San Jose Healthy Cornerstore Program

Case Study

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Photos:
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A. History and Need

Despite being one of the healthiest and wealthiest regions in the world, Silicon Valley still hosts large income disparities and health inequities. On average, Black and Latino populations earn 70% less than Whites,[1] and the percent of households receiving CalFresh in San José 's low-income communities is much higher (11%) than the county average (1%).[2] Low-income neighborhoods of San José are considered "food swamps", as there are over 4 fast food outlets per square mile compared to 1 grocery store per mile.[2] Throughout Santa Clara County, only 16% of food retailers are considered "healthy", and 39% (94 out of 243) of affordable housing developments have no access to healthy food within walking distance.[3]

The combination of the built environment and the wealth gap results in disproportionate diet-related illnesses among low-income communities and communities of color. In the city of San José 36% of children are obese,[3] and according to the Community Health Existing Conditions Report, low-income students in Santa Clara County are 62% more likely to be overweight or obese than middle- to high-income students.[4] Diabetes rates are higher among Latino residents (11%) compared to the county average (8%), and rates of hypertension and high cholesterol are highest among Black Americans (40%) compared to the county average (26%).[5]

As a response to these observed health disparities, The Health Trust Healthy Eating Initiative launched the *Good. To Go.* (G2G) campaign as part of its 5-year strategy (Healthy Eating Strategy Map), which includes four key programs: the Healthy Corner Store Program (HCP), Fresh Carts mobile produce vending, urban agriculture, and farmers' markets. The Healthy Cornerstore Program began with an initial planning grant to Working Partnerships to conduct research among store owners in San Jose to gauge their interest and need for such a program. The research revealed that store owners were very receptive to introducing healthier products in their stores, so long as they could receive assistance to do so. The Food Trust was then engaged as a consultant to guide The Health Trust and partners through the process of replicating and revising its corner store model from Philadelphia to meet South Bay's geographic and cultural needs. The Food Trust now serves as a main implementing partner on the program and works closely with Hispanic Chamber of Commerce (HCC), which provides stores business-related training and technical assistance, and Working Partnerships (WP), which leads the community engagement component of the program. Please refer to Appendix C1 for a graph of Healthy Corner Store Locations in relation to poverty level in the City of San Jose.

B. Program Vision and Goal

The vision of the Healthy Corner Store Program (HCP) is that San José residents request, buy, and eat high-quality, fresh produce and healthy foods from a sustained network of engaged, motivated, and financially successful cornerstore owners.

Program goals include:

1. Increase residents' access to healthy food;
2. Develop small businesses; and
3. Increase residents' consumption of fruits and vegetables.

Good. To Go. Campaign

Good. To Go. (G2G) is a community-based campaign aimed at increasing the purchase of produce and quality foods. The campaign is organized through a network of on-the-ground, trusted community vendors, including corner store retailers, Fresh Cart mobile produce vendors, farmers' market managers, and urban farmers. Participating vendors receive branded materials, marketing assistance, and media coverage to drive consumer demand for the new "fun, fast, fresh" items at G2G outlets. Community residents receive high-quality produce at competitive prices with incentives like coupons to encourage healthy choices.

The G2G brand, logo, and campaign were developed by the marketing firm Salter Mitchell, and based on research and intercept interviews with store customers. The research revealed that customers make food shopping choices largely based on taste, price, and convenience. Therefore, G2G's messaging responds to customer behavior by marketing G2G foods as "fun, fast, and fresh", rather than explaining a product's health benefits. G2G messaging and marketing tactics appeal to consumers' taste preferences, impulse buying habits, budget, and need for quick and easy convenience foods. G2G foods are primarily promoted as a better quality alternative to processed foods that taste just as delicious, affordable, and convenient as fast food and just happen to be healthy.

C. Partners

The Health Trust

The Health Trust (THT) is a nonprofit health foundation that provides grants, services and advocacy support to fulfill the vision of Silicon Valley as the healthiest region in America for everyone through its three initiatives: Healthy Living, Healthy Eating, and Healthy Aging. The Healthy Eating Initiative works to increase access to healthy foods in low-income communities

through policy and system change. The Health Trust leads the entire G2G campaign, which includes the HCP, thus providing partners with training, technical assistance, coordination and coalition building, evaluation, grant reporting to funders, and strategic leadership. For more information, visit www.healthtrust.org

The Food Trust

The Food Trust (TFT) is a nationally-recognized nonprofit dedicated to ensuring that everyone has access to affordable, nutritious food and information to make healthy decisions. Headquartered in Philadelphia, The Food Trust works with neighborhoods, schools, grocers, farmers and policymakers in the city and across the country to develop a comprehensive approach to improved food access that combines nutrition education and greater availability of affordable, healthy food. The Food Trust is the main implementing partner on the HCP in San José, providing store owners with training, technical assistance, and data tracking. For more information, visit www.thefoodtrust.org.

Hispanic Chamber of Commerce

HCC maximizes Hispanic business and economic development of Silicon Valley by serving as an advocate and resource for its members, business owners, professionals, students, and the community in general by being the premier voice for Hispanic and minority businesses. The HCC provides corner store owners business-related training and technical assistance, such as obtaining business licenses and permits, applying for WIC or SNAP benefits, product sales, and small business development classes. For more information, visit www.hccsv.com

Hispanic Satellite Small Business Development Center

The Silicon Valley Small Business Development Center offers a wide variety of services for present and potential small business owners. Their services include no-charge expert counseling, low-cost training, information resources, events, and seminars. All of their Business Advisors are functional experts in their field with extensive experience in working with small businesses. For more information, visit www.svsbdc.org

Working Partnerships USA

WP is a community labor organization dedicated to addressing the root causes of inequality for workers and communities of color in today's economy. Born in the heart of Silicon Valley, WP's model envisions their social change effort as an innovation laboratory for new policy and organizing ideas which can be exported and scaled with movement partners across the country. Working Partnerships leads the community engagement component of the HCP, including door-

to-door outreach and G2G promotion, the Adopt-A-Store strategy, store launches, and engaging residents in Healthy Cornerstore makeovers. For more information, visit www.wpusa.org

SalterMitchell, Inc.

SalterMitchell, Inc. (SM) is a marketing and communications firm that designed the G2G brand, logo, and campaign as well as in-store and outdoor marketing materials. Their creative approach tends toward the unexpected, tapping into angles that surprise and delight a target audience, not simply inform them. Campaigns are geared to move people through three stages of interaction: Interrupt (winning attention), interact (guiding decision-making) and engage (helping people act). The organizing principle is to create ideas that sell themselves. For more information, visit www.saltermitchell.com.

