

SMART Goal Setting



Use this worksheet to set business goals. Take notes and focus on how your business goals relate to each point in the SMART guidelines. Create new goals often to help your business grow.

<https://sparkbusinessiq.com/article/step-step-guide-creating-action-plan-achieve-goals/>

S

SPECIFIC

Can you easily state your goal?

Set a goal that has a definitive point of success. Aiming to set up a partnership with another business or gain 100 new clients is more action-oriented than saying you want to make more money.

M

MEASURABLE

How will you know when you've reached your goal?

It's important to track progress when you're attempting to reach a goal. If you can't measure your goal, it can be difficult to tell if you've achieved it or not.

A

ATTAINABLE

Can your goal be accomplished?

Be realistic about your goals. Don't set yourself up for failure by being greedy or shortsighted. Regularly setting and achieving goals benefits your business and boosts morale.

R

RELEVANT

Is your goal going to help your business grow?

Your business goals should be in line with the mission of your business and of interest to your customers. As your business and products change, your goals should reflect those changes.

T

TIMELY

When will you complete this goal by?

Give yourself enough time to achieve your goals, but don't set your deadline so far in advance that you lose motivation. Be realistic when deciding how much time it will take to gain 50 customers, for example.

PICH Healthy Corner Store Project – Store Owner Survey and Observation Form

Today's Date	
Store Name	
Name of Owner	
PICH Team members	
Best phone to reach owner	
Best time to visit	
Address	
Who's your produce supplier (if any)?	

1. Sample Script

Hello, my name is _____ and I am working with the Cook County Department of Public Health to promote healthy corner stores. Is the owner or manager available?

(If NO, find out the best day and time to reach him/her and return again.)

(If YES, check to see if owner is the same from during CPPW and if YES, continue below with:)

(If owner is new continue below to page 3.)

We noticed that a few years ago you were part of the Healthy HotSpot program to increase access to healthy foods in the community. Can you tell us a bit about your store and participation in that program?

a. Same Owner from CPPW – Store Owner Survey

How long have you owned this store?	
Who are your primary customers (all ages, youth, seniors, affordable housing residents, etc.)?	
What healthy items did you add to your inventory?	
Which ones sold best?	
Who bought these products? (Age, demographics)	
(Refer to chart) Our records indicate you received the following: (freezer, refrigerator, other – baskets, shelving, etc.). Can we see that equipment and how it's currently being used?	

PICH Healthy Corner Store Project – Store Owner Survey and Observation Form

What was the most challenging aspect of participating in Healthy HotSpot? What makes it hard to carry healthy foods in your store? <i>(Prompts: difficult to source from distributor, not enough customers buy them, rotting produce, etc.)</i>	
Which healthy items do you continue to stock since participating in Healthy HotSpot?	
Which of the marketing/promotional materials from Healthy Hot Spots do you still have?	<input type="checkbox"/> Shelf cards <input type="checkbox"/> In-store poster/Decal <input type="checkbox"/> Shelf stickers- small <input type="checkbox"/> Flags <input type="checkbox"/> Shelf stickers - medium <input type="checkbox"/> Other: _____ <input type="checkbox"/> None
Are there any other healthy items that you are interested in selling? If yes, what are they?	
How can we best help you offer and sell healthier foods?	
Do you accept benefits?	<input type="checkbox"/> EBT <input type="checkbox"/> WIC
What are the opportunities/challenges with each program?	
Additional comments/concerns	

PICH Healthy Corner Store Project – Store Owner Survey and Observation Form

If a NEW store owner continue with:

We know that often it's hard for residents to have access to healthy foods in this neighborhood. We are here today to learn more about your experience and willingness to stock healthy foods. We understand the risk in selling new items and are committed to generating demand for healthier products in the community. (Mention any partners such as the schools or faith-based groups that we may be working with). We're here today to ask you to make some changes/additions to your inventory. Would you be willing to sell healthier items such as fruits and vegetables, low-fat milk, and whole grain products?

If positive response: That's great, do you mind if we check out your inventory and see what healthy foods you currently stock and where there might be room for improvement?

Compliment the store owner/manager on the store's assets and the healthy items the store already carries. Buy something. It conveys the message that you're committed to supporting the store.

