



FOOD RETAIL

Work with the local grocery store (if applicable) and other food retail locations, including but not limited to gas stations, dollar stores and corner stores, in the community. The coalition will identify a target retail store engagement goal in the Action Plan. The store owner or manager will sign the **Pathways to Healthy Foods Pledge** to complete a store assessment and adopt assessment recommendations.

- From the assessment, work with the store owner/manager to identify recommendations that can be implemented to increase healthy shopping behavior for residents. Changes can range from very simple, inexpensive solutions to costlier solutions to implement.
- Implementation Grants are available for stores interested in carrying out costlier changes.
- Stores will receive recognition and promotional support for signing the pledge and participating.



- Upon implementation of the recommendations, the store owner is eligible for an Achievement Grant of up to \$6,000 to go toward energy efficiency improvements while funds last.

Ideas to Engage Food Retailers



- Work with local grocer to develop healthy marketing materials, point-of-purchase prompts
- Coordinate with grocery store to do an “ugly fruits and vegetables” campaign to sell local produce
- Promotion of free fruit for kids shopping with adults at grocery store
- Coordinate with local growers and producers to sell local foods or buy/sell remaining produce from farmers’ market
- If applicable, offer and promote healthy catering menu
- Improve walking and biking access to store through bike racks or improved sidewalk connectivity