D. Program Model

The HCP is based on a tiered model, providing recruited stores with three stages at which they can participate: Member-in-Development, Member, and Flagship:

1. Member-in-Development: When stores are first recruited, they may stay in this phase for several months before being fully incorporated into the program as a Member store. During this time, both the store owner and the program staff can determine if the store is a good fit for the program. To advance to Member store phase, members-in-development are expected to introduce the minimum new healthy products and install basic marketing materials in exchange for training and technical assistance from staff.
2. Member store: Stores are selected to be Member stores dependent upon their success in meeting the Member-in-Development phase requirements along with level of interest and store potential. Key indicators of an owner's commitment and future success are his/her willingness to give healthy products prime floor space, remove unhealthy marketing, engage with customers about the healthy changes in their store, and incorporate information from trainings. Stores located in target areas and near community resources that serve to attract customers, such as schools, recreation centers, or other public spaces, are prioritized. All stores must accept SNAP to be eligible, and stores that accept both SNAP and WIC are prioritized for membership phase. Member stores receive free "G2G snack racks", produce displays, initial G2G marketing materials, coupons, and complimentary trainings.
3. Flagship: In addition to demonstrating that they have met the Member phase criteria, stores are strategically selected to advance to a flagship phase based on owners' high level of interest and capacity, as well as store location (e.g. proximity to other community resources that will serve to easily draw more customers). Flagship stores receive major interior and exterior renovations, and are eligible for assistance with permits for delis, branded awnings and large signs covering the front of the store, murals, additional in-store marketing

materials, refrigerators, and additional produce displays as well as outdoor media advertisements. The creation/development of Flagship Stores generates excitement among newly recruited stores and serves as a model store.

The HCP invested between $6,000 and $12,000 for Member and Flagship stores, respectively. The investment amount varied according to the store's size:

Square Footage	*Anticipated Store Conversion Cost*
Under 1,000	$6,000 to $8,000
1,000 to 1,500	$8,000 to $10,000
1,500 to 2,000	$10,000 to $12,000

Recruitment

Stores are recruited from low-income communities in which at least 15% of residents live below the poverty line. Of the 201 corner stores in Santa Clara County, 30% are located in these high-poverty areas. To be considered eligible to join the HCP, a store must be less than 2,000 square feet, have 1 cash register, and must not be a franchise store. Other considerations include owner interest, store capacity, connections to distributors, WIC and SNAP acceptance, current product offerings, and current store condition. Stores must sell some type of produce to be accepted into the program, and stores selling hard liquor are currently not eligible to join the program.

Recruiting is conducted throughout the year. The goal is to have twice as many stores recruited as are desired to become full G2G Member stores, as attrition is expected. This system provides an adequate pool from which to select high performing stores. As a store moves from the Member-in-Development phase to the Member phase, a new store is recruited to keep the total number of stores in the Member-in-Development phase at 10. The San José HCP goal is to recruit 20 stores to participate in the Member-in-Development phase, provide support to these stores such that at least 10 of these stores will reach Member status and an additional 2 stores will reach the Flagship phase.

Training and Technical Assistance

Once stores are recruited to the program and sign an MOU, they begin receiving ongoing training and technical assistance from program staff. Throughout a store's participation in the HCP, store owners receive one-on-one, in-store training on topics related to produce handling, storage and display, customer service, pricing, and sourcing healthy products. A formal training occurs with each store owner every two months, or as needed, while the stores receive ongoing technical assistance. Each time a program staff visits the store, the owner and the program manager sign off on the visitation log to document what was discussed during that visit.

Part of the HCP vision is to have financially successful cornerstore owners. To meet this goal, technical assistance is provided to store owners in all areas of business development, including:

- Marketing
- Merchandising
- Cost Analysis
- Produce Handling
- Produce Display
- Healthy Value Added Products
- Sell Healthy Guide
- Permit (DEH, WIC, and SNAP) application assistance and follow up
- Store Maintenance
- Pricing and Promotion (bundling)
- Business Planning
- Computer Skills
- Energy Efficiency
- Customer Interaction
- Sourcing and Distribution
- Capacity Building

Program staff provides technical assistance in the store during visits by jointly conducting program-related activities while referring to training topics. For instance, staff and owners may jointly change store layout and install marketing materials in an agreed-upon location within the store in order to highlight the new product offerings and ensure proper storage and safe food handling. Technical assistance also includes connecting store owners with business services, such as coordinating an energy efficiency visit to help them save money on electricity, and navigating bureaucratic agencies to assist them in obtaining proper permitting and licenses or applying for grants and loans to grow their business.

A resource kit is given to each participating store during the first training session. The resource kit includes all the information that program staff cover during training and T.A. visits, such as

an MOU (Appendix A 10-12) , coupon policies (Appendix A 13), product menu (Appendix A 14) , local produce guide (Appendix A 17), business plan (Appendix A 22-24) , and a purchasing guide (Appendix B). The program staff reviews the contents of the resource kit with the store owners and staff track T.A. sessions using a Visitation Log (Appendix A 21). The owners keep the resource kit in the store as a reference guide to assist them with sourcing, purchasing, staff training, and program guidelines.

A business plan is created for each Member store and includes the store owner's vision, the expected training and equipment to be provided to the store, a store layout graphic, and a budget for all materials and equipment given to store. The business plan is used to ensure that both the program staff and the store owner agree on all changes to be made, the timeline for changes, expectations on both sides, and the resources required. Signing off together on the changes prevents confusion or misunderstandings down the line. Moreover, having a business plan holds the owner accountable for any agreements made and allows them to see the end goal.

Marketing

All participating stores received free, G2G branded marketing materials and displays, including: refrigerator lightbox signs, produce display signs, G2G banners, shelf "wobblers" or labels, refrigerator stickers, a G2G snack rack, a G2G menu board, and recipe cards. Because all materials were branded according to the G2G brand guide, stores benefitted from city-wide brand recognition. Store locations were also highlighted through the online G2G map and phone applications, which were promoted through media, social media, events, and door-to-door outreach. Flagship stores received additional signage and marketing, such as external store signs and bus shelter ads, in exchange for a deeper commitment to the program, (see Appendix A-4 for an example of a Flagship Store).

Coupons are used as a marketing strategy to encourage customers to buy the new G2G products and helped cut store owners' initial losses from introducing new items until customer consumer habits shifted to support G2G. "$5 off a $10 G2G purchase" coupons were distributed to residents living near participating stores. THT's and partners' program budgets included a line item to reimburse stores for the redeemed coupons. HCP staff found that Flagship stores redeemed between $250 to $500 worth of coupons, while member stores redeemed a maximum of $50 per month.

Program staff also worked with owners to institute in-store promotions and sales in order to highlight new items, especially produce. Some stores used a general promotion for all fresh produce while others chose to bundle their products to create a recipe kit that provided customers with a discount for buying several items together. G2G menu boards and coupons were used to advertise the in-store promotions to customers.

Financial Incentives

Once "Member-Development" stores introduce the required number and types of G2G products (see Appendix A 14 for Product Menu), the store receives a $200 check. This helps offset the cost of buying additional products and any loss from not selling the new products.

Launches and community engagement

Once member stores institute the changes outlined in the MOU and business plan, program staff jointly plan a launch event with the store owner in order to highlight the changes made at the store along with the new products to customers. See the Community Engagement section on page 11 for more information on launches.

