

THE GROCER'S GUIDE to Healthy Food Marketing

A one-stop shop full of tools
and resources to encourage
healthy food purchases
in grocery stores
nationwide



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Across America, healthy eating has become a major grocery trend. In fact, market research¹ shows that produce quality is one of the top drivers of customer satisfaction. At the same time, many shoppers have limited budgets, cooking at home is in decline, and many people struggle every day to eat a nourishing diet.

The Food Trust and the National Grocers Association have teamed up to create this resource toolkit (also available at **healthyfoodmarketing.org**), full of tools to entice consumers to purchase nutritious food in grocery stores nationwide.



QUICK START

Want to get moving on healthy food marketing right away? Here are three ways to help shoppers find nutritious offerings in your store:

Healthy Recipes

Managers can display recipe cards with tasty meal ideas and nutrition information in multiple locations throughout their store. Here are a few popular ideas:

- Fruit & Yogurt Parfait
 - Personal Pizza
 - Vegetarian Chili
- **Read more on p. 14, or visit healthyfoodmarketing.org to download these and more free recipes (available in English and Spanish)!**

Free Fruit for Kids

Children shopping with their families can help influence their caregivers' decisions about what to buy. Offering a free healthy snack to kids, like a banana, apple or clementine, is a great way to entice young consumers, build customer loyalty and encourage healthy snacking. Strategically placing fresh, free healthy snacks near the entrance or at check-out can further encourage customers to make healthier choices for their families.

- **Turn to p. 7 to learn more about how to market to different customers in your stores.**

Taste Tests

Everyone loves a free sample, and taste tests can educate shoppers about what healthy items are available in the store, as well as build their confidence in preparing nutritious meals at home. You can start by simply offering fresh-cut veggies with a delicious dip, or facilitating a full cooking demonstration using an electric skillet. These events can also help promote certain items that may be new or on sale. (Note that regulations for tasting events vary greatly by location; check with your local health department prior to implementing this type of programming.)

- **Turn to p. 6 for more information about how to organize a taste test.**

¹ https://www.nationalgrocers.org/wp-content/uploads/documents/0---default-library/nielsen_harris_-nga-full-report_final_nga.pdf

STRATEGIES for Success

Grocery stores and supermarkets can — and should — encourage healthier eating and living.



Recent research suggests that 47% of shoppers want retailers to provide healthier options in their stores,² and 88% percent are willing to pay more for these items.³ In response, grocers can provide consumers with tangible guidance and information about how to make healthier decisions.

Whether it's placing healthy items at checkout aisles, or bringing in a community partner to facilitate store tours, grocers can implement the following strategies aimed at increasing the sale of healthy food:

1. Offer Discounts to Encourage Customers to Make Healthy Choices
2. Place Healthy Items Strategically Throughout the Store
3. Identify Healthy Options Through Signage
4. Offer Taste Tests of Nutritious Foods
5. Provide Nutrition Education Resources
6. Call Attention to Local Foods
7. Know Your Customers and Their Specific Needs

STRATEGY #1: Offer Discounts to Encourage Customers to Make Healthy Choices

Retailers can offer promotional incentives to make healthy food more affordable.

Examples of incentives include buy-one-get-one-free offers and discounts on healthier or locally sourced goods. Federal grant programs such as the Gus Schumacher Nutrition Incentive Program (GusNIP) can provide coupons or vouchers so that shoppers using SNAP benefits can purchase more fruits and vegetables. Supermarkets across the country, including Balls Food Stores and The Fresh Grocer, have utilized the program to increase the sale of healthy food in their outlets.

In addition to SNAP incentive programs, grocery stores are also using technology to entice consumers to purchase healthy foods, including mobile apps connected to reward programs.

The National Grocers Association Foundation and The Food Trust provide stores technical assistance on GusNIP via the Nutrition Incentive Hub. If you have questions about how to set up an incentive program at your store, please email contact@thefoodtrust.org.



Learn about Snap 2 Save, an innovative pricing and rewards app, on p. 9.