2. New Store Owner since CPPW (or non CPPW store) – Store Owner Survey

Who are your primary customers (all ages, youth, seniors, affordable housing residents, etc.)?	
What are the top three selling items in your store?	
What healthy items do you currently stock?	
Are there any healthier items that you are interested in selling? If so, what are they?	
What makes it hard to carry more healthy foods in your store?	
How can we best help you offer and sell healthier foods?	
Do you accept benefits?	<input type="checkbox"/> No <input type="checkbox"/> EBT <input type="checkbox"/> WIC
What are the opportunities/challenges with each program?	
Additional comments/concerns	

PICH Healthy Corner Store Project – Store Owner Survey and Observation Form

3. Store Observation Form

Are there ads for the following products on the outside of the store?	<input type="checkbox"/> Tobacco <input type="checkbox"/> Beer <input type="checkbox"/> Liquor <input type="checkbox"/> Sugary Drinks <input type="checkbox"/> Other
Are there ads for the following products on the inside of the store?	<input type="checkbox"/> Tobacco <input type="checkbox"/> Beer <input type="checkbox"/> Liquor <input type="checkbox"/> Sugary Drinks <input type="checkbox"/> Other
Ads on the front door	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, which ones:
Fresh Vegetables Available Total number of types:	<input type="checkbox"/> Tomatoes <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Onions <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Lettuce <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Avocados <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Potatoes <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Peppers <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Squash <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Cucumbers <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Other: _____ <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Other: _____ <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable
Fresh Fruit Available Total number of types:	<input type="checkbox"/> Bananas <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Apples <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Oranges <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Lemon/Lime <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Pear <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Grapes <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Nectarine/Peach <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Strawberries <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Other: _____ <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Other: _____ <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable
Low-Fat Dairy Options	<input type="checkbox"/> Low-fat (1% or skim) Milk <input type="checkbox"/> Low-fat yogurt <input type="checkbox"/> Natural Cheeses <input type="checkbox"/> Soy milk or dairy alternative <input type="checkbox"/> Other: _____
Canned, Snack, and Other Foods Available Total number of types:	<input type="checkbox"/> Canned 100% fruit in juice or applesauce no sugar added <input type="checkbox"/> Canned vegetable, beans or soups with low salt/low sodium labels <input type="checkbox"/> 100% whole wheat bread with 2 grams fiber per slice <input type="checkbox"/> 100% whole wheat pasta or other products

PICH Healthy Corner Store Project – Store Owner Survey and Observation Form

	<input type="checkbox"/> 100% whole wheat tortillas <input type="checkbox"/> corn tortillas <input type="checkbox"/> oatmeal <input type="checkbox"/> brown rice <input type="checkbox"/> baked potato chips <input type="checkbox"/> dried fruit with no sugar added <input type="checkbox"/> nuts with no sugar added, no more than 200 mg sodium per serving <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____
Product Placement	<input type="checkbox"/> Places produce at cash register <input type="checkbox"/> Places produce near the front entrance of the store <input type="checkbox"/> Places healthy beverages in refrigerator at eye level (water, low-calorie drinks, 100% juice) <input type="checkbox"/> Stocks healthy items on shelves at eye level <input type="checkbox"/> uses any marketing to promote healthy items <input type="checkbox"/> Other Observations:
If the Store has a deli	<input type="checkbox"/> No <input type="checkbox"/> Sandwiches offered on 100% whole wheat bread <input type="checkbox"/> meal combo offered with fruit/salad and/or water <input type="checkbox"/> Other Observations:
Any Other Notes/Comments	

**Acceptable: peak condition top quality, good color, fresh, firm and clean*

*** Unacceptable: bruised, old-looking mushy, dry, overripe, dark sunken and irregular spots, moldy*



Sell healthy food and make a profit!

We'll show you how!

As a Healthy HotSpot you'll get free help with:

- Advertising your store
- Displaying, advertising and selling healthy foods
- Customizing your healthy food inventory to meet customers' needs

Advantages of participating in the Healthy HotSpot Initiative:

- Assistance with recruiting new customers
- New produce display supplies
- Increase in customer base
- Assistance connecting with healthy food distributors

For more information or to enroll contact:

Megan Hinchy

PICH Healthy Corner Stores Coordinator

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Healthy HotSpot is an initiative led by the Cook County Department of Public Health, aiming to make suburban Cook County healthier one spot at a time through partnerships for healthy living. For more information, visit healthyhotspot.org.