Equipment

Corner stores often lack capital for the equipment required to store fresh produce, such as refrigeration and shelving. To relieve the financial burden of buying equipment required to store and display produce, equipment such as refrigeration is provided free of charge to store owners in the flagship phase, as long as they use equipment solely for the healthy food as outlined in the Memorandum of Understanding (see Appendix A5 for examples of equipment upgrades). All Member stores also receive a G2G snack rack and produce stand. Flagship stores may also receive point-of-sale (POS) systems in order to track transactions and generate reports in order to measure which items sell most and what marketing strategies worked best.

E. Expected Outcomes at Stores

In exchange for the training, T.A., equipment, marketing, and resources that stores receive from the program, store owners are expected to make and maintain changes to their stores' interior and exterior in order to make healthy foods available and affordable to customers. The following changes are expected from stores:

1. Member-in-Development Phase:
    - Introduce at least 2 *new* healthy snack items, 2 *new* fresh produce items, and 2 *new* items from healthy product categories (e.g., low-fat dairy, whole grains). Refer to Appendix A 14 to see the product menu;
    - Display a series of marketing materials according to the brand guide and installation instructions to promote the new products; and
    - Apply to accept SNAP and/or WIC.

2. Member phase:
    - Introduce at least 4 *additional* healthy snack items, 4 *additional* fresh produce items, and 4 *additional* items from other healthy product categories (e.g., low-fat dairy, whole grains, low-sodium canned products, or lean proteins);
    - Stores are encouraged to make at least 1 of these new fresh produce items a locally-grown fruit or vegetable, to the greatest extent possible;
    - Change store layout to display the new, G2G products at the front of the store and at eye level and move unhealthy products to back of store or below eye level.
3. Flagship phase:
    - Introduce at least 4 *additional* healthy snack items, 4 *additional* fresh produce items, and 4 *additional* items from among the remaining product menu categories (e.g. low-fat dairy, whole grains, lean protein);
    - Correctly install and maintain the marketing materials and supplies provided during the member phase. Store owners that show additional interest and provide input to program staff are selected for flagship phase;
    - Serve as a hub for other stores and partners, such as serving as a drop-off point for a bulk order that serves several stores. Flagship stores are expected to also serve as a pilot for new strategies, such as buying local produce from mobile farmers' markets to resell to customers; and
    - Serve as an evaluation site and provide data as needed for reporting and assessment.

F. Community Engagement

Our strategy for community engagement is rooted in the belief that the very people who we seek to serve through the HCP must be a core partner in the strategy development, neighborhood outreach, and corner store owner relationship development in order for the program to succeed. Changing residents' relationships to corner stores is a key inroad for creating solutions for healthy eating that communities can embrace.

Our multifaceted approach to change that relationship focuses on engagement of residents, community organizations and store owners through a variety of tactics including: neighborhood canvassing, institutional outreach through our "Adopt-A-Store" program, earned media, and launch events. Our Neighborhood Action Team, pictured at left, is comprised of community

residents who are outreach experts and trained not only on the Healthy Corner Store Program, but also in community organizing so that they see their role as activators and not just educators.

Launches and in-store events

Working with store owners and residents, we organize launch events to highlight expanded options at their local corner store. Events have included mural paintings, coloring contests, store tours, kids' activities such as games and face painting, and cooking demonstrations. These events serve a dual purpose of educating residents about new options as well as building relationships between store owners and their customers to deepen owners' investment in the health of their communities. Local elected officials and the media are invited to participate and cover the event to further highlight the importance of the program.

Canvassing

Our Neighborhood Action Team identifies a 3-5 block radius around each member or flagship store and knocks on each resident's door to inform them of the program and store changes, distribute coupons, help residents download the G2G phone app, and gather resident feedback on the program and store. During their outreach, the WP canvassers connect community issues to the HCP to engage residents, create community ownership, and position the program as a strategy for residents to achieve tangible change for their families. WP reached over 800 residents from 2014-2015 through door-to-door canvassing.

Adopt-A-Store

This element creates intentional connections between businesses and community institutions, fostering deeper relationships in the neighborhood and sustained support for corner stores. Through Adopt-A-Store, businesses, churches, community-based organizations, schools, etc. adopt a store by sponsoring an activity with their members or constituents in collaboration with the corner store to increase awareness of healthy food options and to build bridges between local businesses and community organizations. Drawing from their knowledge of local neighborhoods and their relationships, the neighborhood action team meets with institutions and develops a plan together that fits the needs of the organization and the HCP and then supports the institution to implement the activity. Examples of store adoption include, but are not limited to, distributing coupons and flyers to their students or resident constituents, attending store events, or buying G2G items from their nearest store for events or student snacks.

Media, Social Media, and Technology

Working Partnerships also seeks out media personalities, such as radio show hosts, who are popular among target neighborhood residents, to host radio spots on the HCP, spread program-

related information on air, and/or attend in-store events to attract street traffic and on-air listeners. THT worked with an app developer to create and pilot test a G2G application for phones and mobile devices. This app includes an interactive map of all G2G outlets, including the participating stores, along with information for each outlet (e.g. address, if the outlet accepts SNAP or WIC, a picture, and hours of operation). The app allows THT to also send notifications to users in order to advertise in-store sales and promotions, store events and launches, and G2G-related information. The apps can be found in the Apple and Google Play stores at the links below:

Apple
https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=950904164&mt=8
Google Play
https://play.google.com/store/apps/details?id=com.healthtrust.goodtogo

THT also manages a Facebook page (https://www.facebook.com/gd2go) and online map (http://healthtrust.org/our-work/eat-well/healthy-food-map/) on its web site to share G2G-related information and news, interact with partners online, and create community engagement opportunities.

G. Community Collaborators

Community engagement would not be possible without collaborators, who provide additional program support in their areas of expertise. The San Jose HCP collaborated with the following partners:

Utility companies

Pacific Gas and Electric Company conducted free energy audits at stores and advised our stores on how to save energy and money. San José Water Company also helped our stores by doing water efficiency audits.

Local Media

Connections with the local media were imperative to promote the program to other interested collaborators and the community. Research should be conducted in the program target community to identify the most effective media channels. The San José HCP opted to use radio, as we found radio to be the most cost-effective media method to reach our target audience. The HCP partnered with the local radio station, La Raza, to cover a corner store launch as well as air a public service announcement of the program. Leveraging the popularity gained by the radio media coverage, program staff appeared on a local program -- Comunidad Del Valle -- hosted by news anchor Damien Trujillo. Additionally, the program was covered by local newspapers, El Observador and Peninsula Press.

Local Government

The San José HCP worked closely with the Santa Clara County Public Health Department (SCC PHD), which was also implementing a healthy retail program but in larger, grocery stores. Both teams met bimonthly to brainstorm and coordinate joint strategies for reaching target communities, influencing local policy for healthy retail incentives for store owners, sharing marketing materials, and co-hosting events at stores. In addition to SCCPHD, the HCP also included local, elected officials at the city and county levels by inviting them to store launches, meeting with them to explain the program, and asking them to promote the program and G2G outlets through their existing communications channels.

