

STOCK HEALTHY SHOP HEALTHY

Stock Healthy, Shop Healthy is a community-based program that helps communities access healthier foods by working with food retailers. With guidance from Stock Healthy, Shop Healthy toolkits and resources, along with support from the LSU AgCenter, food retailers and community members can help to improve supply and demand of healthy foods in their community.

POSSIBLE STORE PROJECTS

Stock Healthy, Shop Healthy looks different for every store. Food retailers can choose the projects that are best for their store and their community. Some possible store projects include:

PROMOTING HEALTHY ITEMS

We can provide you with signs and other marketing materials to promote healthy items in your store and promote your store within the community.

CREATING A HEALTHY CHECK-OUT AISLE

We can supply you with refrigeration units, shelving, or other equipment to showcase healthy items at the check-out aisle.

DOING A SHELF MAKEOVER

We can help you to re-organize products to encourage shoppers to make healthier choices.

HOSTING COOKING DEMONSTRATIONS

We can assist with hosting cooking demonstrations for your customers to help promote healthy items at your store.

INCREASING HEALTHY INVENTORY

We can help you to identify new healthy items to sell at your store or get in contact with new distributors or suppliers to help you stock new healthy items.

STARTING A FRESH PRODUCE LOYALTY PROGRAM

We can provide you with customer loyalty cards to start a fresh produce loyalty program.

BECOMING AN AUTHORIZED SNAP AND WIC VENDOR

We can guide you through the process of becoming an authorized SNAP and/or WIC vendor.

BENEFITS OF STOCK HEALTHY, SHOP HEALTHY

BENEFITS FOR YOUR STORE



- New products and more variety **attracts new customers.**
- Healthy foods can yield **high profit margins.**
- Prominently displayed healthy foods can **increase sales.**
- Friendly relationships with your customers and community can **increase store loyalty.**

BENEFITS FOR YOUR COMMUNITY



- Offering nutritious and healthy foods provides **better access** to these foods in your community.
- Money spent on food stays in the **local community.**
- People are more likely to have **lower risk of chronic diseases** like heart disease, stroke, and diabetes if healthy foods are easy to buy.

RESOURCES

For more information about Stock Healthy, Shop Healthy or if you are interested in becoming a partner store, contact:

Makenzie Miller

Local Food Systems Coordinator
makenziemiller@agcenter.lsu.edu
281-224-3245

To read the Stock Healthy, Shop Healthy Retailer Toolkit and to learn more about becoming an LSU AgCenter Healthy Communities partner, visit:
<http://bit.ly/becomeapartnerhc>

