



# Healthy Checkout Aisle

**Gong's Market in Sanger**

**Presented by:**

**Norma Vail, Program Coordinator  
Fresno County Champions for Change Team  
California Health Collaborative**

# Assessment of Need

- **Unhealthy impulse buys**
  - Soda
  - Candy
  - Chips
  - Cookies
  - Ice Cream



# Partnerships that work on PSE



**STORE  
Owner  
Produce Manager**



**Produce distributor**



California  
Health Collaborative  
**Retail Program**



# Issue Chosen

- **Healthy Checkout Aisle in San Francisco/Bay Area**
  - **Arteaga's Market**



# Issue Chosen

- **Good relationship with Gong's Market and presented idea to Produce Manager**
- **Offered to host Fruit and Veggie Fest to promote store produce**

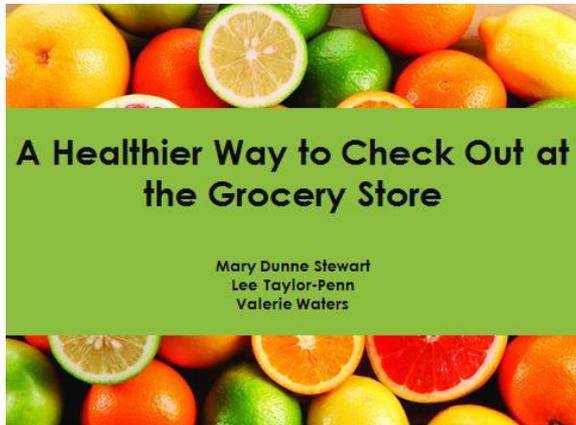


(left to right) Mayor of Sanger- Joshua Mitchell, Mayor Pro-Tem – Rodney Neilson



# Issue Chosen

- Googled examples of healthy checkout aisle pictures to give as examples to Gong's Market



# What work was done for the PSE

## 1. Retail representative

### – California Fit Business Kit

- Food and Beverage Standards
- Products that work well with customers

### – Promotion

- Banner
- Fruit and Veggie Fest-promotional event
- Ribbon Cutting-community leaders
- Media promotion

*Nutrition Education and Obesity Prevention Branch—Worksite Program*

### Example of Food and Beverage Standards



**C**onsider sharing these standards with the company that services your vending machine.

- **Food Standards**
  - ≤ 35% calories from fat (except nuts, nut butters, seeds, reduced-fat cheese, dried fruit & nut/seed combos), and
  - < 10% calories from saturated fat (except reduced-fat cheese, dried fruit & nut/seed combos), and
  - ≤ 35% sugar by weight (except fruit, non-fried vegetables, dried fruit & nut/seed combos), and
  - < 0.5 grams trans fat per serving, and
  - ≤ 230 milligrams sodium
- **Beverage Standards**
  - Water with no additives, including vitamins, minerals (e.g., electrolytes), stimulants (e.g., caffeine) and sweeteners.
  - Unflavored\* fat-free or 1% cow's milk with no added sweeteners.
  - Unflavored\* non-dairy milk alternatives with no added sweeteners.
    - No more than 2.5 grams of fat per 8 fluid ounces
  - 100% fruit or vegetable juices or juice/water combinations with a maximum of 160 calories, 230 mg of sodium per container and no added sweeteners.
  - Coffee and tea with no added caloric sweeteners.

\* Unflavored milk means there can be no chocolate, strawberry, vanilla or other flavored milk and non-dairy milk alternatives offered or sold.

**ATTRIBUTES**  
Food standards adapted from California Department of Education, Nutrition Services Division.  
Beverage standards adapted from California Project LEAN's 100% Beverage Standards for Adult Settings.

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# What work was done for the PSE

## 2. Store Owner/ Produce Manager

- Partnered with Produce Distributor
  - Baskets for produce
  - Cooler for Healthy snacks/ lunches
- Worked with soda distributor to add healthier beverages in existing soda distributor cooler



# What work was done for the PSE

## 3. Retail Representative

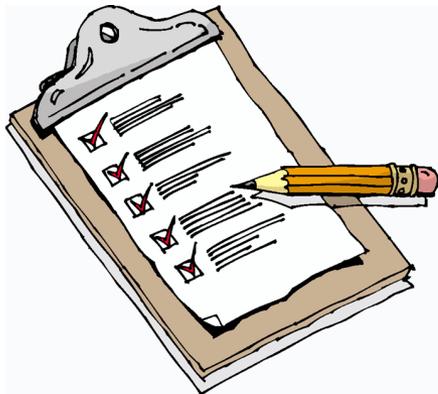
- Promotion
  - Banner
  - Fruit and Veggie Fest- promotional event
  - Ribbon Cutting- community leaders
  - Media promotion



# Evaluation

## Environmental Assessments

- Food/Beverage Inventory
- Partial CX<sup>3</sup>
- Photos



## Surveys

- Customer Intercept surveys
- Manager surveys



# Barrier to change

**There were concerns about costs and maintenance**

## **Actions Taken**

- **Produce Manager presented idea to Store Owners**
  - **Possible profits and low maintenance**
- **Soda distributor adding healthier drinks to cooler**
  - **Items like coconut water and others have been selling**



# Success



- **Healthy Snacks are being purchased**
- **Having to restock more than expected**

(left to right) Owner-Michael Ohashi, Mayor of Sanger- Joshua Mitchell, Interim Officer, Fresno County Department of Public Health - Dr. Ken Bird, Mayor Pro-Tem – Rodney Neilson and his son



# Success

- Customer approval and enthusiasm



**Michael Ohashi- Gong's Market Owner**

**Champions for Change Team: Carmen Escobar, Norma Vail, Brandi Muro**



# Success

- Additional healthy products added at other store departments



Laura Sustaita, Ricky Oliva, Justin Gardner  
Produce Department Staff



# Success

- School Tour opportunities
- Worksite Wellness implementation



**Justin Gardner**  
Produce Department Manager



**Norma Vail**  
Retail Program Coordinator



# Sustainability

- Produce Manager and staff maintain stock
- Sales are positive



# CONTACT INFORMATION

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