100% whole grain products, i.e. brown rice, whole grain pasta, oatmeal, 100% whole wheat bread. |
| | Stock sugar sweetened beverages that are 16 oz. or smaller, i.e. soda, energy drinks, fruit drinks, etc. |

OTHER STRATEGIES OF INTEREST



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