



HEALTHY FOOD RETAIL SUCCESS STORIES



Signage (Shelf Talkers)

Lee's Marketplace collaborated with Weber/Morgan and Bear River Health Departments to implement USU's Extension, Food \$ense Thumbs Up retail program for items with a Thumbs Up label. Thumbs Up shelf talkers identify healthy foods meeting specific nutrition criteria. From January 1, 2018 through March 30th, 2018, Lee's Marketplace in Ogden had a 55% increase in sales for items with a thumbs up.

The store manager Alexis Shrock, of Lee's North Ogden said, "The local health depart. was great to work with. I always get support if I ever need anything."

Sunny Hayes with the Weber Health Department, said "It often starts with a store champion that is passionate about it. Then it grows. They have been a great partner to work with."

This initiative was also embraced by Ayana's Convenience Markets and is currently featured in two store locations in Ogden and Logan. Ayana's Thumbs Up signs are in Spanish to meet patron needs. The store owner states, "Customers are noticing and commenting on a system wide signage and are asking about it. We tell them it's good for their health. People are now picking up items and looking at the information."



Product Placement

Associated Foods, in partnership with the Utah Department of Health, local health departments, and Intermountain Healthcare, has implemented a LiVe Well healthy check-out lane in all 43 Utah stores. Each LiVe Well lane has replaced Coke/Pepsi brand refrigerators with LiVe Well branded refrigerators that are stocked with healthy items like local fresh fruit, low sugar yogurt, cheese and non-food items. Candy bars and other items high in sugar, fat and calories have been replaced with better-for-you snacks.

Healthy food options are good for your customers and for your business. Fresh foods have higher profit margins than typical convenience foods. Compared to profit margins of 15-30% for convenience foods, fresh produce and other perishable goods normally have profit margins of 25-50%

Customers surveyed report improved health image and improved customer satisfaction after using the LiVe Well lanes.

As part of the one year Healthy Retail Project, La Ranchera and La Rancherita used food baskets and displays at the point-of-sale to increase the marketing appeal and selection of healthy items.

Five-year data from a UK university campus grocery store, Rootes, found that simply changing the location of fruits and vegetables within the store resulted in 15% more fruits and vegetables sold. A simple nudge, without any further marking or messaging, can lead to an increase in sales and healthier diets in young adults.



In store items moved to check-out lane brought a 45% increase in sales dollars.

Product Mix & Pricing

Steve Reagan is the owner of Salt Lake's corner store, Shopper's Express. After completing the Health Department's Corner Store Checklist Steve decided to make some changes in his store. He has added fresh fruit, rolled oats, and soy milk, swapped canned foods for low-sodium canned items, and made water the most affordable beverage in the store. He sells fresh fruit for less than some candy bars! He even provides educational material and recipes.



Reagan, stated: "It was a breeze." "I've enjoyed it. I would do it again, and I wholeheartedly recommend it."



"Be open-minded, and look at the good it can do for your customers and you personally." - Steve Reagan