Adding New Healthy Products

As more people pay attention to what they eat, the demand for healthy foods will increase. Selling healthy foods can benefit your store and your community. Here are a few tips for introducing new healthy products in your store.

Why Selling Healthy Foods Makes Sense

- Good for business—more and more people in your community are in need of healthy foods to prevent health problems or manage their disease. Selling foods that meet customer needs improves store image.
- Helps the community—often the communities that have the most health problems have the fewest stores that sell healthy foods. Adding products that help the community live healthier lives will help customers see the store as an important resource and community partner.
- Become part of a growing movement across the country—many areas around the country are supporting corner stores instead of creating new supermarkets. They recognize that if small stores are able to meet community nutrition needs, then large stores may not be needed.

Buying New Products

- Ask customers what they want to buy.
- Create a list of what you would like to sell and compare with the list of those products your customers would buy. Choose the least expensive and most popular items first.
- Purchase small quantities of new products being introduced. Tell customers you have the new products. See what customers are buying, and then increase the quantity and variety of items. If a new item does not sell, try a different item.
- Change products based on season. Generally, fresh produce sold in season is most affordable. (See list of seasonal products).
- Before purchasing, closely examine fresh produce quality. Purchase produce that is not ripe so that it will have a longer shelf life. Produce that is already ripe might be cheaper but will not last long. Don't buy fresh produce that is moldy or has bruises.
- Use the tips on the other side to choose healthier items.



Made possible through funding from the Department of Health and Human Services, Communities Putting Prevention to Work (CPPW) grant. CPPW is a joint project between the Cook County Department of Public Health and the Public Health Institute of Metropolitan Chicago.

Fruits & Vegetables:

Best	Okay	Not a good choice
<ul style="list-style-type: none"> Fresh fruits and vegetables 	<ul style="list-style-type: none"> Canned/frozen fruits in light syrup Canned/frozen vegetables with less than 290mg of sodium 	<ul style="list-style-type: none"> Canned/frozen fruits in heavy syrup Canned/frozen vegetables with more than 290mg of sodium

Dairy:

Best	Okay	Not a good choice
<ul style="list-style-type: none"> Non-fat, skim or 1% low-fat milk, yogurt or cheese 	<ul style="list-style-type: none"> Whole milk/ sugar added milk, yogurt or cheese 	<ul style="list-style-type: none"> High-fat cream, butter, ice cream, cream cheese

Grains:

Best	Okay	Not a good choice
<ul style="list-style-type: none"> Whole grain listed as the first ingredient in pasta, rice, bread and flour 	<ul style="list-style-type: none"> Whole grain listed, but not as first ingredient 	<ul style="list-style-type: none"> Whole grain not listed at all as an ingredient

- Whole grains may be easy items to add because suppliers offer a lot of whole grain products
- Brown rice has become a very popular item at many stores

Protein:

Best	Okay	Not a good choice
<ul style="list-style-type: none"> No sodium added Dry beans, nuts, seeds, tofu and lean and low-fat fish, poultry, eggs, beef and pork 	<ul style="list-style-type: none"> Low-sodium canned beans with less than 290 mg of sodium Non-lean meat such as steak, ground beef, and poultry with skin 	<ul style="list-style-type: none"> High-sodium canned beans with more than 290 mg of sodium Processed meats with high sodium and high fat such as bacon, deli meat, and sausage

Snacks*:

Best	Okay	Not a good choice
<ul style="list-style-type: none"> Less than 100 calories per package 	<ul style="list-style-type: none"> Between 100-200 calories per package 	<ul style="list-style-type: none"> Over 200 calories per package

Beverages*:

Best	Okay	Not a good choice
<ul style="list-style-type: none"> No sugar added water and fat-free or 1% low-fat milk 	<ul style="list-style-type: none"> 100% juice, diet drinks, and low-fat flavored milk 	<ul style="list-style-type: none"> Soda, fruit drinks, sport drinks, iced tea, and lemonade

*Snacks and Beverages are not included as required categories in the Healthy HotSpot Menu of Options





MENU OF OPTIONS

In order to become a Healthy Hotspot, you must add SIX new items to your store.

YOU MUST ADD ONE OF EACH OF THESE:



**Fruit
(Pick One)**
Whole, fresh fruit in good condition



**Vegetable
(Pick One)**
Whole, fresh vegetables in good condition




Turn over for a list of healthy foods that will sell well!

