Memorandum of understanding

(The following is an example of what your MOU might say. Adapt the content as needed to fit your situation.)

This memorandum of understanding outlines the activities that will be performed by the [Network Name] and [Store Name]. Through these activities, a strong partnership will be formed between the [Network Name] and [Store Name]. This MOU will be effective from [Start Date] to [End Date].

The [Network Name] will work with [Store Name] to increase access to nutritious foods by offering more healthful options to consumers. This project will also engage [Store Name] customers, community residents, community-based organizations and local businesses in a set of strategies to increase healthy, affordable foods in [Neighborhood, City or County Name].

[Store Name] is committed to the well-being of [Neighborhood, City or County Name], in which the store is located, and pledges to do the following with support from the [Network Name].

- **Stock produce and healthier options**
  For example, fresh, canned and frozen fruits and vegetables; whole grains; and low-fat dairy options

- **Display Stock Healthy, Shop Healthy marketing materials and other materials provided by the [Network Name]**
  For example, create a shelf space for healthy options near the front of the store and hang posters and other materials promoting healthy eating

- **Label and promote healthy items**
  For example, clearly display prices on products and use Stock Healthy, Shop Healthy posters, signs and shelf talkers to encourage healthier eating

- **Maintain cleanliness of store**
  For example, pick up litter, provide proper lighting, limit the use of boxes to display produce, and maintain clean floors and shelves

The [Network Name] will support [Store Name] and communitywide efforts to increase access to healthy foods by:

- **Providing resources such as the Stock Healthy, Shop Healthy: Retailer Toolkit, posters, signs and shelf talkers to help the store owner make improvements to inventory, merchandising and layout**

- **Helping the store owner build stronger relationships with current and new customers**

- **Helping the store meet the project goals**

- **Promoting nutrition education classes**

[Store Owner’s Name] [Network Member’s Name]
[Store Name] [Network Name]

This sample MOU was adapted from the Boston Alliance for Health’s Healthy on the Block initiative and the St. Louis Healthy Corner Store Project.