



Employee Guide to Stock Healthy, Shop Healthy

Your store is participating in a program called **Stock Healthy, Shop Healthy**. Developed by University of Missouri Extension, this program aims to create healthier communities by encouraging local stores to offer more healthy food items, working with the community to build demand for those healthy foods, and providing local residents with nutrition education opportunities.

As an employee, you may receive questions about Stock Healthy, Shop Healthy (SHSH) from customers. This guide will help you be more familiar with how SHSH will work in your store. If you have any questions, please discuss them with your store manager or owner.

SIGNS AND SHELF TALKERS

Throughout the store, you will see signs and posters promoting SHSH. These signs let customers know that your store is participating in this unique program.



You'll also notice shelf talkers placed on the shelves below products. Shelf talkers highlight healthy options and provide nutrition tips to customers. You can help by making sure the shelf talkers are in the right places by reading the location tips located on the top of the card. Simply move the shelf talker under the right item if inventory changes.

COLLECTING CUSTOMER FEEDBACK

Offering the foods your customers need can help your store grow. One way to discover your customers' needs is with a poster board survey that asks them what they would like to be able to buy at your



store. Simply hang the poster board on the wall in a location where customers can easily reach it. You can help by encouraging customers to write in their suggestions.



IN-STORE PROMOTIONS

In-store taste tests are a great way to let customers try the healthy items your store is carrying. Your store may decide to host

a taste test with help from partners such as the health department or MU Extension. Recipe cards will be available to place near taste test ingredients for customers to take home. Encourage customers to participate and help them find the ingredients so they can make the recipe at home.



NUTRITION EDUCATION

Nutrition education is a large part of the SHSH program. MU Extension and the local health department will often partner to hold classes in a community. Flyers are a great way to promote these classes,

and you can help by giving customers the flyers and encouraging them to attend the classes. You are also welcome to attend these classes for more nutrition and health information. Store tours led by an MU Extension specialist may also occur in your store. The tours teach customers how to identify healthy foods and read nutrition labels.

COUNTRY MART* EMPLOYEES SAY...

"The health department, MU Extension and Stock Healthy, Shop Healthy are welcome in my store any time." — Store director

"I started making to-go salads in the deli because of SHSH." — Deli manager

"I tried new fruits because of the taste tests in the store, started eating healthier and lost weight." — Cashier

* Country Mart in Branson West, Mo.

PRODUCT DISPLAY

Highlighting the healthy products in your store with eye-catching displays and signage will attract customers' attention and help boost sales. Popular display methods include placing products such as bananas by the cash register and using baskets and shelving units to help products stand out.



CUSTOMER LOYALTY PROGRAM

Your store manager may decide to offer an SHSH milk or fresh produce loyalty card program. If so, each time a customer buys produce or milk, you will mark the purchase on the appropriate card. Check with your manager for further instructions on how to mark each purchase. Once a customer makes 10 purchases, the 11th item will be free. To help track how many customers are using the loyalty cards, be sure to save the cards when customers redeem them for a free item.



WELCOME TO THE TEAM

As an employee of a participating store, you are an important member of the SHSH team. With your help, Stock Healthy, Shop Healthy will surely be successful in your store and lead to new customers, higher profits, and increased demand for healthy foods in your community.