AND PICK TWO FROM THIS LIST:





**Canned Fruits/Veg
(Pick Two)**
Canned fruit: Not in heavy syrup
Canned veggies: No more than 290 mg sodium



**Whole Grains
(Pick Two)**
The word 'whole' should be in the first ingredient
Examples: Bread, pasta, brown rice, cereal, tortilla



**Proteins
(Pick Two)**
Examples: Lean beef, pork, poultry, fish, eggs, beans, nuts, seeds



**Dairy
(Pick Two)**
Low-fat dairy only
No processed cheese food (like American cheese) or sweetened milk



**Frozen Fruits/Veg
(Pick Two)**
Frozen fruit: Plain fruit, not in syrup
Frozen vegetables: Plain vegetables, not in sauce

Healthy Food Suggestions

At stores across the country, these healthy foods have proven to sell the best:



Vegetables

- Onions
- Potatoes
- Tomatoes
- Avocados
- Carrots
- Collard greens




Frozen Fruits/Veg

- Strawberries
- Mixed berries
- Spinach
- Broccoli
- Peas
- Mixed vegetables




Protein

- Canned or dried beans
- Nuts
- Tuna
- Lean meat



Dairy

- 1% skim milk
- Soy milk
- Yogurt
- Cheese (mozzarella, swiss, cheddar)



Fruit

- Bananas
- Oranges
- Lemons
- Limes
- Apples



Canned Fruit/Veg

- Fruit cocktail
- Pineapple
- Peaches
- Peas
- Corn
- Green beans
- Carrots



Whole Grains

- Whole wheat bread
- Whole wheat tortillas
- Whole wheat pitas
- Whole grain pasta
- Brown rice
- Oatmeal

Fresh Produce Displays

How you display your fresh produce matters! Here are some quick tips on how to make your display attractive to customers.

- Place healthy perishables towards the front of the store.
- Longer shelf-life items should go towards the bottom. Shorter shelf-life items should be at eye level to sell fast.

Longer shelf-life items	Potatoes, onions, squash, and carrots
Shorter shelf-life items	Apples, bananas, peaches

- Always display prices of the produce because your customers are more likely to buy it if they know the price and don't have to ask.
- Make your display bright, organized, and colorful to get your customer's attention.
- When using baskets to display fresh produce:
 - Push produce forward in baskets/on shelves.
 - Tilt baskets down to add a more full appearance.
 - Alternate the colors of different items to highlight the variety.
 - Keep produce baskets full.

*Pile it High and Watch it Fly,
Any Doubt, Throw it Out**



*Credit: The Food Trust, Philadelphia, PA



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CPPW is a joint project between the Cook County Department of Public Health and the Public Health Institute of Metropolitan Chicago.

Handling Fresh Produce

Customers will buy more produce when it is fresh, ripe and fragrant smelling. Here are a few tips on how to handle and store fresh produce to maximize shelf life and the store's profits.

Handling

- Produce that is properly stored and handled will have a longer shelf life. Store fruits and vegetables at their recommended temperature to lengthen shelf life and reduce spoilage.
- Sunlight and warm temperatures reduce produce shelf life. Try not to put produce next to windows or in warm areas of the store.
- Look for bruises, dents and mold. Remove spoiled produce quickly so it will not spread. Bruises in apples spread to other apples, and mold will spread throughout the display. Not removing spoiled inventory may keep customers from purchasing other unspoiled produce.

Rotating

- Always rotate fresh produce to maintain freshness.
- Use a FIFO method – First In First Out – Produce that comes in first should be sold first. Inform all employees of FIFO when stocking produce. Place new produce behind or under the current stock.

Storing

- The way produce is stored and displayed affects how fast it will ripen. If stored improperly, fruits and vegetables will spoil quickly, and the store could lose profit.
- Certain food items should be kept separately because they produce or are sensitive to ethylene gases which speed food ripening and spoilage.
- Do not store produce that are ethylene producing with produce that are ethylene sensitive.

Ethylene producing	Apples, cantaloupe, pears, peppers, bananas, peaches, avocados, and tomatoes
Ethylene sensitive	Apples, grapes, lemons, limes, pears, broccoli, carrots, cucumbers, lettuce, peppers, squash, bananas, mango, peaches, onions, avocados

- Do not store produce in bags or sealed containers. This will trap gases and lead to over ripening.

