

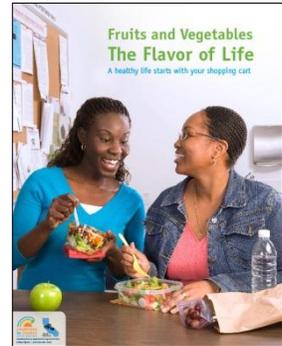
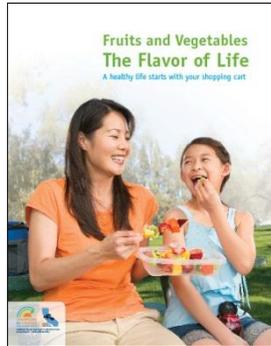
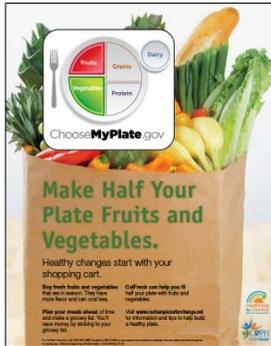


Network for a Healthy California—Retail Program

Merchandising Menu

Posters

Greet your customers at the door or in the produce department with seasonal posters. The posters show how fruits and vegetables can be enjoyed all year long, whether you are savoring a summer treat, a warm winter supper, or a light lunch with a coworker. Available in English and Spanish



These posters can be displayed in our floor stand, countertop sign holder, or spinning kiosk.



28” x 22” poster in a 5.5 foot high floor stand



11” x 21” counter-top sign and recipe card holder

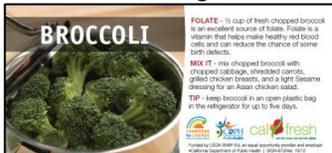


8” x 11” spinning kiosk and recipe card holder

Produce Nutrition Signs

Each pack contains 20 different signs featuring common fruits and vegetables, and highlights the nutritional benefit of the item, a preparation tip, and a storage tip.

Available in English





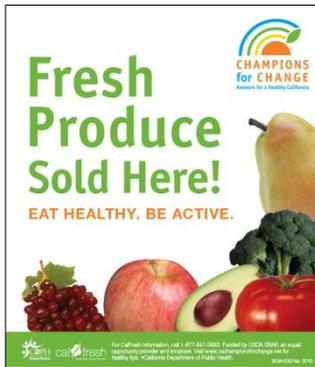
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Clings

Bring attention to your customers that your store carries fresh fruits and vegetables. Allow your customers to make informed buying decisions in the frozen fruits and vegetables sections.

Available in English and Spanish



Recipe Cards

These simple recipes will encourage customers to prepare fruit and vegetable dishes at every meal! These cards can be displayed in our countertop signage for easy access and maintenance.

Available in English and Spanish



Cross Promotion

These cross promotional wobblers and magnets provide preparation tips in every aisle and remind shoppers that fruits and vegetables are a delicious part of every meal.

Available in English and Spanish





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Harvest of the Month Newsletter

Our monthly newsletter can be used as an insert in your regular circular or made available for your shoppers to pick up at the door. *Harvest of the Month* highlights a different fruit or vegetable every month with selection tips and mouthwatering recipe ideas. Available in English and Spanish



In-Store Radio

Enjoy the use of our 30 or 60 second in-store radio spots. These spots remind customers to pick up plenty of fresh, tasty fruits and vegetables for their families every time they shop. Available in English and Spanish

Shopping Cart Signs

These weather resistant 11½” x 7½” Shopping Cart Sign and hardware mounts to the front of a customer’s shopping cart to display the call to action message to make half your plate fruits and vegetables.

Available in English and Spanish



This material was produced by the California Department of Public Health’s *Network for a Healthy California* with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.