Center for Employment Training

A valuable partnership was established with the Center for Employment Training (CET) to provide valuable store construction and cleaning services to store owners. Students at CET receive contextual learning and competency-based skills training. Classrooms, shops, and labs all emulate the industrial model that helps students socialize to the workplace environment. Our partnership with CET gave CET students the opportunity to obtain on–the-job experience in providing construction and cleaning services to corner stores, while delivering a substantial benefit to corner stores.

Farmers' and Mobile Markets

The San José HCP partnered with a mobile farmers' market, operated by Fresh Approach, and a local community organization, Garden to Table, to pilot test a new distribution mechanism, whereby the mobile market drops off lower-priced bulk orders of local and gleaned produce to corner stores during its regular routes through the city. Garden to Table's neighborhood fruit gleaning program, operated by volunteers, provided a fresher, local, more natural source of produce at a competitive price to the stores, while the mobile market provided the deliveries.

H. Challenges and Solutions

Recruitment

Recruitment proved challenging, as program staff often needed to visit and call stores multiple times before finally reaching the owner. Store owners may be skeptical of new people approaching them, since they are already exposed to many salespeople that often ask stores to display advertisements or carry new products. Additionally, store owners may be intimidated by their lack of food handling knowledge, equipment, space, or contacts with distributors. The HCP solution was to build a trusting relationship with the store owners, which required multiple and frequent visits to the stores. A diverse program team is also crucial to the program's success, as store owners tend to respond more positively to program staff that represent their community or

speak their language. Finally, program staff need to maintain flexible hours in order to accommodate store owners' busy schedules, as store owners may hold others jobs and not be available at the store during business hours.

Implementation

There was occasionally confusion and divergent expectations between program staff and store owners. Business owners may not be familiar with nonprofit program approaches and may not understand grant-related timelines for making changes in the store. Simultaneously, store owners may have different priorities and perspectives than program staff regarding store offerings, layouts, and improvements. The HCP found that setting clear expectations and sticking to those expectations was key in developing a successful relationship with store owners. Signed agreements that clarify expectations for both parties are a great way to set clear, joint goals and responsibilities. Program staff also provided store owners with store business plans that include visual layouts and a budget to clarify the process, timeline, and components of the program.

Small business owners often struggle financially to keep their stores operational. Within two years, four stores that were participating in the HCP changed ownership. Although such turnover is common, it can cause setbacks in the program at large. HCP program staff sought to maintain regular contact with store owners in order to be kept informed of any plans to sell the business and in order to be quickly connected to the new owners. If the new owners are interested in the HCP, support can be given in ownership transition and setbacks can be prevented. It is also important to ask if the store is considering selling before recruiting that store and achieve some level of contact with landlords in these instances.

Finding distributors that meet HCP guidelines and are willing to work with corner stores is a continuous challenge. Program staff sought distributors that could deliver local or high-quality produce at affordable prices; however most small corner stores could not meet distributors' minimum order volume to qualify for delivery or could not afford distributors' delivery fees. In addition, distributors, who were used to working with larger and more consistent supermarkets, were not willing to be flexible with corner stores' inconsistent or infrequent orders. While it is not financially beneficial for a distributor to service only one cornerstore, through negotiations, program staff was able to find a distributor that was willing to accept a combined order from several stores and deliver all stores' orders to one drop-off point on a weekly basis. Participating corner stores are encouraged to work together to buy bulk orders for lower price, and a main hub store is required to be the delivery point, from which others stores pick up. Program staff also connected stores with a G2G mobile farmers' market that was willing to drop off locally-grown produce to stores at affordable prices. In addition to providing store owners with produce distribution options, HCP program staff also researched healthy but affordable snacks and encouraged store owners to pilot these new snacks, one by one, in their stores. Snacks that met the product menu and were affordable were added to the Purchasing Guide (See Appendix B).

Competition from brand name, unhealthy product advertising has made marketing healthy products a continuous challenge. In Santa Clara County, 69% of stores that sell tobacco have unhealthy products advertised, while healthy products are only advertised in 16% of the stores.[6] Additionally, unhealthy brand-name products provide stores with free, in-store advertising and shelving, and as a result, they control prime floor space and product placement. Due to the oversaturation of advertising in small corner stores, the HCP uses existing strategies from large unhealthy advertisers to push the G2G alternatives, such as branding sections of the store (e.g. "G2G snack rack") and offering kid-friendly visuals. Compared to stores in denser urban environments, corner stores in the Bay Area tend to have more space and therefore require more advertising in order for the new products to be noticed by customers. The San José HCP required a larger marketing line item in the budget compared to the Philadelphia Food Trust program in order to achieve enough marketing saturation in the store to effectively reach customers.

Changing consumer behavior through outreach and engagement takes time, while grant deadlines often require a fast program pace. People often need to hear a message at least seven times in order to retain the information and contemplate a behavior (in this case, shopping) change. It is important to build in adequate time into a corner store program for community outreach and engagement, as stores cannot achieve financial success and sustainability without customer support. Recruiting bilingual interns, volunteers, and canvassers from the target communities is another successful strategy that ensures that residents are more receptive to the messaging and truly understand the program and how they can support it. Providing ways for customers to get involved in the store-level changes helps to build community ownership. Examples include surveying residents to learn what products they would most likely buy from the store, identifying community leaders who can help with store-level conversions and improvements, and the Adopt-A-Store model mentioned in Section F, Community Engagement section.

I. Healthy Retail Incentives

Store Owner Challenges & Policy Change Solutions

San José and the South Bay in general host many large supermarket chains, even in low-income communities. Such large box stores pose major business threats to small, independent corner store owners, as they are able to offer very low prices by buying in bulk. Over time, small corner stores have tried to combat this threat by offering quick snacks, convenience foods, and beer/wine/liquor. Therefore, attempts to shift cornerstore offerings to healthy options can pose financial difficulties to store owners without some form of "healthy retail incentives". These incentives can take the form of local policy changes that reduce financial burdens for stores that show a commitment to offering healthier products. Such policy changes could include, but are not limited to: reduced or waived business license or permit fees for stores that sell a minimum amount of healthy products, zoning changes that allow "healthy corner stores" to offer additional parking to customers or receive additional store space and lower tax rates, or grants and loans to store owners to use for equipment and supplies that promote or display healthy items. WP surveyed cornerstore owners to identify the incentives that would be most useful for their businesses. Staff will begin to meet with local elected officials in 2016 to determine which identified incentives could be supported and implemented at the City and County levels of government.

J. Monitoring and Evaluation

The HCP monitors and evaluates corner store progress on a monthly and quarterly basis in the following ways:

1. Inventory:

Once a store enters the "Member-in-Development" phase, a baseline inventory of qualifying healthy products is conducted in the store. An inventory is then taken on a monthly basis to track any increases in qualifying G2G products over time and to identify best sellers.

2. Point Of Sale Systems:

Point of Sales (POS) systems are installed in select flagship stores as budgets allow. The HCP's goal is to evaluate the change in sales of healthy products and trends due to enhanced store design and marketing materials, incentives, and community engagement activities. POS systems can also be useful if a program is interested in piloting a "double the value" promotion for EBT/SNAP customers, as it can provide a digital mechanism for providing the incentive at point of sale and tracking the use of those incentives.