Selling by weight vs. per unit

- Selling in larger quantities by weight can help sell products more quickly and make more money.
- Some items are great to sell per-unit, especially to kids, like individual apples, bananas & oranges.
- Store owner should always know how much the per-unit price is in case someone wants to buy a smaller quantity. Per-unit price is calculated by adding a mark-up to store's cost.



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Buying and Handling Fresh Produce

Produce will keep fresh longer with careful purchasing and handling.

Purchase

- Make a list of fruits and vegetables for your store.
- Start with small amounts of new foods to learn which sell best.
- Change your selection when seasons and prices change.
- Offer smaller pieces of fruit and vegetables for children.
- Many produce items, such as apples, avocados and oranges, are sold by size or count (the number of pieces in a box).
Example: 100 count apples = 100 apples in a box = smaller apples
50 count apples = 50 apples in a box = bigger apples
Higher counts mean the fruit is smaller because more fit in the box.

Buy local, seasonal fruits and vegetables whenever possible.

Check for signs of spoiling and remove items that have gone bad.

Inspect

- Examine produce, if possible, before buying. Look for bruises, dents or spoiled spots. Tell the vendor if you find these.
- Do not buy a fruit or vegetable if the core has black spots or the stem is soft.
- Look for mold on citrus and tropical fruit. If you see white on the skin, do not buy them.
- Fruits and vegetables should smell fresh. Produce that smells bad will not taste good.



Display

- First in, first out—display older produce in the front.
- Rotate your produce to maintain freshness.
- When unpacking produce, remove spoiled items.



Produce stocked first must be sold first!

PICH Healthy HotSpot Corner Stores Supplies



Wire Fruit Tree Bowl with Banana Hanger



Plastic Roll Bags 12"x20" 380 Bags



Produce Bag Dispenser



3-1 Tiered Wicker Basket

PICH Healthy HotSpot Corner Stores Supplies



10" x 12" x 2 1/2" Synthetic Wicker Baskets



Mini Chalkboard with Wooden Blackboard
Clip for price

Fresh Produce Pricing and Mark-Ups

Setting a proper selling price is one of the most importance aspects of retail business and is critical to the success of your business. Determining the right selling price for items is based on the type of product (e.g. fresh produce or canned), your desired profit, and market trends (popularity of product).

Here are some common terms used when deciding what price to charge your customers.

Cost of Goods Sold (COGS) – What you pay for the product

Mark-Up – How much more than the COGS you want to charge the consumer

Sale Price – What the consumer pays for a product (COGS + the mark-up)

Profit Margin – The difference between the sale price and the cost of goods sold

There are two different ways to sell produce: (1) by item or (2) by pound.

- Selling in larger quantities by weight can help sell product more quickly and make more money.
- Some items are great to sell per-unit, especially when selling to kids, like individual apples, bananas and oranges.
- The store owner should always know how much the per-unit price is in case someone wants to buy a smaller quantity. Per-unit price is calculated by adding a mark-up to store's cost.

The examples below can help you walk through each type of pricing option.

1. Know how much your produce costs you to buy (**Cost of Goods Sold**).
 - a. Per Item: Take the cost and divide by the number of items to get the Cost Per Unit
Example: 1 case has 88 apples and costs \$30. $\$30/88 \text{ apples} = \0.34 per apple
 - b. Per Pound: Take the cost and divide by the weight to get the Cost Per Pound
Example: 1- 40lb case costs \$15. $\$15/40\text{lbs} = \0.375 per pound



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2. Decide what you want your **Mark-Up** to be. Common **Mark-Up** Percentages and Margins are:

Product	Average Mark-Up	Average Margin
Fresh Produce	50% - 100%	33% - 50%
Canned Goods	25% - 40%	20% - 28.5%

Many corner stores use the Double-Up rule of thumb for fresh produce: 100% mark-up or double the cost.

3. Add the **Cost of Goods Sold (COGS)** and the **Mark-Up** to determine what the **Sale Price** will be.
- Per item example: \$.34 per apple x 50% mark-up = \$.51 per apple
 - Per pound example: \$.375 per pound of bananas x 100% mark-up = \$.75 per pound

Break-Even Point

- The break-even point is at which **Cost of Goods Sold (COGS)** equals sales. The break-even point is important when determining your sales and promotions. While promotions are a great way to get people to your store, you want to make sure you at least break even on your products.
- Example: A case of apples cost you \$30, and you want to run a promotion of \$0.25 per apple. \$30 divided by \$0.25 per apple = 120. You must sell 120 apples to break even.