² <https://www.fmi.org/blog/view/fmi-blog/2018/08/22/eating-well-today-what-it-means-to-consumers>

³ <https://www.forbes.com/sites/nancygagliardi/2015/02/18/consumers-want-healthy-foods-and-will-pay-more-for-them/#19e94b4375c5>

STRATEGY #2: Place Healthy Items Strategically Throughout the Store

Strategic product placement in a grocery store can make healthy offerings more noticeable to customers. Some examples include:

- Featuring healthier items in promotional sections and with large displays (e.g., a 10 for \$10 section)
- Placing fruit in cereal aisles
- Using an end-cap display to promote unsweetened beverages
- Having low-sodium frozen or canned goods at eye level and with more front-facings
- Grouping ingredients for seasonal entrees together for attractive display and ease of customer reach. For example:
 - **Caprese Salad:** low-fat mozzarella, tomato, basil, olive oil
 - **Stone Fruit Salsa:** peaches, tomatoes, cilantro, garlic, limes
 - **Infused Water:** bottled water, mint, cucumber

Supermarkets can also create healthy checkout aisles intended to encourage the customer to make a healthy “impulse purchase” during the checkout process, and also have greater exposure to these items in general. Healthy checkout aisles allow grocers to place more nutritious products in an area where they are more likely to be purchased, therefore reducing food waste for the store. In addition to product placement, signage can be used to highlight the healthy checkout area and make it more noticeable to customers.



Learn about how Raley's Supermarket has found success with Healthy Checkout Aisles on p. 10.

STRATEGY #3: Identify Healthy Options Through Signage

Catchy marketing materials and signage, such as posters, shelf tags and window and refrigerator clings, can help customers more easily identify which products fit into a healthy diet. Quality signage can also promote healthy non-perishable goods often found in the center aisles of grocery stores.

Be sure to consider:

- **Placement of posters, shelf tags, etc.,** in easily visible locations, preferably at eye level and in areas of the store that have high foot traffic
- **Design of signage** to attract consumers and complement current marketing strategies. Highlight taste and convenience, which may be equally if not more compelling than nutritional features.
- **Store events and holidays** that can be incorporated into marketing materials

- **Types of signage** that can be used to identify which items are SNAP/WIC-eligible or sourced locally. (Contact your local WIC office to learn more about signage options.)
- **Promotion of healthy items** within the store circular and special programs such as GusNIP/nutrition incentives

Grocers can also partner with external organizations to bring healthy food signage into grocery stores. For example, the Partnership for Healthier America's FNV Campaign has provided grocery stores with signage and other materials that feature sports stars and celebrities.



Visit healthyfoodmarketing.org to download free signage to place throughout your store.



STRATEGY #4: Offer Taste Tests of Nutritious Foods

Studies show that many food purchases in grocery stores aren't preplanned. Store events like taste tests are great ways to provide shoppers with ways to incorporate healthier items, like fruits and vegetables, into their diet. These events are also great opportunities to share information about special promotions or new items being offered in the grocery store.

Taste tests should highlight healthy foods that are available in the store, and provide customers with the opportunity to try new foods and explore ways of preparing these foods.

When providing taste tests, be sure to include:

- Bite-size portions (1/3 of a serving) of low-cost, easy-to-prepare foods
- Attractive displays of the featured food category or food product
- Allergen warnings
- Handouts with easy-to-follow recipes
- Public service announcements (over the store intercom) to let shoppers know when taste tests are about to begin

(Note that regulations for tasting events vary greatly by location; check with your local health department prior to implementing this type of programming.)

STRATEGY #5: Provide Nutrition Education Resources

Studies have shown that close to three-quarters of shoppers are interested in nutritional content when they're shopping. To educate consumers and increase familiarity with healthy food, grocers can:

- Print materials, such as informational pamphlets and menu cards, to educate shoppers about healthy eating strategies
- Connect with community organizations, state SNAP-Ed contractors, schools and other institutions to organize nutrition education seminars and store tours.
- Hire on-site dietitians and nutritionists
- Host on-site events centered around health and nutrition
- Host cooking demos (if your local government allows such practices)
- Offer recipe cards (visit healthyfoodmarketing.org to download free healthy recipe cards)

These strategies also go a long way toward building a loyal customer base of shoppers who feel connected to your store. Lessons should include take-home materials such as recipe cards and children's activity sheets, like MyPlate Bingo and Word Search.