3. Coupon Redemption:
Coupons redeemed and receipts showing the coupon discount are collected weekly from stores. The number of coupons and healthy products purchased with these coupons are tracked by store and month. Through these reports, a list of popular items is generated to reveal most popular items.

4. Training:
Store visits and training delivered by program staff is tracked by store owners and program staff signing an ongoing log of store visits that include a list of services delivered at each visit.

5. Produce Sourcing*:*
Produce invoices are collected to track the volume of produce sold to the community as well as any increases in produce offerings. The HCP also tracked local produce volume as well.

6. Reviews are conducted at each store on a quarterly basis to gauge the store's commitment to the program and verify if stores are meeting minimum requirements. Stores not complying with the program expectations will be issued a warning and additional technical assistance will be offered to identify and correct the issue. Those stores will be reviewed again one month after the warning was issued. Failure to meet requirements after 3 warnings will result in removal from the program.

7. Master Tracking Sheet:
All collected data is summarized in a master tracking sheet and shared with the entire HCP team monthly. Store progress in meeting minimum requirements is included in this report.

K. Closing

A key component of The Health Trust's *Good. To Go.* strategy is changing policy, systems, and environment, which can then lead to behavior change at the community level. We believe the HCP changes the food landscape in San Jose and provides a model for engaging decision-makers in discussions regarding better city planning and zoning, public health strategies, and community and economic development. After two years of implementation, we still find ourselves in the pilot phase of our long-term strategy and anticipate fine-tuning our strategies for another two years before achieving sustainability. Policy changes that can be instituted now will facilitate future sustainability by incentivizing healthy retail through reduced fees and permitting. We encourage you to check back on our progress periodically by downloading our phone app, subscribing to our newsletter, and following our Facebook page, all of which can be found on our web site: http://healthtrust.org/goodtogo/.

End Notes

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Appendix A

Healthy Corner Store Program Resource Kit

What is *Good. To Go.?*

Good. To Go. (G2G) is a community-based campaign aimed at increasing San Jose residents' purchase of produce and quality foods. The campaign is organized through a network of on-the-ground, trusted community vendors, including corner store retailers, Fresh Cart mobile produce vendors, and mobile markets. Participating vendors receive branded materials, marketing assistance, and media coverage to drive consumer demand for the new "fun, fast, fresh" items at *Good. To Go.* outlets. Community residents receive high quality produce at competitive prices with incentives like coupons to encourage healthy choices. The campaign is sponsored by Google, USDA Community Food Project Grant, Packard Foundation, and the City of San Jose. For more information, visit the *Good. To Go.* webpage: http://healthtrust.org/our-work/eat-well/good-to-go.

Good. To Go. **Outlets**

Fresh Carts

This mobile produce vendor program is bringing uncut, fresh fruits and vegetables to residential neighborhoods of San Jose. The program provides entrepreneurial opportunities to neighborhood residents, who will operate their own carts, while increasing access to healthy foods in low-income neighborhoods through the sale of produce. Based on the Green Carts program in New York City, The Health Trust launched Fresh Carts Silicon Valley in Summer 2014 in partnership with Sacred Heart Community Services, AnewAmerica, and Karp Resources.

Healthy Corner Store Program

In neighborhoods that don't have supermarkets, residents frequently shop at small markets and convenience stores. These stores often stock many high-sodium, high-fat snack foods and sugary beverages but carry little or no fresh produce or other healthy foods. The Health Trust launched the Healthy Corner Store Program in Fall 2014 in partnership with the Hispanic Chamber of Commerce, Silicon Valley, The Food Trust, and Working Partnerships USA. It will provide equipment and technical assistance to store owners who agree to carry fresh produce and other healthy items. The program partners with local community agencies and organizations to 'Adopt-A-Store' in their neighborhoods by promoting the G2G campaign among their clients and participating residents.

Mobile Farmers' Markets

Operated by Fresh Approach, the *Freshest Cargo* Mobile Farmers' Market is a "farmers' market on wheels" that sources produce directly from local farmers to sell in underserved communities. To achieve this goal, the model includes sales sites at mixed-to-high income sites which help cover operating costs. Without these sites, it would be impossible to maintain affordable prices in these low income communities. Freshest Cargo will also deliver to Healthy Corner Stores along their routes.

What is the Healthy Corner Store Program?

About Healthy Corner Store Program
The Healthy Corner Store program was launched last year by Hispanic Chamber of Commerce-Silicon Valley (HCCSV) to provide equipment, upgrades, training, marketing materials, and business development assistance to store owners who agree to carry healthy foods and other "grab-and-go" items. The stores serve as one stop shops for community resident's weekly grocery needs and are where local children visit for their mid-day snack of nuts or fresh grapes. Forty stores will be converted over two years with help from HCCSV's bilingual business advisors and managers, The Food Trust, Salter Mitchell, and The Health Trust. For more information and to find *Good. To Go.* corner stores on our locator map, visit http://healthtrust.org/our-work/eat-well.

About The Health Trust
The Health Trust is a nonprofit foundation that provides grants, services and advocacy to support its vision of Silicon Valley as the healthiest region in America through its three initiatives – Healthy Living, Healthy Eating, and Healthy Aging. The Health Trust Healthy Eating Initiative works to increase access to healthy foods through policy and system change. The Health Trust won Google's Bay Area Impact Challenge in June for its proposal to create new distribution channels for affordable produce in Santa Clara County, receiving $500,000 to distribute 50,000 pounds of produce to 10,000 low-income residents in Santa Clara Valley. For more information, visit www.healthtrust.org.

About Hispanic Chamber of Commerce
The mission of the Hispanic Chamber Of Commerce Silicon Valley is to maximize Hispanic business and economic development of Silicon Valley by serving as an advocate and resource for its members, business owners, professionals, students and the community in general by being the premier voice for Hispanic and minority businesses. For more information, visit http://www.hccsv.com.

Facts and Questions

What are the requirements to be in the program?

- Be a motivated and community minded storeowner who want to make a difference in the health and wellbeing of their clients.
- Be willing to introduce and maintain qualified products and marketing materials in your store.
- Be willing to post *Good. To Go.* marketing materials in your store.

What if I don't have the permits to sell produce?

- Part of the initiative is to support you in acquiring required permits. There may be subsidies offered to help pay for the permits for qualifying stores.

How long am I committing to being in the Healthy Corner Store Program?

- You will have our technical and marketing support for one year, but it is our hope that with your commitment, community support, and customer demand this initiative will continue past one year.

When can I expect my store to have a Healthy Makeover?

- Depending on your commitment and willingness to embrace the mission of the corner store program, your corner store representative will work with you to plan a timeline for your conversion.

Are there any fees or costs associated with this program?

- There are no financial obligations required to participate in the program, however your commitment and partnership in working with your corner store representative is critical to the success of the program.