Fresh Produce Promotion Strategies

Promotions, discounts, and sales can help you attract new customers, keep existing customers, and move produce quickly before it spoils. See our tips below for using different promotional strategies to sell your produce fast.

➤ Limited Offers

- Limited offers are used for a short period of time in order to increase awareness and sales of certain products.
- Offer coupons or BOGO (buy one, get one) promotions.
- Sell a certain number of an item for a fixed price (i.e. 5 mangoes for \$1).

➤ Seasonal Sales

- Promote seasonal products; for example, blueberries in the summer. Seasonal sales are great for business because buying produce in season is cheaper.
- Create seasonal sales throughout the year and around holidays
- Create seasonal kits that bundle healthy products for recipes; for example, BBQs in the summer.

➤ Loyalty Cards

- Loyalty cards create a great reason for existing customers to come back.
- You can get loyalty cards from an office supply store, or ask the community organization you are working with on this project to help you get started.

➤ Other Discounts and Sales


- \$1-\$2 grab bags filled with fresh produce.
- Discount days for students (with student ID) if you are near a school, or for senior citizens if you have a lot of senior customers.



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Pricing and Promotions

Use in-store promotions to increase store traffic and sales.

Idea	Examples
<p>Temporary Price Reductions <i>Reduce the price of a popular product to increase sales.</i></p>	<ul style="list-style-type: none"> • Bags of fresh-cut produce for \$1 <i>Children love these.</i> • Children eat free <i>Offer a discount on the total bill by offering a free children's meal with each regular meal purchased.</i> • Buy 1, get 1 free <i>Great for healthy products.</i>
<p>Seasonal Specials and Kits <i>Use holiday themes and flavors to increase sales.</i></p>	<ul style="list-style-type: none"> • BBQ kits in the summer • Healthy kits with foods grouped for healthy recipes • Holiday meal starter kits with healthy products 
<p>Events <i>Let customers and clients come into your store to taste, touch, smell and see your products.</i></p>	<p><i>Host parties in different seasons or near holidays like Thanksgiving. Do this during peak hours and days so more customers will attend.</i></p> <ul style="list-style-type: none"> • Free samples of healthy foods • Cooking demonstrations • Deli promotions
<p>Student and Senior Discounts <i>Offer special savings to seniors and students.</i></p>	<ul style="list-style-type: none"> • Discount with student ID • Discount for an "A" report card • Discount for students that make honor roll • Special discount days: Student Day, Senior Day

Reward Customers
for buying healthy food from your store

Example:
Buy 10 salads, get 1 free!



Ethylene in Fruits and Vegetables

Correctly store fruits and vegetables to reduce food waste.

What is ethylene?

Ethylene is a gas released by some fruits and vegetables that causes produce to ripen faster. Some fruits and vegetables are more sensitive to ethylene than others.

Why should I care?

Fruits and vegetables that are stored incorrectly spoil quickly. This could mean lost profit for you.

Do not display fruits and vegetables that are sensitive to ethylene near fruits and vegetables that produce it.

What can I do?

- Do not store fruits and vegetables that produce ethylene with those that are sensitive to ethylene. For example, do not store bananas and apples next to each other. This applies to produce that is refrigerated and not refrigerated.
- Do not store produce in bags or sealed containers. This will trap the gas and cause the produce to ripen faster.

Ethylene Sensitive

Apples
Asparagus
Avocados
Bananas
Broccoli
Cantaloupe
Collard Greens
Cucumber
Eggplant
Grapes
Honeydew
Kiwi
Lemons
Lettuce
Limes
Mangos
Onions
Peaches
Pears
Peppers
Squash
Sweet Potatoes
Watermelon

Ethylene Producers



Apples
Avocados
Bananas
Cantaloupe
Kiwi
Peaches
Pears
Peppers
Tomatoes

Not Ethylene Sensitive

Beans (Snap)
Blueberries
Cherries
Garlic
Grapefruit
Oranges
Pineapple
Potatoes
Raspberries
Strawberries
Tomatoes
Yucca

Fresh Produce Temperature Guide

Use these temperature
guidelines to reduce produce spoilage.

