



Grocery Store/Retailer Self-Assessment Scorecard

Entrance

DOES THE STORE?

- Make sure that the first area of the store entered by most shoppers (where carts or baskets are picked up) is free of displays comprised of high calorie, low-nutrient foods
- Directs traffic entering the store such that most shoppers begin in the produce section
- Offer divided shopping carts with a “**place fruits and vegetables here**” section
- Offer at least 3 **healthier foods** for sale at all entrances to prime healthier shopping
- Offer pre-printed shopping lists of **basic staples near** all entrances
- Provide **information sheets** on healthier ways to shop near all entrances
- Provide a circular/ad publication featuring and promoting healthier value options at least once per week
- Offer **healthier food samples or demonstrations** near at least one entrance and at least once per week
- Offer a “**grab and go**” area in the **front of the store** with a small selection of low fat milk, eggs, 100% juice, low-fat yogurt, and whole grain bread for the in-and-out shopper
- Assign designated parking spots near at least one entrance for pregnant women and mothers with infants (similar to handicapped spots)*

Services and Signage

DOES THE STORE?

Use display signs to **draw attention to** and promote the store’s selection of:

- **seasonal fruits and vegetables** with display signs

- **local** foods/section
- Organic foods/section
- **lean meat**
- **lean/low-fat dairy**
- **whole grain products**
- Use signs which provide “Did You Know?” **health benefit facts** and/or positive messages about specific healthful foods throughout the store
- Display educational posters around the store that encourage healthy eating, such as the **Half-Plate Rule**

Make available at least 3 varieties of **pre-cut** packaged:

- fruits for sale in the produce area
- vegetables for sale in the produce area

Provide separate in-aisle or end cap displays promoting

- low-sodium canned vegetables
- frozen vegetables (no sodium or sauce added)
- frozen fruits (no sugar added)

- Provide calorie information on different types and cuts of meat in the form of posters, brochures, or labels
- Supply simple 5-ingredient recipes as tear-off cards next to specific produce in-store, on the store’s website, and/or mobile phone app
- Supply useful tips related to preparation, storage, and food safety in produce section and/or via mobile phone app
- **Co-promote** healthier options together in snack aisles

Bundle at least 2 varieties into **family-size packs**

- Fruit (i.e. one of apples & oranges)
- Vegetables (, i.e. peppers & carrots)
- Make pre-cut vegetables available in the meat section
- Create a fresh produce display in the seafood section including items such as lemons, tomatoes, beans, and asparagus

* “Comfort Measures” reduce stress. People make better food decisions when they are under lower stress conditions.

- Display whole fruits such as oranges, apples, pears, nectarines, and apricots next to prepared desserts
- Organize ingredients for a healthy meal by preparation method, such as a stir-fry section that includes mushrooms, eggplants, and peppers, etc
- Use a guidance system, such as **Guiding Stars** or a **stoplight approach**, at the shelf edge
- Have a **Registered Dietitian** available and visible to provide nutrition guidance at least 2 days each week (or available online)
- Offer children a free small piece of fruit such as a clementine during shopping trips*

Aisles and Shelves

DOES THE STORE?

- Use floor decals to aid in locating healthier foods within each section of the store
- Bundle recipe ingredients for family meals next to recipe cards for a healthy meal
- **Encourage traffic flow** throughout the store to promote easy access to fresh fruit and vegetables
- Place healthier foods conveniently at eye level
- Make sure that soda and low-nutrient snacks (i.e. chips) are not displayed or merchandised in the produce section

Prepared Food Area

DOES THE STORE?

- Make sure that fruit and vegetables is available in all prepared food service areas
- Display a mix of whole fruit options in attractive bowls or baskets
- Provide a “pick up” dinner section with healthier default foods (e.g. baked chicken with broccoli)

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- Offer a salad bar that includes lower calorie dressings options such as oil and vinegar
- Make sure that all beverage coolers have both water and **low-fat non-flavored milk** stocked and available
- Highlight healthy alternative entrée options such as the salad bar on posters or signs within all dining areas
- Locate a healthier (i.e. lower calorie sandwich, baked skinless chicken) daily entrée so that it is the first item seen by the majority of shoppers entering the dining area
- Describe healthier daily targeted entrées with creative or descriptive names
- Place posters displaying healthier foods or a guidance system such as the Half-Plate Rule in visible areas in the dining area
- Rotate, update or change all promotional signs and posters at least seasonally
- Offer half portions for all entrées and desserts that are served or pre-packaged, and/or smaller containers for self-service entrees and desserts
- Make sure that takeout boxes are available for leftovers not eaten in the dining area
- Offer at least 3 **healthier deli salad** options
- Offer at least 2 daily **healthier grab & go** breakfast, lunch, and dinner options
- Label calorie content of prepared foods on menu boards or at the **Point-of-Sale**

Shopper Comfort and Service

DOES THE STORE?

- Provide an area in the store for shoppers to sit and relax*
- Provide an area in the store for shoppers to eat*
- Offer a drive-up area for grocery pick-up and loading (for example, can a car be pulled up in front of the store and parked to aid with loading of groceries)*

Engagement: Employees and Social Media

(Some can be determined by visiting the store website, if they have one)

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Provide training (at least annually and for new employees) for staff to be able to suggest healthier food purchase options.

- Produce Department
- Meat Department
- Bakery Department
- Dairy Department
- Make sure that the store's website and/or mobile app (if they have one) has Shopper Loyalty specials that include deals on healthier items
- Promote mobile phone apps that encourage healthful eating such as **Fooducate**, **MyFitnessPal** or other **Barcode/QR code scanners**
- Use the store's website and/or social media outlets (i.e. Facebook, twitter, Instagram, etc.) and/or mobile communications (in store texting, email) and/or mobile phone app as a resource to promote exploring healthier meal ideas and recipes
- **Tips, features, or videos involving better shopping** and better living are available on the store's website and/or social media outlets (i.e. Facebook, twitter, Instagram, etc.) and/or mobile communications (in store texting, email) and/or mobile phone app and/or playing in-store
- Provide a **loyalty card program** which rewards customers with incentives such as bonus points or coupons for purchasing fruits and vegetables, and/or making healthier choices

Checkout

DOES THE STORE?

- Provide receipts which feature coupons for healthier foods on the back
- Use a receipt program which can create an **itemized list** indicating what percentage of purchases were fruits and vegetables, low-fat meat, and low-fat dairy
- Offer a discount for customers if a certain percentage of purchases are fruits and vegetables

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- Use a receipt program that uses loyalty card information to show how much was spent on fruits and vegetables, and compares this amount to past trips
- Make sure that there is at least one checkout aisle in which the only food for sale qualifies as healthier (no candy aisle)*
- Offer individual containers of pre-cut fresh fruit or vegetables next to at least one checkout aisle
- Offer **healthy snack options** in all checkout aisles
- Make available 1% or fat free milk, 100% juice, and water in all mini fridges in checkout aisles

Scoring Bracket (Total number of items checked or circled)

55 and Over - - - - - Gold
40-54 - - - - - Silver
24-39 - - - - - Bronze

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