Flagship Store Example

First Street Market Flagship Store, 748 S 1st Street San Jose, CA 95118

Equipment Upgrades

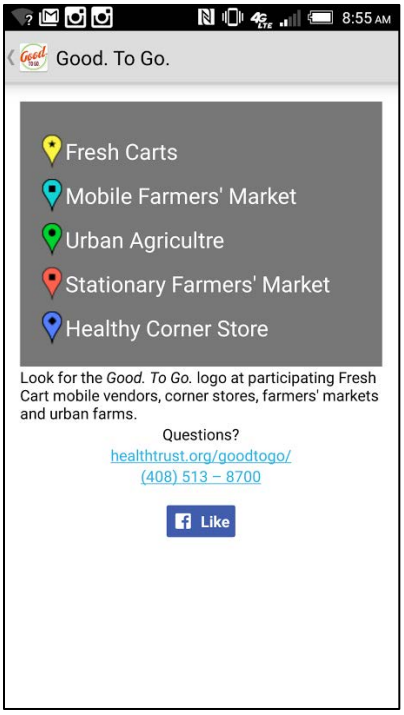
Equipment Upgrade Options:

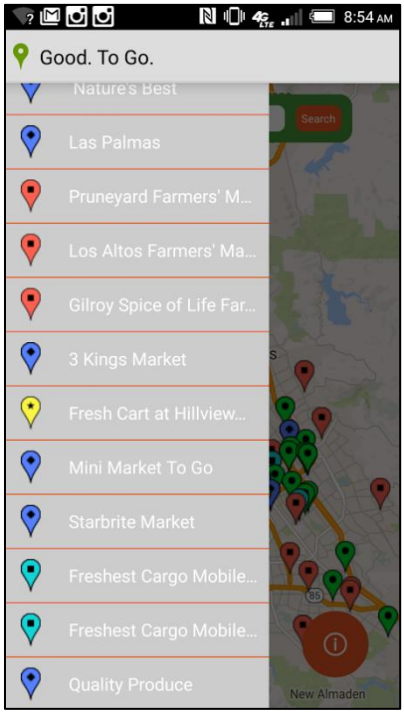
- Produce Stands
- Refrigerators
- Ceiling and floor repair
- Deli and food prep permits
- Juicer
- Scales
- Extra shelving
- Store façade improvements

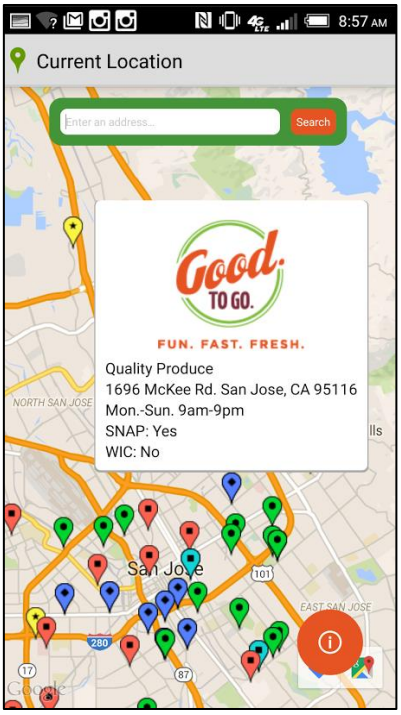
Community Engagement

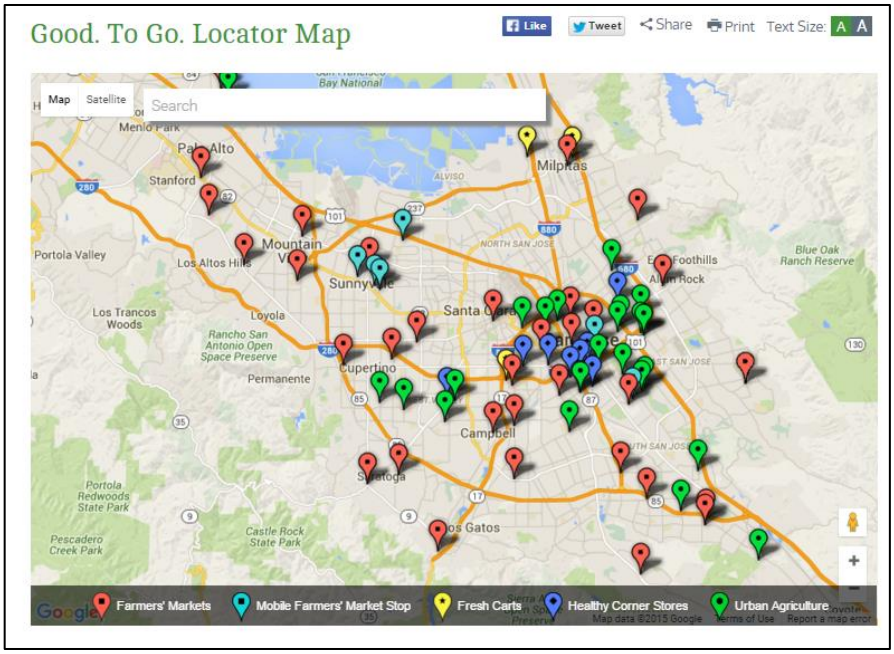
- Door-knocking in corner store neighborhoods
- Engaging local schools, churches, community centers, and non-profits to promote the HCP
- Organizing and implementing launch events
- Adopt-A-Store program
- Cooking demos for customers

Good. To Go. Locator Map and Mobile Applications









G2G Locator Map Applications available for Android and Apple mobile devices:

Google Play Store:
https://play.google.com/store/apps/details?id=com.healthtrust.goodtogo

Itunes:
https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=950904164&mt=8

Good. TO GO.
FUN. FAST. FRESH.
Brought to you by The Health Trust.

Application for Healthy Store Conversion

Store ID # _____ Date _____

Store Name _____ Owners/Manager _____

Address _____

Cell Phone # _____ Email _____

How long have you owned the store _____ Hours of Operation

Does the store sell tobacco? _____

SNAP ☐ WIC ☐ Wants to Apply ☐ Internet ☐

What is YOUR Vision?

Responses

What is your vision for the store?
What types of inventory changes would you like to make? How can we support this vision?

What types of healthy products would you like to add to your store?

What equipment do you need to sell those healthy products?
(Refrigeration, Scales, Shelving or Blenders)

Why do you want to sell healthy?
How will selling healthy improve your business?

Do you plan to make any changes to your store in order to accommodate new equipment?
Have you made any changes to the store on your own in order to sell more healthy items?

Knowing your Market

Responses

Who is your competition?
How many stores are nearby?
How will this affect what you sell?

What makes your store standout and different?
Specialty products
How will you compete?

Who are your customers?
Age groups (children, adults, senior citizens)
Ethnicity of customers

About how many customers do you have per day?

What are your store's peak hours or days?

Average store profits?

Store Layout and Changes

Where do you want to stock your NEW HEALTHY PRODUCTS in the store?
The Better the Location the Better the Sales

Training and Support

Responses

If we work with you to make the changes we discussed, what types of training or support will you need? What business skills would you like to learn more about in order to improve your business and increase profits?

