Stock Healthy Shop Healthy

Taking stock

Providing more healthy options can be a business opportunity and a way to increase revenue. Before making any big change to your inventory, take stock of your current situation.

Consider these questions:

- What are your top-selling food items?
- What are your top-selling nonfood items?
- Have your customers requested healthy foods? If so, what?

Look at your store’s current food offerings:

- Does the store carry the following items?
  - Bottled water
  - Low-fat milk (1% or nonfat)
  - Low-fat cheese or yogurt
  - 100% whole-wheat bread
  - Baked potato chips
  - Low- or no-salt nuts
  - Canned fruit in 100% juice
  - Canned vegetables, beans or soup with a label that says “low sodium,” “low salt” or “no added salt”
  - Frozen fruit or vegetables
  - Dried fruit, such as raisins or dried cranberries
- How many types of fresh vegetables are for sale?
  - What is their overall quality (from 1 to 4)?

1 2 3 4

- How many types of fresh fruits are for sale?
  - What is their overall quality (from 1 to 4)?

1 2 3 4

- Does the store display produce in these areas?
  - Near the checkout
  - Near the store entrance

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

Bananas are the biggest impulse-buy at supermarkets when located at the front of the store or next to the checkout.