Supermarkets are also perfect locations to teach consumers about the SNAP and WIC programs and how their benefits can be a resource for many shoppers. (Contact your local WIC office to learn more about how you can promote WIC in store.)

One potential resource is the SNAP-Ed program, the nutrition education arm of the U.S. Department of Agriculture's Supplemental Nutrition Assistance Program (SNAP). SNAP-Ed teaches people eligible for SNAP about good nutrition and how to make their food dollars stretch further. For more information on these partnerships, email at contact@thefoodtrust.org.



STRATEGY #6: Call Attention to Local Foods

The local food movement presents a promising opportunity for both regional farmers and retailers. Stores can tap into America's growing appetite for locally sourced food by directly labeling and marketing these items, particularly local produce. Grocers can take steps to:

- **Promote Freshness:** Local food is more likely to be fresh, which can impact taste and nutritional value, as fruits and vegetables lose their nutrients quickly.
- **Market Seasonal Items:** Grocers can tap into the demand for seasonal produce. For charts that highlight

when certain fruits and vegetables are ripe in your region of the country, visit healthyfoodmarketing.org.

- **Highlight local partnerships:**

Grocers can work with regional farmers in their communities to sell locally grown produce. In addition to pleasing the demand for locally grown food, these partnerships can improve local economies and create new jobs in small communities.

Learn about Associated Food Stores' Local Proud Campaign on p. 8.

STRATEGY #7: Know Your Customers and Their Specific Needs

While it's true that no two shoppers are the same, grocery operators can implement marketing practices that cater to specific types of shoppers:

- **Kids:** Stores can appeal to children by offering stickers, games, kid-friendly signage, colorful storage baskets, or products featuring characters placed at eye level. Another great strategy is offering free fruit to children, such as an apple, banana or clementine.

- **Parents and Caregivers:** These shoppers may respond to strategies like family-size packaging of healthier items, family-family meal kits and kid-friendly checkout aisles.

- **Young Adults:** Grocers can appeal to a growing interest in cooking and healthy food among young adults by promoting local farmers, meal kits, and apps that provide coupons and/or healthy eating resources.

- **Shoppers on a Budget:** Grocery stores can use the circular and other key locations in the store to feature discounts and coupons on healthy items. It's important to remember that shoppers with limited resources may be less likely to purchase new items that they haven't tried before or know how to prepare, so taste tests or recipes can be particularly helpful. Visit healthyfoodmarketing.org to find tipsheets on Eating Better on a Budget and Smart Shopping.

- **Seniors:** Seniors can take advantage of nutrition education, pharmacies and other resources housed at supermarkets, thereby doubling the purpose of grocery stores as hubs for consumers and community members. By remaining aware of the needs of local seniors in a given area, grocers can work with different groups to develop partnerships that help sustain a loyal customer base.



Culturally Appropriate Food: Grocery store operators should be aware of the different ethnicities represented among their customer base and the ways in which cultural identities are inequitably represented in the food system. Centuries of colonization have disrupted many communities' ability to control their own food systems. In many communities today, the food options that are available to residents are not representative of their cultural preferences or traditional foodways. By providing a large variety of healthy, culturally appropriate food options, grocery stores have a unique opportunity to help diversify the food system and provide customers with access to traditional foods not commonly available at all grocery stores. Progressive Grocer provides additional resources on how business owners can support diverse cuisines in their stores.

Medically Tailored Diets: Many consumers have specific dietary restrictions or follow a nutrition plan that is supervised by a medical professional. In both cases, grocery stores can provide consumers with relevant information to ensure their particular needs are being matched by the food offerings marketed in a given supermarket.



STORIES

from the field

Grocery stores across the country are marketing healthy foods and changing customers' behaviors.



Innovative practices being implemented across the country are allowing grocers to reach more customers, sell more nutritious foods, and encourage more healthy behaviors. Read more about how businesses across the country are making small changes that have a big impact.

FOOD BUCKS AT THE FRESH GROCER

Location: Philadelphia, Pennsylvania

Innovation: Incentives for Fresh Produce

In Philadelphia, The Fresh Grocer offers coupons to incentivize shoppers to purchase fruits and vegetables through the Food Bucks program. To earn Food Bucks, shoppers using an EBT card and loyalty card receive a \$2 coupon for every \$5 they spend on fresh fruits and vegetables. Support and funding for the program is provided by United States Department of Agriculture (USDA) through its Gus Schumacher Nutrition Incentive Program (GusNIP).



Shoppers can earn up to \$10 in Food Bucks per transaction and redeem them at any participating Fresh Grocer location. In addition to the incentive program, shoppers have the opportunity to take part in in-store nutrition lessons and produce-centered taste tests to instill a new approach to healthy food purchasing. Initial results of the program are promising: The store documented a 48% increase in produce sales among SNAP shoppers taking part in the program.

ASSOCIATED FOOD STORES' LOCAL PROUD CAMPAIGN

Location: Numerous locations

Innovation: Promoting Locally Grown Produce

Grocery industry research indicates that the market demand for locally grown food is increasing across the nation. As a wholesaler in the western United States, Associated Food Stores sustains a network of stores dedicated to providing their customers with locally sourced produce. AFS' Local Proud Campaign identifies local growers and producers of healthy food at the state level and

markets their items to shoppers with an emphasis on improving local economies. The program began in Utah and has extended its reach to Idaho, Colorado, Montana, Wyoming, Nevada, Arizona and Oregon.

The campaign is able to flourish due to AFS' commitment to state-based vendors, including grocers, producers and artisans. Local Proud helps growers and farmers develop the capacity to market their products: Once vendors are accepted into the program, their products receive additional Local Proud



branding and signage to promote their affiliation with the campaign. In supermarkets, the campaign markets items in designated sections and has developed a rotating endcap program, with the branding “From Our State, To Your Plate,” to highlight Local Proud items at the end of select aisles. The campaign also shares video content via social media and on local TV in order to raise awareness about the benefits of buying local.

Local Proud has become a core part of AFS’ overall business strategy and has increased exposure for dozens of producers. In total, the campaign sells more than 2,000 products that are branded Local Proud and continues to work with new growers and producers.



SNAP2SAVE AT LEEVER’S SUPERMARKETS

Location: Colorado
Innovation: Incentive Programs that Incorporate Technology

The Leever’s Save-a-Lot supermarkets in Colorado have partnered with Snap2Save to implement cutting-edge incentive programs using technology to promote healthy eating.



Snap2Save has deployed multiple models for the delivery of healthy food purchase incentivizes such as GusNIP SNAP produce purchase match programs as well as produce prescriptions (FoodRx). Snap2Save and Leever’s have partnered with a number of Colorado-based healthcare organizations to issue produce vouchers in support of their chronic care and food insecurity programs.

In-store promotions and contesting have been successful strategies to drive engagements and redemption, increasing produce as a share-of-basket by over 30%.

Snap2Save is now issuing a FoodRx card that expands both the number of participating retailers as well as the ability to deliver additional value to the shopper through promotional and educational content. The card program also allows Snap2Save to expand existing partnerships with leading health and wellness content providers to deliver healthy recipes and health tips.

NORTHGATE GONZALEZ MARKETS’ VIVA LA SALUD PROGRAM

Location: California
Innovation: Marketing for Nutrition Education

In Southern California, Northgate González Market is working to improve the diets of its shoppers, especially from the Latino community, with its Viva La Salud health and wellness program. Viva La Salud strives to ensure that consumers are aware of nutritious offerings at Northgate Market locations, and that individual grocery stores become beacons of health in the communities they serve.

Viva La Salud relies on traditional marketing strategies, such as in-store signage, to entice consumers to purchase healthy food while shopping at Northgate Market. At 42 grocery store locations, nutritious items are identified with Viva La Salud stickers and stocked separately from other goods to increase their visibility and make it easier for customers to make healthier choices.

Viva La Salud also holds cooking classes and food tastings led by nutritionists to educate their shoppers about good



nutrition. Many of the classes are designed for children and educate kids about the basics of sustaining a healthy diet and shopping for nutritious foods.

The store also offers free health screenings like mammograms, chronic illness detection, nutrition and cooking classes. Each year, the Viva La Salud program offers:

- Nearly 1,000 Nutrition/Health Events
- 90 healthy cooking demos by Chef Pablo
- 200 community organization partnerships
- Over \$400,000 in grant funds to community partners
- \$600,000 in free health screenings at local stores
- 2,735 English nutritional tags
- Over 3,000 bilingual nutritional tags

DOUBLE UP FOOD BUCKS AT BALLS FOOD STORES

Location: Kansas, Missouri

Innovation: Incentive Program to Support Local Food

Balls Food Stores, a supermarket chain in the Kansas City region, was an early supermarket adopter of the Double Up Food Bucks program, which launched in 2015 to increase the sale of produce. SNAP recipients are given an extra \$1 for every \$1 they spend on healthy produce using their benefits card. Balls Food Stores complemented their implementation of the program with an emphasis on stocking locally grown produce at their stores.

To help advertise the program, Balls Food Stores operators worked with cashiers at numerous locations to make sure employees were educating SNAP recipients about the Double Up Food Bucks program. Communication between cashiers and shoppers

enhanced consumer loyalty. The chain has also utilized in-store marketing materials to advertise the program at their stores.

The program falls in line with Ball Food Stores' greater commitment to working with lower-income families and local farmers, thereby improving local economies.

