



Healthy Food Retailer Standards

PARTNERSHIP

Minimum Requirements:

- Have no major violations of tobacco, alcohol, health or labor laws in the past year [1].

Better Choice Champion Points:

- Welcome and support breastfeeding families by displaying an official *Breastfeeding Welcome Here* decal [1].
- Collect data from customers via feedback surveys (provided) [2].
- Write and implement a simple food waste reduction policy [2].
- Partner with a local farmer to supply fresh produce [2].
- Interact with CCHD on social media (i.e. share posts, etc.) [2].
- Participate in nutrition incentive programs (WIC, SNAP) [3].
- Encouraging active transportation (i.e. bike rack) [3].
- Offer produce grown in your own garden for purchase or use it in healthy offerings [3].



PLACEMENT

Minimum Requirements:

- Stock at least 1 BCR item from each food group at eye level [1].

Better Choice Champion Points:

- Place one or more healthy item at checkout [2].
- Locate healthier alternative in proximity to less healthy option [2].
- Provide pre-cut fruits and/or vegetables in 'grab-n-go' containers [3].
- Dedicate one or more end cap, produce stand or section to only healthy items [3].
- Feature only zero calorie beverages in 'grab-n-go' areas [3].



PROMOTION

Minimum Requirements:

- Display the BCR decal in a prominent location [1].
- Display visible prices for all items meeting BCR guidelines [1].
- Display at least 1 sign or shelf tag promoting BCR products [1].
- Display *healthy tip* signage provided by CCHD [1].

Better Choice Champion Points:

- Display artwork/ murals depicting healthy foods [2].
- Utilize display features to highlight healthy choices [2].
- Interact with CCHD on social media (i.e. share posts, etc.) [2].
- Remove alcohol, tobacco, and "junk" food ads from checkout counter [3].
- Remove alcohol, tobacco, and "junk" food ads from front door [3].
- Remove alcohol, tobacco, and "junk" food ads from front window [3].
- Offer loyalty programs or other special promotions on BCR items [3].
- Highlight a *Better Choice Retailer* approved "Item of the Month" [3].



PRODUCTS

Minimum requirements:

- Stock:
 - 1 low-fat dairy option [1].
 - 2 whole grain options [1].
 - 2 lean protein options [1].
 - 1 fresh and at least 1 other fruit AND vegetable option [1].
 - 2 healthy snack options [2].
 - 4 zero calorie beverage options [1].

Better Choice Champion Points:

- Stock:
 - 2 low-fat dairy options [2].
 - 3 low-fat dairy options [3].
 - 3 whole grain options [2].
 - 4 whole grain options [3].
 - 3 lean protein options [2].
 - 4 lean protein options [3].
 - 2 fresh and at least 1 other fruit AND vegetable option [2].
 - 3 fresh and at least 2 other fruit AND vegetable options [3].
 - 4 healthy snack options [4].
 - 6 healthy snack options [6].
 - 5 zero calorie beverage options [2].
 - 6 zero calorie beverage options [3].

Low-Fat Dairy:

- Skim or 1% Milk, Lactaid, soy or almond milk
- Low-fat yogurt (less than 15g added sugar)
- Low-fat cheese

Whole Grains

- Whole grain cereal
- 100% whole grain crackers
- Popcorn with no salt or butter
- Whole or quick cooking oats
- 100% whole grain bread, wraps or buns/rolls
- Brown rice, quinoa, farro, barley
- 100% whole wheat pasta

Lean Protein:

- Dried beans
- Canned beans (plain) - low sodium preferred, if unavailable BCR educational tag present
- Nut butter (no added sugar)
- Eggs
- Lean protein meat (85% lean beef, poultry) available fresh, canned, or frozen
- Fish (tuna packed in 100% water, fresh, frozen) low sodium, no sauces, breading etc.

Fruits & Vegetables:

- Fresh fruit (excluding limes and lemons)
- Canned fruit – no added sugar
- Frozen fruit – no added sugar
- Fresh vegetable
- Canned vegetable - low sodium preferred, if unavailable BCR educational tag present
- Frozen vegetable - low sodium preferred, if unavailable BCR educational tag present

Healthy Snacks

Shelf Stable:

- No more than 200 calories per serving, 7 grams of fat, 2 grams of saturated fat, 15 grams of sugar and 200mg of sodium per serving

Fresh:

- Whole or cut fruits and/ or vegetables
- Low-fat cheese stick or bites
- Hardboiled egg
- Low fat yogurt (less than 15g added sugar)
- Pre-packaged smoothie (no added sugar)
- Pre-prepared salads or snack boxes
- Made to order smoothies

Zero Calorie Beverages

- Sports drinks
- Seltzer
- Unsweetened tea's/ lemonade
- Water
- Flavored water
- Diet soda