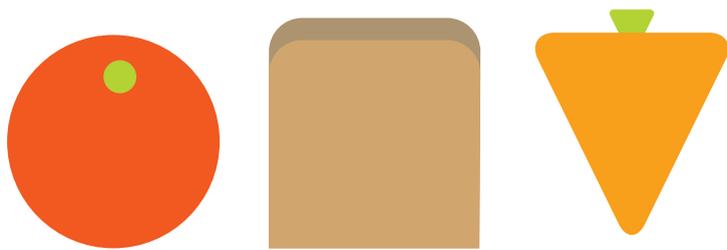


GOOD

FOOD



HERE

EAT RIGHT OHIO

**Store Owner Guide**

## Acknowledgments

This toolkit was developed by the Ohio Department of Health's Creating Healthy Communities program in collaboration with Better World Advertising.

Portions of this guide were adapted from the University of Missouri Extension's Stock Healthy Shop Healthy Retailer Toolkit and The Food Trust's Sell Healthy Guide.

Publication Date: June 2015



# Why sell healthy foods at your store?

## Benefits for You

- New foods attract new customers and keep old customers coming back.
- Offering healthy foods makes your business stand out from your competitors.
- Healthy foods often have higher profit margins.

## Benefits for Your Community

- Easy access to healthy foods means lower rates of chronic disease.
- Children who shop at your store need healthy food to grow up strong.
- People who lack transportation will find healthy foods in their own community.
- Neighborhood residents will feel better about where they live.

# Selling healthy foods can mean better business!

### Use This Guide as a Tool to:

Learn how to purchase and carry fresh produce in your store [page 2](#)

Select other healthy food items [page 8](#)

Use the store materials provided to market healthy selections [page 9](#)

Promote your new healthy food offerings and store [page 11](#)

Contact support staff if you need help [back cover](#)



# How to purchase and carry fresh produce in your store

## Step One: Buy Fresh Produce

### Start small

Buy small amounts of new foods to see what your customers like the best.

### Buy local

Pick fruits and vegetables that are locally grown, when possible. Buying in season may also save you money. See the Seasonal Ohio Produce Chart on the next page (p.3).

### Check out the goods

Examine produce before buying it. Be on the lookout for bruises, dents and spoiled spots. Don't buy produce if it doesn't look fresh.

### The nose knows

Produce should smell fresh. If fruits and vegetables smell bad, don't buy them.

Throughout the year, apples, bananas, oranges, potatoes and onions are the most frequently purchased items in Good Food Here stores throughout Ohio!

Depending on your customer base, other popular items may include lemons, limes, mini carrots, green peppers, iceberg lettuce, cherry tomatoes and celery. Since these produce items need to be refrigerated, locating your produce stand close to the refrigerated items will help encourage sales and decrease waste.

To increase sales and decrease waste, locate all produce items toward the front of the store.

Research shows customers prefer locally sourced foods.



## Seasonal Ohio Produce

	September October November	March April May	June July August
Fruits	Apples Blackberries Blueberries Cantaloupe Honeydew *Grapes *Watermelon		Apples Blackberries Blueberries Cantaloupe Honeydew Plums & Pluots Raspberries *Strawberries
Vegetables	Baby & Micro Greens Broccoli Brussels Sprouts Cabbage Cauliflower Celery Cucumbers Eggplant Kale Leeks Lettuce Okra Onions Parsnips Peas Potatoes (early white) Pumpkins Rutabagas Spinach Summer Squash Winter Squash Swiss Chard Turnips Zucchini *Top Sellers	Arugula Asparagus Cabbage Carrots Lettuce Parsnips Peas Radishes Rhubarb Spinach Tomatoes	Arugula Baby & Micro Greens Beets Broccoli Cabbage Carrots Cauliflower Celery Cucumbers Eggplant Garlic Kale Leeks Lettuce Okra Onions Peas Potatoes Radishes Rhubarb Salad Greens Spinach Summer Squash Swiss Chard Tomatoes Zucchini

During winter months, you may be able to obtain local produce from a greenhouse.



## Questions for Suppliers and Distributors

Work with suppliers who have a wide selection of produce and who offer flexible order quantities at affordable prices. Prepare a list of questions to ask potential suppliers.