RALEY'S SUPERMARKETS BETTER FOR YOU STANDS

Location: California, Nevada

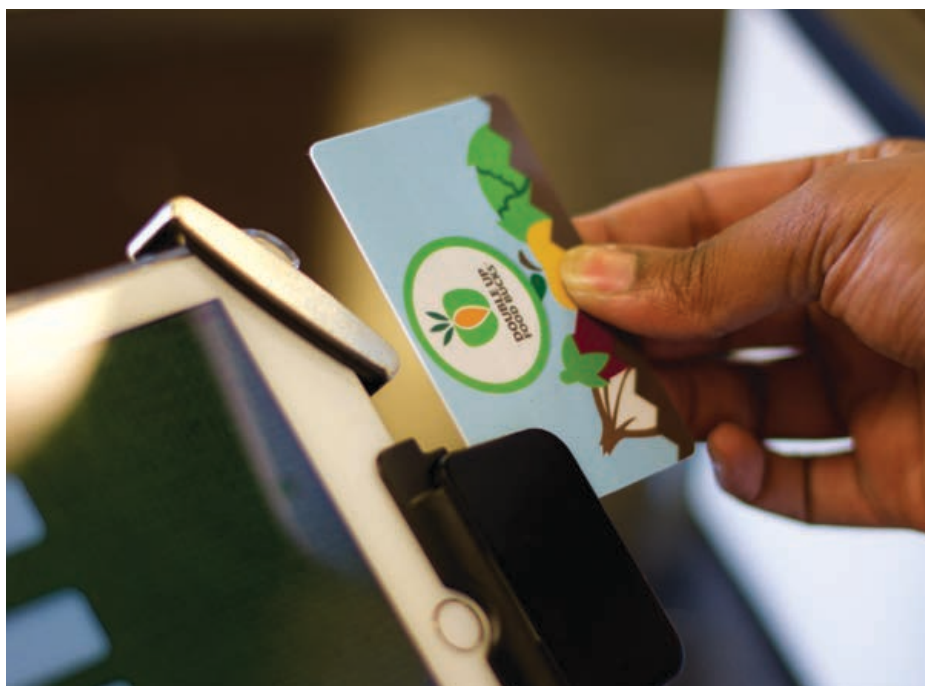
Innovation: Healthy Checkout Aisles

Raley's Supermarkets has committed to offering more nutritious offerings in their stores with healthy checkout aisles, known as Better For You Stands. At stores throughout their chain, these stands market healthy items, such as fruit and granola bars, to reach consumers at the point of purchase. In addition to implementing Better For You Stands, artificially sweetened sodas were removed from checkout aisles to make the healthy choice the easy choice for consumers. Better For You Stands were created with a particular emphasis on attracting kids shopping with their parents. Raley's worked with Center for Science in the Public Interest, a public health nonprofit, to assist in the implementation of their marketing

practices. The stands complement Raley's greater emphasis on improving children's health. Notably, the chain also offers free fruits for kids while they shop the store, and made the decision to remove all tobacco-related products from their locations in 2015.

Raley's is committed to promoting transparency to help customers make better decisions for their personal wellness journey. Today's consumer is taking a hands-on approach to their health. Americans are reading labels and following nutrition guidelines and are conscious of their sugar intake. According to Nielsen, 22% of households are restricting sugar intake, while 52% are actively trying to avoid artificial sweeteners.

In partnership with Label Insight, Raley's developed a sugar filter equation to guide the product placement on shelf. Using the Nutrition Facts Label and a standardized one-cup serving size, Raley's considered the total calories and total added sugars. This equation identified which cold cereals are "Higher in Added Sugar," labeled with blue shelf tags, and which ones are "Lower in Added Sugar," labeled with gold shelf tags. Read more about Raley's sugar awareness campaign at www.raleys.com/news/raleys-reimagines-the-cereal-aisle-with-a-focus-on-added-sugar.





BROWN'S CHEF'S MARKETS READY MADE MEALS

Location: Pennsylvania, New Jersey
Innovation: Ready-to-Go Meals

In the Philadelphia region, Brown's ShopRites, a network of 11 supermarkets, are working to provide consumers with healthy food at affordable prices by housing Brown's Chef Markets. These markets provide shoppers with restaurant-quality, ready-made meals to complement traditional offerings in grocery stores. Brown's Chef's Markets works with professional chefs and dieticians to ensure the meals utilize healthy ingredients, including the fresh meats, bakery items and produce that are sold in the supermarkets. Select items on the menu include fire-grilled chicken and sushi. To increase customer loyalty and boost sales, Brown's Chef's Markets decided to customize their menus for each location, to factor in the dietary habits and tastes of consumers in different neighborhoods.



COBORN'S READY CHEF GO! PROGRAM

Location: Minnesota, South Dakota
Innovation: Pre-made meals

Coborn's, a supermarket chain with locations across Minnesota and South Dakota, is working to make healthy meals more accessible to their consumers. Their Ready Chef Go! Program packages pre-made meals and displays them in the meat and seafood department. The meals require limited prep at home and always include healthy ingredients. Coborn's Ready Chef Go! is part of the supermarket's multifaceted approach to ensuring that consumers are aware of healthy offerings in their stores. Their supermarkets also house on-site dietitians, who educate consumers about proper nutrition with recipes, food facts, and health and wellness events.



ROBERT FRESH MARKET'S PARTNERSHIP WITH HEALTHIER AMERICA

Location: New Orleans, Louisiana
Innovation: Partnerships with External Marketing Campaigns

In New Orleans, the small family-owned chain Robert Fresh Market has made integral steps to advertise healthy produce in their stores. The Robert family teamed up with the Partnership for a Healthier America's FNV marketing campaign to upgrade their in-store signage. The FNV campaign uses celebrities to market fruits and vegetables with printed materials as well as an emphasis on using social media strategies and branding to attract consumers.