					
Refrigerate	Temp.	Shelf Life	Do Not Refrigerate	Temp.	Shelf Life
Fruits			Fruits		
Apples	32–35°	2–3 weeks	Bananas	60–65°	5–7 days
Blueberries	33–35°	1–2 weeks	Grapefruit	58–60°	1–2 weeks
Cantaloupe	40–50°	5–10 days	Mangos	55°	1 week
Cherries	32–35°	5–7 days	Peaches	65–70°	5–7 days
Grapes	32–35°	5–7 days	Pineapple	60–70°	5–7 days
Honeydew	40°	5–7 days			
Kiwi	32–35°	7 days	Vegetables		
Lemons	40–50°	2–3 weeks	Avocados	65–70°	5–7 days
Limes	40–45°	2–3 weeks	Garlic	32–65°	30–60 days
Oranges	32–34°	2–3 weeks	Onion	55–60°	30–60 days
Pears	32–35°	1 week	Potatoes	55–60°	30–60 days
Raspberries	32–35°	1 week	Sweet Potatoes	55–60°	10 days
Strawberries	32°	1 week	Tomatoes	55–60°	5–7 days
Vegetables			Watermelon	55–60°	7–10 days
Asparagus	32–35°	1 week	Winter Squash	55–60°	30–60 days
Beans (Snap)	32–35°	5–7 days	Yucca	55–60°	5–7 days
Broccoli	32–35°	5–7 days			
Cabbage	32–35°	1 week			
Carrots	32–35°	2–3 weeks			
Cauliflower	32–35°	1 week			
Collard Greens	32–35°	5 days			
Cucumber	36–40°	1 week			
Eggplant	32–35°	1 week			
Lettuce	32–35°	1 week			
Peppers	36–40°	1–2 weeks			
Spinach	32–35°	5 days			
Summer Squash	36–40°	5–7 days			

Tip

Some items, like apples, pears, oranges and peppers, can be displayed at room temperature. This will shorten their shelf life. If you display these items at room temperature during the day, be sure to refrigerate them at night.

Seasonal Produce Guide

Use this list as a guide to buying fresh produce when it is most available and has highest quality.

SUMMER	FALL	WINTER	SPRING	YEAR ROUND
Apricots	Acorn Squash	Apples	Apricots	Avocados
Beets	Apples	Belgian Endive	Artichokes	Bananas
Bell Peppers	Belgian Endive	Bok Choy	Asparagus	Cabbage
Blackberries	Bok Choy	Brussels Sprouts	Broccoli	Carrots
Blueberries	Broccoli	Cherimoya	Chives	Celery
Cantaloupe	Brussels Sprouts	Chestnuts	Collard Greens	Lemons
Cherries	Butternut Squash	Coconuts	English Peas	Lettuce
Cucumbers	Cauliflower	Dates	Fava Beans	Onions
Eggplant	Celery Root	Grapefruit	Fennel	Papayas
Figs	Chayote Squash	Kale	Green Beans	Bell Peppers
Garlic	Cherimoya	Leeks	Honeydew	Potatoes
Grapefruit	Coconuts	Mushrooms	Mango	
Grapes	Cranberries	Oranges	Morel Mushrooms	
Green Beans	Daikon Radish	Parsnips	Mustard Greens	
Green Peas	Garlic	Pear	Oranges	
Honeydew Melons	Ginger	Persimmons	Limes	
Kiwifruit	Grapes	Pomelo	Pea Pods	
Lima Beans	Guava	Radicchio	Pineapple	
Limes	Huckleberries	Red Currents	Ramps	
Nectarines	Kohlrabi	Rutabagas	Rhubarb	
Okra	Kumquats	Sweet Potatoes	Snow Peas	
Peaches	Mushrooms	Tangerines	Sorrel	
Plums	Parsnips	Turnips	Spinach	
Radishes	Pear	Winter Squash	Spring Baby Lettuce	
Raspberries	Persimmons	Yams	Strawberries	
Strawberries	Pineapple		Sweet Corn	
Sweet Corn	Pomegranate		Sugar Snap Peas	
Summer Squash	Pumpkin		Swiss Chard	
Tomatillo	Quince		Vidalia Onions	
Tomatoes	Rutabagas		Watercress	
Watermelon	Sweet Potatoes			
Zucchini	Swish Chard			
	Turnips			
	Winter Squash			
	Yams			



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Value-Added Product Ideas

Smoothies

Blend frozen fruit into a healthy, tasty drink

- Freeze overripe produce, such as bananas, for future use in smoothies.
- Cut your own fruit instead of buying it pre-cut to save money.

Bonus!

- Customers love smoothies as an easy, healthy snack option.
- Smoothies are also a great way to use produce before it goes bad.

The price for a 12-ounce smoothie is typically \$3–\$5.

How To Make a Great Smoothie

Just add one item from each column and blend!

Base	Liquid	Fruit	Extras
Banana	Low-Fat Milk	Mango	Flaxseeds
Low-Fat Yogurt	Orange Juice	Pineapple	Peanut Butter
Ice	Soy Milk	Strawberries	Protein Powder
Frozen 100% Juice	Almond Milk	Blueberries	Honey

Try these flavor combinations or create your own.



Value-Added Product Ideas

Increase your profits by turning produce into ready-to-eat foods.


Snack Packs

Quick, healthy snack foods

- Cut fruit in containers: grapes, mango, apples, watermelon, cantaloupe
- Mixed fruit salads
- Cut vegetables and dip in containers: celery with peanut butter, carrots with hummus, or bell peppers with low-fat ranch dip

Keep apples from turning brown by brushing lemon juice on them.

Bonus!

- Snack packs offer children a healthier choice than chips.
- Pre-made fruit and vegetable containers can be sold at a higher price than whole produce. 



Meal Starter Kits

Fresh vegetable mixes for convenience

Simply cut up and package vegetables as kits.

Winter Vegetable Soup Kit:

Squash, potatoes, sweet potato, onions and turnips

Gazpacho (cold soup) Kit:

Cucumber, tomatoes, garlic, onions and red bell peppers

Soup Kit:

Potatoes, carrots, celery and onions

Stir-fry Kit:

Broccoli, carrots, red bell peppers, zucchini and mushrooms

Grilling Vegetables Kit:

Zucchini, bell peppers, onions, eggplant and potatoes

Ready-To-Eat Guacamole Kit:

Avocados, jalapeños, onion, garlic and tomatoes

Bonus!

- Meal Starter Kits can be sold at a higher price than selling the products whole.
- Meal Starter Kits can reduce your food waste.

All produce must be washed prior to cutting. Refrigerate prepared items and clearly label containers with the name and date.



Forgot a symbol?
Find the legend at the beginning of this guide.



Maximizing Your Space

Maximize your space to improve product display and attract more customers.

Appearance


- Keep your store neat, clean and organized.
- Keep aisles clear and maintain a clear path for people to enter your store.
- Clearly display prices and sales. Keep signage simple and easily visible.
- Clean dust and remove expired food.



Display and Variety

- Give customers variety by introducing new brands.
- Do not put more than 2 rows of the same product on shelves. This uses up space and limits the amount of goods you display.
- Move extra inventory to the storage room.
- Replace slow-selling products with healthy options to increase profits.

Product

- Place healthy perishables, like fruits and vegetables, towards the front of the store where they will sell faster.
- Place milk next to water and other healthy beverages in the refrigerator. This will encourage customers to buy other beverages too.
- Place the most healthy products, such as low-sodium canned goods or whole wheat products, just below eye-level. 



Forgot a symbol?
Find the legend at the
beginning of this guide.

Limit
quantity on
shelves to show
more product
variety.




Improving Your Store Exterior

Make your store exterior more inviting to attract customers.



Cost: \$

Paint over graffiti on building walls.

Plant trees and/or flowers in the ground or in pots. 

Lime wash the lower half of the building and install weatherboard on the top half.

Update your awning. Keep the wording simple and the design uncluttered.


Display bright banners to attract customers and advertise products.



Cost: \$\$

Add more lighting on the outside of the store to make it more inviting. This will also improve safety.

Update entrance doors by replacing them or painting them (blue, gray or white looks good on smaller buildings).

Replace windows or install thick window panes to increase energy efficiency. 

Paint steps or replace them, if needed.



Cost: \$\$\$

Replace see-through security gates with solid gates. These look more inviting and are safer.

Replace a flat roof with a tiled, raised (pitched) roof. This will provide better drainage and will improve the look of your building.

Fix sidewalks. A damaged sidewalk can detract from the appeal of your store. You can do it yourself with concrete repair materials and tools or hire a local concrete professional.

Replace railings, if needed.



Healthy Tip: Send a positive message to your community by removing tobacco advertising from your store exterior.

Before



After

