

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	
	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	
	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.

