

# Retail Specialists

Retail Specialists are your connection to the *Retail Program*. They are certified food handlers who are well-trained in conducting promotional activities and placing merchandising materials that promote fresh, frozen, canned, and juiced fruits and vegetables.

Your local Retail Specialist can help you connect with schools or community-based organizations to promote your commitment to improving the health of your neighborhood and inspiring healthy change among your shoppers.

Retail Specialists can also provide training materials for your staff to learn how to conduct your own food demonstrations and store tours.

Contact your Retail Specialist as soon as possible to find out how they can help you connect with your community and lead the way to a healthier California.

Find your local Retail Specialist at:  
[www.networkforahealthycalifornia.net/retail](http://www.networkforahealthycalifornia.net/retail)



For more information, visit us at  
[www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net)  
[www.cachampionsforchange.net](http://www.cachampionsforchange.net)  
or call  
1-888-328-3483

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The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.

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## Retail Program Promotional Activities



## Food Demonstrations

Increase your customers' taste for fruits and vegetables

Fruit and vegetable food demonstrations are a great way to encourage your customers to buy and eat more fruits and vegetables. We provide more than a taste test; it's a nutrition class and a cooking lesson all in one!

### Food demonstrations include:

- A free, 4-hour fruit and vegetable demonstration service provided by certified food handlers.
- Assistance with print or radio promotions for the demonstration.
- Goodie bags with a cookbook, brochures, and promotional items for customers.

These fun and interactive food demonstrations can be conducted with fresh, canned, frozen, dried, or juiced fruits and vegetables inside or in front of your store.



## Store Tours

Empower families to purchase more fruits and vegetables

Store tours focus on how to select, handle, and store fruits and vegetables. Shoppers learn about the health benefits of eating more fruits and vegetables and are reminded to purchase them every time they shop.

### Store tours include:

- A free tour led by a well-trained Retail Specialist. The tour includes the produce department and the canned, frozen, and/or juiced fruit and vegetable aisles.
- Goodie bags with a cookbook, brochures, and promotional items for customers.
- Optional fruit and vegetable taste testing.

Tour topics include nutrition, storage tips, seasonality, nutrition label reading, and easy ways to prepare fruits and vegetables. Tours are great for adults and children alike!



## Promotions & Observances

Help your community celebrate with fruits and vegetables

Promotional events like health fairs, coloring contests, and cook-offs can add a sense of community to your store. Our Retail Specialists can help you celebrate themes and observances like Back-to-School or Black History Month to further promote a good relationship with your customers!



Fruit and Veggie Fest



Black History Month



Back to School



Latino Health Awareness Month