ASSOCIATED WHOLESALE GROCERS' KID-CENTERED MARKETING

Location: Midwest Region
Innovation: Healthy Food Marketing to Kids

In February of 2018, the Associated Wholesale Grocers (AWG) Springfield Division launched its Produce for Kids Campaign to market healthy food to children in select grocery stores. The campaign works to improve the consumer experience for young customers by highlighting the importance of nutritious food. Supermarkets that adopted the campaign took steps to increase signage that advertises produce to kids in their stores and created spaces for kid-friendly photo opportunities to entertain young shoppers. The Produce for Kids Campaign was part of a social media strategy that entices kids to get excited about nutritious food. AWG worked with individual grocery stores to ensure that they had had the resources and materials to implement the program.

VOWELL'S CASHSAVER INCENTIVES PROGRAM

Location: Mississippi
Innovation: Nutrition Education mixed with Incentives Programs

In Mississippi, Vowell's CashSaver Supermarkets are incentivizing shoppers to purchase healthy food with a mixture of pricing strategies and nutrition education programming. In 2018, select Cash Saver locations, which primarily serve shoppers with limited resources, circulated "\$2 off any produce" coupons to increase the sale of nutritious foods. Coupons were placed in the produce section, included in store circulars, and available to customers who participated in nutrition classes held at the supermarket by a local registered dietician. Store management worked with the dietician to highlight fruits and vegetable offerings, with an emphasis on advertising sale items as well as locally grown produce. More recently, with support from the USDA GusNIP program, Vowell's has become part of the Double Up Food Bucks Mississippi network, with all stores distributing produce incentives during SNAP transactions.



RESOURCES

and Marketing Materials

Your one-stop shop for handouts, free printable templates and more



The following resources can help you ensure that consumers are aware of healthy offerings in your store.

- ▶ You can download all of these resources for free at healthyfoodmarketing.org.

FREE TEMPLATES AND MARKETING MATERIALS

Special and Locally Grown display sheets: The 8.5" x 11" sheets at right can be customized in Microsoft Word. You can add information about weekly specials, locally grown foods and other featured products. You can also include your store's logo. Print them in-house or at your local printer (FedEx, Staples, etc.), and display them around your store.

Available in
English and
Spanish!

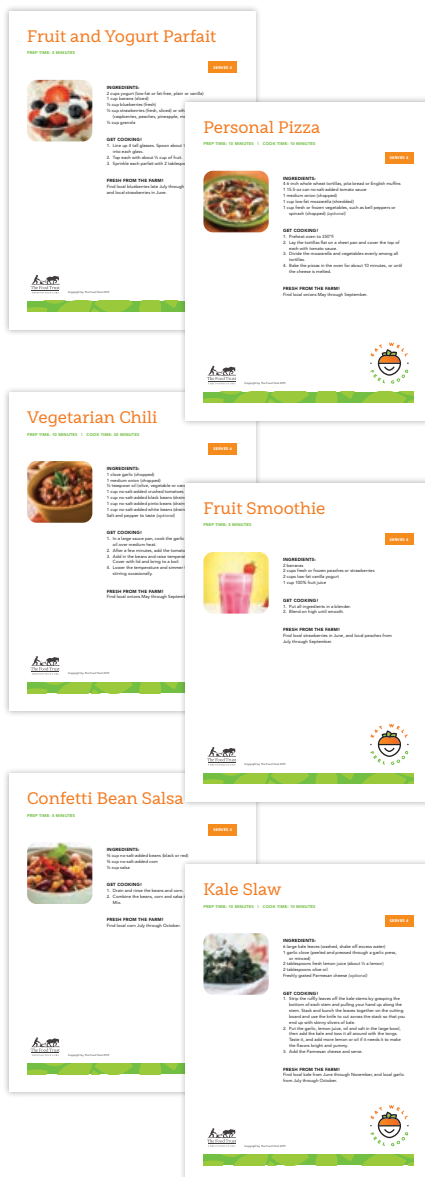


Recipe Cards: The following healthy recipe card PDFs—available in English and Spanish—can be printed out and displayed in your store near healthy ingredients, or distributed during taste test events.

- Fruit & Yogurt Parfait
- Personal Pizza
- Vegetarian Chili
- Fruit Smoothie
- Confetti Bean Salsa
- Kale Slaw

► You can download all the recipes for free at healthyfoodmarketing.org.

Available in
English and
Spanish!



PRINTABLE HANDOUTS AND RESOURCES

These printable handouts from sources around the web can help you market healthy food to your customers:

- Seasonal Fruit and Vegetable Chart
- Smart Shopping Tip Sheet
- Eating Better on a Budget Tip Sheet
- Easy Ways to Choose Colors of Good Health Tip Sheet
- Using MyPlate Tip Sheet
- MyPlate Mini-Poster

► You can download all of these handouts for free at healthyfoodmarketing.org.

MARKETING MATERIALS FOR PURCHASE

Grocers may choose to purchase a variety of readymade marketing materials, including pre-cut price tags, refrigerator clings, ceiling signs and recipe sets. Developed to educate consumers about healthy changes taking place in their grocery store, these materials can be ordered by emailing contact@thefoodtrust.org; you will be connected to a professional printing company that will coordinate billing and shipping directly.



ABOUT Us

Learn more about The Food Trust and the National Grocers Association.



Grocery stores can play a key role in helping shoppers make healthy choices for their families. Research shows that better marketing practices at food retail outlets can encourage consumers to make healthier purchases for their families.⁴ Retailers across the country are adopting a multitude of new strategies, including everything from signage and product placement to produce coupon programs. Grocers and supermarket operators are uniquely positioned to help shoppers eat a more balanced diet by incorporating these best practices into their business plans.

The National Grocers Association (NGA) and The Food Trust have partnered to provide grocery store operators with information and resources to promote nutritious food at retail outlets, with the shared goals of improving the profitability of grocery stores and the health of consumers. This toolkit is designed to provide grocers with healthy food marketing strategies to boost overall sales with nutritious food. It also features case studies that profile how American grocers are successfully adopting healthy food marketing strategies in their stores. In many cases, grocers and supermarkets are working with a variety of partners, including academic institutions, marketing firms, nonprofit organizations and public health departments to increase the visibility of nutritious options and encourage healthy choices. By adopting the strategies in this toolkit, grocers and supermarket operators and managers can help their customers lead healthier lives.

In addition, the National Grocers Association Foundation and The Food Trust provide stores and partners with technical assistance on the Gus Schumacher Nutrition Incentive Program (GusNIP) via the Nutrition Incentive Hub (nutritionincentivehub.org). The Hub's goal is strengthening access to fruits and vegetables and was created by the GusNIP Training, Technical Assistance, Evaluation, and Information Center (NTAE) to provide training, technical assistance, reporting, and evaluation support to GusNIP grantees.

Though many of these strategies can be utilized in both small and large grocery settings, more information specifically about corner and convenience stores can be found at: http://thefoodtrust.org/uploads/media_items/sell-healthy-guide-2016.original.pdf

A growing body of research has evaluated retail strategies that aim to support healthy eating.⁵

About The Food Trust

The Food Trust is a nationally recognized nonprofit organization that works with supermarkets, policymakers and other stakeholders on a comprehensive approach that increases the availability and affordability of healthy food. To learn more, visit thefoodtrust.org.

The National Grocers Association

For nearly 40 years, the National Grocers Association (NGA) has represented independent community grocers located in every congressional district across the country, and the wholesalers that service them. Also represented are affiliated associations, manufacturers, and service suppliers as well as other entrepreneurial companies that support NGA's Mission and Philosophy. NGA works to ensure ongoing economic advancement and prosperity for America's independent community and remains the only trade association exclusively focused on representing the independent sector of the food industry. To learn more, visit nationalgrocers.org.

**For questions about this guide
or to learn more, please email:
contact@thefoodtrust.org**

⁴ <https://healthyeatingresearch.org/research/retail-strategies-to-support-healthy-eating/>

⁵ https://www.mdpi.com/journal/ijerph/special_issues/Retail_Strateg_Support_Health_Eat

