

SHOP Healthy Here



What is *SHOP Healthy Here*?

SHOP Healthy Here is a new program designed to help small markets improve the health of their community. Participating retailers agree to stock and market a wider variety of healthy foods and beverages such as: fresh, canned and/or frozen fruits and vegetables, whole grain breads and tortillas, low-fat dairy products, protein, and nutritious snacks.

Retailer Benefits:

- *SHOP Healthy Here* storefront logo indicating your store as a participating retailer;
- Marketing materials including posters, price tags, banners, recipe cards, and more;
- Help with healthy food item displays;
- Connections with distributors of fresh produce and other healthy food;
- In-store promotional activities; and
- Goodwill within your community and among your customer base.



Customer Benefits:

- Local access to healthy foods like fresh fruits and vegetables;
- Connections with a local business that cares about their health and their community.

SHOP Healthy Here: Getting Started

1. Begin by contacting your neighborhood's *SHOP Healthy Here* program representative to get the conversation started.
2. Meet with a *SHOP Healthy Here* program representative and:
 - Discuss your goals and vision for your store; and
 - Review the partnership agreement.
3. Conduct an assessment of your store to identify ways in which your store can:
 - Increase in-store marketing of healthy foods,
 - Adjust displays to promote sales of healthy foods, and
 - Increase the number of healthy food options.
4. The results of your store assessment, will determine an initial ranking, based on the extent to which healthy options are available. *SHOP Healthy Here* pilot program stages are as follows:
 - Stage 1: Community Market,
 - Stage 2: Community Partner, and
 - Stage 3: Community Champion.
5. Make a plan. Using the results of the assessment, pick a few changes that are right for you, your store, and your community.
6. Make the change. Show your community you care about their health by giving them plenty of healthy choices in your store. *SHOP Healthy Here* program representatives can help!

If you are interested in becoming a *SHOP Healthy Here*

site, please contact the program staff designated below. Thank you for your interest in becoming a healthy retailer in your community!

Contact info:



For CalFresh information, call 1-877-847-3663.
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