### Suggested Questions to Ask

#### Ordering

- Do I have to order a minimum amount of product?
- Am I able to order half cases, broken packs or even smaller volumes of produce?

#### Delivery

- How often can you deliver to my store?
- Is picking up my order an option?
- Can I save money or order smaller quantities if I pick up my order?
- Do you collect expired products, restock shelves and charge only for products sold?

#### Payment

- What is the turn-around time between ordering, delivery and payment?
- What payment methods are accepted?

## Step Two: Stock Fresh Produce

**First in, first out** Produce that is bought first must be sold first. Put these items in the front of the display. Consider reducing the price on older items to sell them quickly before they spoil.

**Handle with care** Taking care of fruits and vegetables correctly will help them taste great and in turn, keep your customers coming back for more! See the next page for more information.

**Spoiler alert** As fruits and vegetables spoil, make sure to remove them from the good produce. Mixing bad produce with good will reduce the freshness of your produce.



## Ethylene

Some fruits and vegetables release a gas called ethylene that speeds ripening and eventual decay. You can reduce food waste and save money by storing fruits and vegetables that produce ethylene away from those that are sensitive to ethylene.

Fruits and vegetables that are considered to be "ethylene producers" ripen and decay faster when stored in bags or sealed containers. Only store them in bags when you want to ripen a few pieces of fruit for quick sales or tasting.

Ethylene Producers	Ethylene Sensitive	Not Ethylene Sensitive
Apples	Apples	Blueberries
Avocados	Asparagus	Cherries
Bananas	Avocados	Green Beans
Cantaloupe	Bananas	Grapefruit
Kiwi	Broccoli	Oranges
Peaches	Cantaloupe	Pineapple
Pears	Collard greens	Potatoes
Peppers	Cucumber	Raspberries
Tomatoes	Eggplant	Strawberries
	Grapes	Tomatoes
	Honeydew melon	
	Kiwi	
	Lemons	
	Lettuce	
	Mangoes	
	Onions	
	Peaches	
	Pears	
	Peppers	
	Squash	
	Sweet potatoes	
	Watermelon	

### Need additional information?

Visit [http://www.freshpoint.com/produce/handling\\_guide.html](http://www.freshpoint.com/produce/handling_guide.html) for more tips on how to handle, receive, and store produce—including a temperature guide!



## Step Three: Price Fresh Produce

When determining the price for fresh produce, you have several options:

### 1. Use the Suggested Retail Price (SRP)

Most suppliers provide a suggested retail price (SRP) on their invoices, as a point of reference. The % markup of those suggested prices can be between 20 and 50 percent depending on the product.

### 2. Use the “Double Up” Rule

Markup produce 100 percent, or just double the wholesale cost.

### 3. Calculate Your Own Price

Markup produce at a smaller percentage, using the formula below.

$$\text{Wholesale cost} \times (1 + \% \text{Markup}) = \text{Selling Price}$$

**Wholesale cost** = the amount you paid for the product  
**Markup** = the percent you want to increase the product price

Selling items by the piece may be easier for you and your customers.



## Scenarios:

If you purchase produce by the case/bag, determine the cost per item and then use the formula on page 6.

**Example:** You paid \$22 for a case of 88 apples

$$\$22 \div 88 = \$0.25 \text{ per apple}$$

### Wholesale cost $\times$ (1 + % Markup) = Selling Price

% Markup	Formula	Selling Price (each)
20%	$\$0.25 \times (1+.20)$	\$0.30
30%	$\$0.25 \times (1+.30)$	\$0.33
40%	$\$0.25 \times (1+.40)$	\$0.35
50%	$\$0.25 \times (1+.50)$	\$0.38

If you purchase produce by the pound, determine the cost per pound and then use the formula on page 6.

**Example:** You paid \$15 for 40 lbs of bananas

$$\$15 \div 40 = \$0.375 \text{ per pound}$$

### Wholesale cost $\times$ (1 + % Markup) = Selling Price

% Markup	Formula	Selling Price (per pound)
20%	$\$0.375 \times (1+.20)$	\$0.45
30%	$\$0.375 \times (1+.30)$	\$0.49
40%	$\$0.375 \times (1+.40)$	\$0.53
50%	$\$0.375 \times (1+.50)$	\$0.56

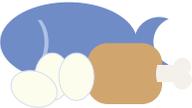
If after a time you realize you are not generating enough profit, you can slightly raise the markup percentage to try to increase revenue. Then you would calculate the new selling price based on the markup percentage.

