## Stock Healthy Shop Healthy

### Store assessment form

With another network member, use this form to assess the store from the customer’s perspective: what’s healthy, what’s not, how the store looks, and where there is room for improvement.

Today’s date _______________ Your names ____________________________________________________________

Store name ____________________________________________________________________________________

Store owner’s name ______________________________________________________________________________

### Store environment

How does the store look from the outside? Take note of signage, lighting, litter, etc. 

What is the first thing you notice when you walk into the store?

What ideas do you have to improve the store’s appearance?

What ideas do you have to improve the store entrance?

What ads are on the outside of the store? 
Mark all that apply:
- [ ] Tobacco
- [ ] Alcohol
- [ ] Other beverages
- [ ] Other ________________________________

What ads are posted inside the store? 
(Check all that apply.) 
- [ ] Tobacco
- [ ] Alcohol
- [ ] Other beverages
- [ ] Other ________________________________

Is the store free of clutter? Are the aisles clear so customers can move around?

Is the store clean? Are the shelves, floors and refrigerators clean? Are the shelves and the products on them dust-free?

If not, write down what you think makes the store feel crowded.

Is there any out-of-date product? If so, list those products.

### Fresh produce

How many kinds of fresh vegetables are for sale? List them here.

How many kinds of fresh fruits are for sale? List them here.
Fresh produce quality ratings

1 Poor quality: brown spots, bruised, overripe, wilted

2 Low mixed quality: more poor than good

3 High mixed quality: more good than poor

4 Good quality: absolutely no rotting or moldy items, all very fresh, no soft spots, excellent color

From 1 to 4, what is the overall quality of the fresh vegetables?

1  2  3  4

From 1 to 4, what is the overall quality of the fresh fruits?

1  2  3  4

If the store has fresh fruits or vegetables, how are they displayed? Are they up off the floor? Are they in broken or torn boxes? Are they in baskets?

Does the store display produce in these areas?

- Near the checkout? Yes / No
- Near the store entrance? Yes / No

General healthy grocery items

Does the store stock these items?

- Low-fat milk (1% or skim) Yes / No
- Low-fat cheese or yogurt Yes / No
- Bottled water Yes / No
- Fresh fruit cups Yes / No
- Frozen fruits or vegetables Yes / No
- Canned fruit in 100% juice Yes / No
- Canned vegetables, beans or soup with a label that says “low sodium,” “low salt” or “no added salt” Yes / No
- Dried fruit, such as raisins Yes / No
- or dried cranberries Yes / No
- 100% whole-wheat bread Yes / No
- (whole grain or whole wheat is the first ingredient listed on the package) Yes / No
- Baked potato chips Yes / No
- Low- or no-salt nuts Yes / No

If the store has a deli, does it offer the following options?

- Sandwiches on 100% whole-wheat bread? Yes / No / N/A
- Meal combo with fruit and/or water? Yes / No / N/A

Other

Providing nutrition education to customers is an important part of this project. Offering taste tests or samples of healthy recipes is a great way for customers to try something new and receive a healthy recipe. Can you identify a place to hold taste tests? If yes, please describe.

Posters, signs and shelf talkers are a great way to point customers toward the healthy choices in the store. Can you identify potential places to hang them?

What makes this store a great asset to your community (examples: location, supports community events)?

Other observations of note: