



Network for a Healthy California—Retail Program

Frequently Asked Questions

Q: How do I benefit by participating in the *Retail Program*?

A: *Retail Program* participants benefit from potential sales increases and improving their company image. The first step in becoming part of the *Retail Program* is getting connected with your local Retail Specialist. Your local Retail Specialist is well trained in conducting activities and placing merchandising materials that promote fresh, frozen, canned, and juiced fruit and vegetable sales. Your local Retail Specialist can also help you connect with schools or community-based organizations to promote your commitment to improving the health of your community and inspiring healthy change among your shoppers.

To find your local Retail Specialist visit: www.networkforahealthycalifornia.net/retail.

Q: What will be expected of me as a participating *Retail Program* store?

A: At a minimum, participating *Retail Program* stores use merchandising materials such as posters, newsletters, recipe cards, or in-store audio. Retail Specialists add another level of service by providing free replenishment, replacement, and display assistance. The most active *Retail Program* stores host food demonstrations, store tours, and community-based events led by your local Retail Specialist. *The level of involvement is up to you!*

Q: How do I order free merchandising materials?

A: Once you have selected the materials that will be the most valuable to you and your shoppers, your local Retail Specialist will order the materials and assist with material placement and maintenance.

Q: Will I be able to place my store brand on the print merchandising materials?

A: Yes. As a *Retail Program* partner, you are invited to place your store's brand on any of our print merchandising materials as long as the information on the materials remains unchanged and easy to read.

Q: How much will food demonstrations cost?

A: The *Retail Program* offers free, 4-hour food demonstrations to retailers in qualifying areas. Our demonstrations highlight your selection of fruits and vegetables and empower consumers to purchase more fruits and vegetables every time they shop. As an equal partner in promoting the health of your shoppers, we would appreciate it if you would donate the ingredients for the food demonstrations.

Q: How much will store tours cost?

A: The *Retail Program* offers free store tours to retailers in qualifying areas. Our tours highlight your selection of fresh, canned, frozen, and juiced fruits and vegetables to empower consumers to purchase more fruits and vegetables every time they shop. If you would like the store tours to end with a fruit and vegetable taste test, we would appreciate it if you would donate the items you would like the participants to sample.

Q: Will food demonstrations and store tours add to my staff's workload?

A: Your local Retail Specialist is well trained in safe food handling and conducting interactive promotional activities. He or she can perform food demonstrations and store tours with minimal assistance from your staff. Your Retail Specialist can also train your staff on how to conduct the activities themselves. The level of your staff's involvement is up to you!