Don't waste!

Discount produce items that will spoil soon.



# How to select other healthy items for your store

	Stock Mostly	Stock Moderately
<b>Fruits &amp; Vegetables</b> 	Fresh fruits and vegetables	Canned or frozen fruits in 100% juice or light syrup and vegetables with less than 290 mg of sodium
<b>Dairy</b> 	Non-fat, skim or 1% low-fat dairy such as milk, yogurt and cheese	Whole milk foods such as milk, yogurt, cheese and flavored milk
<b>Grains</b> 	Whole grains listed as the first ingredient	Whole grains listed but not as the first ingredient
<b>Meat, Fish &amp; Poultry</b> 	Lean cuts of beef and pork and low-fat products such as fish, poultry and eggs	Dark meats such as steak, ground beef and chicken or turkey with skin
<b>Beans, Nuts &amp; Seeds</b> 	No sodium added dry beans, canned fish, nuts, seeds	Low-sodium (less than 290mg) canned beans, canned fish, nuts, seeds
<b>Snacks</b> 	Fruits, vegetables or snacks with less than 100 calories per package	Fruits, vegetables or snacks with 100-200 calories per package
<b>Beverages</b> 	Bottled water, non-fat or 1% low-fat milk	100% juice, low-fat flavored milk



# How to use your new “Good Food Here” materials in the store

<p><b>GOOD TO GO. PICK CANNED FRUIT IN 100% JUICE.</b></p> <p><b>GOOD TO GO. GRAB WHOLE GRAIN GOODNESS.</b></p> <p><b>GOOD TO GO. LOOK FOR LOW-SODIUM LABELS.</b></p>	<p><b>Channel Strips</b></p> <p>Use on metal shelves for whole wheat bread, appropriate canned foods, beans, soups, rice, pasta and cereal.</p>
	<p><b>Aisle Violators</b></p> <p>Use with channel strips on metal shelves.</p>
	<p><b>Tote Bags</b></p> <p>Giveaways for customers purchasing healthy foods.</p>
	<p><b>Floor Mats</b></p> <p>Place on the floor by the store entrance to let your customers know you offer healthy foods.</p>





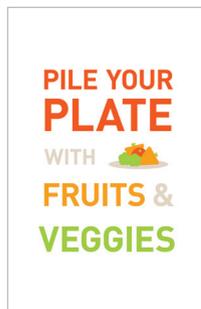
### Door Clings

Place on or around the door entrance of the store to let potential customers know you carry healthy foods.



### Shelf Dangers

Use to display produce prices. These are re-useable by updating the stickers as prices change.



### Aisle Signs

Hang above aisles/areas where the healthy food is located in the store.



### Refrigerator Clings

Place on the refrigerator doors near low-fat dairy products.



# How to promote your store and “Good Food Here”

## Advertise Healthy Food

- Display advertising for healthy foods, especially your seasonal products, near the checkout area and other highly visible areas in the store. This change may help attract new customers.
- Place healthy foods near the checkout area.
- Hand out recipe cards using the healthy foods you have in stock.
- Offer samples to customers.

## Organize

- Keep your store clean and organized. Low lighting, blocked windows and dirty floors make customers uneasy about shopping at your store.
- Make it easy for customers to find the items they want and those you want to sell.
- Keep produce displays fully stocked.
- Place the healthiest products—such as low-sodium canned goods, dried beans or whole-wheat products—on shelves, just below eye level.

## Appeal to Your Customers

- Create sales and specials for your store based on customer interest.
- Ask customers for feedback to learn what healthy foods they like and dislike.
- In a busy location, hang a poster board that reads, “What healthy items would you like to buy here? Write your suggestions below.” Hang a marker by the sign to make it easy for customers to respond.
- Accepting payment from nutrition programs such as the Women, Infants and Children (WIC) Program and the Supplemental Nutrition Assistance Program (SNAP), will increase your customer base and sales volume. For more information, visit:  
FNS/USDA: <http://www.fns.usda.gov/snap/retailers-0>  
ODH WIC: <http://www.odh.ohio.gov/odhprograms/ns/wicn/wicvendor/contract.aspx>







Your Local Contact:

