

NEED HELP MEETING THE STAPLE FOOD REQUIREMENTS?

Contact us for a free consultation in your store.

Call: 612-673-2301

Email:
healthyliving@minneapolismn.gov

Web: <http://www.minneapolismn.gov/staplefoods>



Minneapolis Health Department
250 South 4th St. - Rm 510

DO YOU NEED THIS INFORMATION IN ANOTHER LANGUAGE?

Attention: If you have any questions regarding this material please call 311 or (612)-673-2301 Hmong - Ceeb toom. Yog koj xav tau kev pab txhais cov xov no rau koj dawb, hu (612) 673-2800; Spanish - Atención. Si desea recibir asistencia gratuita para traducir esta información, llame al teléfono (612) 673-2700; Somali - Ogow. Haddii aad dooneyso in lagaa kaalmeeyo tarjamadda macluumaadkani oo lacag la' aan wac (612) 673-3500

HOW TO STOCK & SELL STAPLE FOODS

HEALTHY FOOD MERCHANDISING



WHAT IS THE STAPLE FOODS ORDINANCE?

The Staple Foods Ordinance requires licensed grocery stores (including corner stores, gas stations, dollar stores, and pharmacies) to stock minimum amounts of staple foods such as fresh produce, whole grains, low-fat dairy/dairy alternatives and legumes. This guide is an introduction to stocking and merchandising healthy staple foods in your store so you are successful selling these items.

WHAT IS HEALTHY FOOD MERCHANDISING?

Displaying products in an organized, visible, appealing manner that entices customers to make a purchase.

WHAT CAN HEALTHY FOOD MERCHANDISING DO FOR YOU?

- Increase your **sales** of staple foods
- **Attract** customers to your store
- Make it **easy** for customers to find staple foods on your shelf
- Reduce the **amount** of food you throw away (expired, damaged or spoiled product)
- Make your store **stand out** from the competition

RESOURCES FOR STORE OWNERS

HEALTHY FOOD MERCHANDISING KITS

Store owners can receive a free merchandising kit (worth \$100) that includes multiple sizes of display baskets, reusable price tag signs, plus small and large stickers for cooler doors/windows.

INDIVIDUAL CONSULTATIONS

Minneapolis Health Department staff are available to help stores with meeting ordinance requirements and merchandising healthy staple foods. Contact 612-673-2301 or healthyliving@minneapolismn.gov

FINANCING TOOLS

- **Good Food Access Program Equipment and Physical Improvement Grant:** help grocery store and small food retailers make physical improvements and purchase equipment to stimulate sales of affordable, nutritious, and culturally appropriate food
- **City of Minneapolis Green Business Refrigeration Program:** funding for up to 20% of the total project cost to small business owners who implement refrigeration tune-up and efficiency upgrades after receiving an on-site assessment from Xcel Energy. Businesses located in select Green Zone areas of Minneapolis will receive funding for up to 30% of the total project cost.
- **City of Minneapolis:** loans for business improvement, purchasing equipment, façade improvement, and technical assistance.

For more information about financing tools, visit <http://www.minneapolismn.gov/staplefoods>

ATTRACT CUSTOMERS

OUTSIDE OF STORE

- Keep storefront clear of garbage, debris, graffiti, etc.
- Display bright banners/signs on doors and windows to advertise healthy food options
 - If you have a lot of advertisements for unhealthy items, people might not know you carry healthy items.



INSIDE OF STORE

- Keep inside of store clean
 - Sweep and mop floors daily
 - Keep aisles free of boxes
 - Regularly dust shelves
- Place staple foods in areas that customers can easily see
 - Front of store
 - Near the cash register
 - Stock at eye-level
 - Create visual displays of staple foods



MERCHANDISING

STAPLE FOOD APPEARANCE

- Keep shelves stocked
 - Use the first-in first out method: newer items should be placed behind older items
 - Remove expired food
 - Handle produce with care. Bruised or spoiled produce won't sell which means you lose money!
- Keep shelves organized
 - Use display baskets instead of bags or boxes
 - Group similar products together
 - Place labels facing forward



DO THIS!



NOT THIS!

SIGNAGE

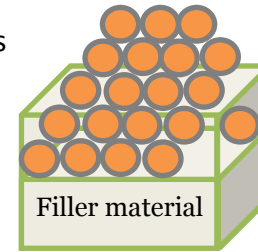
- Display signs on shelves to help customers find staple foods
- Use price tags to show customers how much staple foods cost
- Place arrows on floor directing customers to staple foods



VISUAL DISPLAY

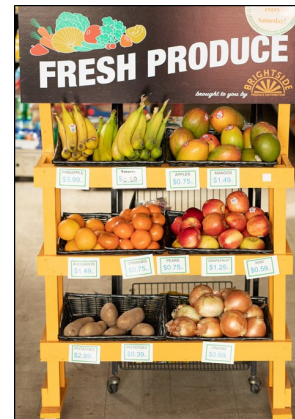
CREATE VISUAL DISPLAYS

- Use healthy food merchandising kits to create a display that attracts customers
 - Tilt baskets forward to appear fuller
 - Fill bottom of baskets with filler, such as newspaper, so that products can be stacked above the box
- Stock various colors
- Label items
- Display prices



CHECK DISPLAYS DAILY

- Restock BEFORE shelves are empty
- Remove items that are bruised or rotten.
- **As a rule of thumb, if you wouldn't buy it, neither would your customers!**
- Maintain a good reputation for staple foods by ensuring your foods are fresh!



FRESH PRODUCE

TEMPERATURE

Some fresh produce items do best refrigerated and some like room temperatures

No refrigeration needed for:

Avocado	Onions	Potatoes
Bananas	Plantain	Squash
Garlic	Pumpkin	Watermelon
Eggplant	Pineapple	Yams
Mangoes	Tomato	

GRAB-AND-GO

- Display perishable grab-and-go produce next to cash register in small baskets
- “Bundle” items together (for example, place bananas and apples next to peanut butter)



PROCUREMENT

Connecting with a local distributor for procurement of healthy foods is a way to keep prices low and quality high.

BRIGHTSIDE PRODUCE DISTRIBUTION



Weekly fresh produce delivery with no minimum orders or delivery charge. Learn more: www.brightsidempls.org

LOCAL FARMERS



Establish relationships with local farmers that can supply your store with fresh vegetables.

FARMERS MARKETS



Visit a farmers market once a week to buy locally grown produce. Find a list of markets here: farmersmarketsofmp.org