Produce Handling
Display Techniques
Refrigerator Maintenance
Inventory/Finance Management
Food Waste

Where will you purchase your new healthy products?

Do you already shop at these places?
Do you need help building a relationship with these vendors (ex. connect with lovines)

What is your back-up plan if sales are not what you anticipated?

Be prepared to adjust and adapt

MARKETING

How will you promote the new products in order to drive sales and create demand?

Display
Sales
Advertising (ex. in window, flyers)

Would you like additional support or training with this?

Memorandum of Understanding (MOU) – Member-Development

Store Address:_____ Store Name:_____

Member Development

Memorandum of Understanding between Store Owner and *Good. To Go. Project Staff*

I, _____, owner of corner store _____ (the "Corner Store Owner") agree(s) to participate in the San Jose Healthy Corner Store Program (the "Program"). The San Jose Healthy Corner Store Program is part of the Health Trust's *Good. To Go*. campaign (http://healthtrust.org/goodtogo/); the Program connects corner store owners, community partners and local farmers to increase the availability of fresh fruits and vegetables and other healthy foods in corner stores throughout San Jose. The Program helps to improve healthy food options in corner stores by offering attractive, affordable fresh produce and other healthy foods that appeal to consumers' needs for convenience and quality.

By participating in the Program, I agree to:

- Allow project staff to post the *Good. To Go.* Marketing Campaign throughout the store in accordance with the Marketing Materials guide. **This campaign will remain in the store for at least 1 year.** The Corner Store Owner acknowledges that these materials are the sole property of The Health Trust.
- Introduce or expand the selection of HEALTHY foods, as further described below, sold in the store (according to product menu) and continue carrying these new items for at least 1 year. These NEW items will include at least 2 varieties of fresh fruits or vegetables, 2 new healthy snacks and 2 additional items from other categories within the product menu. The Corner Store Owner will encourage expansion of these healthy foods.
- Provide contact information for records and my participation payment including: Store name, name of owner, store address, store phone number, inventory, sales information.
    - If someone other than the Corner Store Owner will be receiving the participation payment, describe who they are and how are they associated with the store.
- Notify the project staff of changes in ownership within 2 business days.
- Authorize the project staff to discuss the merits of this agreement to use/post photos of the store through communications, press releases, and social media.
- Allow project staff to do walkthroughs of the store, noting basic information about the store size, inventory and equipment.
- Allow project staff to determine the success of the Program by providing access to the store for evaluation purposes, including, but not limited to, collecting price data and photos of healthy items in the store, obtaining invoices to track sourcing of produce items, and providing needed feedback and participation in surveys.
- Be available for trainings from The Food Trust as offered and scheduled.
- Abide by all agreements and training protocols provided through the store toolkit and sign off on the store toolkit at each visit from project staff.

Memorandum of Understanding (MOU) – Member

Store Address:_____ Store Name:_____

Member

Memorandum of Understanding between Store Owner and *Good. To Go. Project Staff*

I, _____, owner of corner store _____ (the "Corner Store Owner") agree(s) to participate in the San Jose Healthy Corner Store Program (the "Program"). The San Jose Healthy Corner Store Program is part of the Health Trust's *Good. To Go*. campaign (http://healthtrust.org/goodtogo/); the Program connects corner store owners, community partners and local farmers to increase the availability of fresh fruits and vegetables and other healthy foods in corner stores throughout San Jose. The Program helps to improve healthy food options in corner stores by offering attractive, affordable fresh produce and other healthy foods that appeal to consumers' needs for convenience and quality. Corner Store Owner has previously participated in the Program in the Member Development phase. As a result of the success of the Member Development phase, the Corner Store Owner agrees to participate in the Program as a Member. As a Member, a customized mini-conversion will be provided to the Corner Store Owner to increase shelf space, provide more attractive means for displaying produce and/or provide refrigeration to keep the fruits and vegetables cool and prevent spoilage. The Food Trust will provide the Corner Store Owner with equipment sustainable to the Corner Store Owner's particular needs to further the goals of the Program and ensure sustainability.

By participating in the Program as a Member, I agree to:

- Allow project staff to post the *Good. To Go.* Marketing Campaign throughout the store in accordance with the Marketing Materials guide. **This campaign will remain in the store for at least 1 year.** The Corner Store Owner acknowledges that these materials are the sole property of The Health Trust.
- Expand the selection of HEALTHY foods, as further described below, sold in the store (according to product menu) and continue carrying these new items for at least 1 year. These NEW items will include at least 4 new varieties of fresh fruits or vegetables (at least 1 of these new fruits or vegetables will be a locally-grown fruit or vegetable), 4 new healthy snacks and 4 additional items from other categories within the product menu for a total of 6 new varieties of fresh fruits or vegetables, 6 new healthy snacks and 6 additional items from other categories within the product menu. The Corner Store Owner will encourage expansion of these healthy foods.
- Allow project staff to install at least 1 new "Good. To Go. Snack Rack" and additional equipment as necessary to increase the space for and prominence of healthy foods in the store.
- Use any equipment provided by project staff to the Corner Store Owner solely for the display and preservation of fresh fruit and other "healthy snacks." For purposes of this agreement, "healthy snacks" are defined in the Corner Store Product Menu. This equipment may not be used for ice cream, soda, or other items not approved in the Corner Store Product Menu. In addition, the equipment must be maintained in the same condition as when it was provided new to the Corner Store Owner (as evidenced by the invoice) and must be kept clean and free from decals, stickers and

Memorandum of Understanding (MOU) – Flagship

Store Address:_____ Store Name:_____

Flagship

Memorandum of Understanding between Store Owner and *Good. To Go. Project Staff*

I, _____, owner of corner store _____ (the "Corner Store Owner") agree(s) to participate in the San Jose Healthy Corner Store Program (the "Program"). The San Jose Healthy Corner Store Program is part of the Health Trust's *Good. To Go*. campaign (http://healthtrust.org/goodtogo/); the Program connects corner store owners, community partners and local farmers to increase the availability of fresh fruits and vegetables and other healthy foods in corner stores throughout San Jose. The Program helps to improve healthy food options in corner stores by offering attractive, affordable fresh produce and other healthy foods that appeal to consumers' needs for convenience and quality. Corner Store Owner has previously participated in the Program in the Member phase. As a result of the success of the Member phase, the Corner Store Owner agrees to participate in the Program as a Flagship Store. As a Flagship Store, proactive support is provided to the store owner by project staff to help make the store a flagship in San Jose to demonstrate what a healthy corner store can be and serve as a trusted resource and point of pride in the community for healthy food as well as a mechanism to take aim at health disparities in residents. The project staff will provide the Corner Store Owner with equipment and training sustainable to the Corner Store Owner's particular needs to further the goals of the Program and ensure sustainability.

By participating in the Program as a Flagship Store, I agree to:

- Continue to accept WIC/SNAP/EBT payments for eligible foods and beverages.
- Allow project staff to post the *Good. To Go.* Marketing Campaign throughout the store in accordance with the Marketing Materials guide. **This campaign will remain in the store for at least 1 year.** The Corner Store Owner acknowledges that these materials are the sole property of The Health Trust.
- Expand the selection of HEALTHY foods, as further described below, sold in the store (according to product menu) and continue carrying these new items for at least 1 year. These NEW items will include at least 4 new varieties of fresh fruits or vegetables (at least 1 of these new fruits or vegetables will be a locally-grown fruit or vegetable), 4 new healthy snacks and 4 additional items from other categories within the product menu for a total of 10 new varieties of fresh fruits or vegetables, 10 new healthy snacks and 10 additional items from other categories within the product menu. The Corner Store Owner will encourage expansion of these healthy foods.
- Allow project staff to install healthy food units / kiosks (in addition to the equipment previously installed as a Member) to further increase the space for and prominence of healthy foods in the store and make interior improvements such as painting and lighting and exterior improvements such as new awnings and painting.
- Use any equipment provided solely for the display and preservation of fresh fruit and other "healthy snacks." For purposes of this agreement, "healthy snacks" are defined in the Corner Store Product

Coupon and Bundling Policies

Date: 02/04/2015

To: Store Owners Participating in Healthy Cornerstore Network

From: Hispanic Chamber of Commerce Silicon Valley (HCCSV)

RE: Healthy Corner-Store Coupon Redemption/Product Promotions Policy:

Coupon Redemption Policy:

- Participating store owners (designated staff) will be responsible for collecting coupons from consumers.
- The store owner (designated staff) will be responsible for noting the dollar amount and type of *Good. To Go.* product purchased on the coupon before submission to HCCSV/SBDC.
- It will be the responsibility of the store owner to ensure *Good. To Go.* stickers are on all qualified products (these include products such as fresh produce and healthy snacks that meet the criteria outlined in the "San Jose Corner-store Product Menu" document provided by business advisors).
- Business advisors will be responsible for inspecting that *Good. To Go.* stickers are on qualified products.
- The business advisors will retrieve the coupons from the store owners on scheduled weekly visits and provide a reimbursement check to stores within 30 days.
- The HCCSV/SBDC will create a log for each store to have store owner/advisor acknowledge receipt of coupons and check delivery.
- The HCCSV/SBDC will track the number of coupons redeemed and note the redemption amount and type of products purchased.

Coupon Distribution Policy:

- Coupons will be delivered to local residents by Working Partnerships through door-to-door outreach, meetings with community partners, and at scheduled launch events.
- Coupons will be distributed directly to consumers and not to individual stores.

Promotion Policy:

- Product bundling pricing will be specific to store, items available, and customer demand.
- Business advisors will be responsible for inspecting that only qualified products are part of the promotion and in partnership with storeowner will set length of sale.
- Approved store promotions will be advertised with marketing support from the program manager.
- The business advisors will retrieve the receipts of promotion sales from the storeowners on scheduled weekly visits and provide a reimbursement check to stores within 30 days.
- The HCCSV/SBDC will create a log for each store to have store owner/advisor acknowledge receipt of promotion sale receipts and check delivery.
- The HCCSV/SBDC will track the number of promotion sales and note the redemption amount and type of products purchased.

Coupons/Promotions are valid for *Good. To Go.* products only. Store owners attempting to redeem unused coupons, redeem coupons or promotions used on non-qualified products risk expulsion from the Healthy Corner-store program and repossession of all *Good. To Go.* marketing material and equipment provided.

San Jose *Good. To Go.* Healthy Corner Store Product Menu

In order to qualify as a member of the San Jose *Good. To Go.* Healthy Corner Store Network, you must:

1. Introduce **2 NEW fresh fruits or vegetables;**
2. Introduce **2 NEW** products from the **Snack and** "**Grab n Go" Category;** AND
3. Introduce **2 NEW other healthy foods** from the categories shown, regardless of how many you are currently selling.

CATEGORY	PRODUCT	DEFINITION
1. Add 2 NEW Fresh Fruits or Vegetables:		
Fresh Fruits and Vegetables *BEST! Local Produce*	2 new fresh fruits or vegetables	• "Fresh" refers to fruits and vegetables that are whole, unprocessed, and are in good condition. • "Local produce" is grown < 100 mi. of San Jose.
2. Add 2 NEW Snack or Grab n Go Products:		
Healthy Snacks and Grab n Go Products *BEST! Items feature fresh fruits or vegetables.*	2 new products that you choose in accordance with the GTG nutrition guidelines. (Popular items are included in the "Fun. Fast. Fresh." Purchasing Guide.)	• Item must contain as first ingredient one of the healthy foods appearing in the other categories listed here (that is, a qualifying fruit, vegetable, whole grain, healthy protein, or low-fat dairy item). • Items should be sold in pre-packaged, individual serving sizes • Each item should have less than or equal to 230 mg of sodium (per package) • Each item should have less than or equal to 13g of sugar (per package) • No item may contain candy in any quantity.
3. Add 2 NEW Items from List Below:		
Fruits and Vegetables *(juiced, canned, frozen or dried)*	2 new packaged fruit or vegetable offerings including: 100% juice, canned or frozen fruit and vegetables, dried fruit packs	• Frozen fruits or vegetables must have no added sauces • 100% unsweetened fruit and/or vegetable juice (no added sugar); limit kids' juice pack sizes to no more than 6 oz. • Canned fruit: must be in 100% juice, with no added sugar • Canned vegetables and vegetable juice must have less than or equal to 290 mg of sodium per serving • Dried fruits must have no added sugar
Dairy *BEST! Products that contain no sugar or artificial sweetener*	2 new low-fat (1%) or skim dairy products including milk, cheese, and yogurt	• *Milk*: In addition to whole milk, stores may add low-fat (1%) or skim fluid milk to get credit as a new GTG item. Fluid milk must be pasteurized milk, including lactose-free milk and calcium- and Vitamin D-fortified soy or almond milk. • *Cheese*: All cheeses (except cream cheese), including calcium- and Vitamin D-fortified soy cheese • *Yogurt*: Plain or flavored yogurt, including calcium- and Vitamin D-fortified soy yogurt; and: o Yogurt packaged for children must have less than or equal to 13 g of sugar per serving o All other yogurts must have less than or equal to 20 g of sugar per serving o Yogurts may not contain any candy or cookie ingredients
Whole Grains *BEST! 100% whole grain products with no added sugar or artificial sweeteners*	2 new whole wheat bread, whole grain breads, and whole grain products including: whole wheat pasta, breads, and cereals; brown rice; and corn tortillas	• "Whole grain" must be listed as the first ingredient (if using tortillas, they must be 100% whole grain corn or 100% whole wheat flour tortillas) • Food made from whole grain, whole wheat, brown rice, oats, cornmeal, barley, or another cereal/grain • Breakfast Cereal: Cereal should be listed on the California WIC Authorized Whole Grain Breakfast Cereal List, or, should contain less than or equal to 9g of sugar per serving
Proteins	2 new protein products including: lean cuts of poultry (chicken and turkey), fish (salmon, tuna, shrimp), eggs, dry beans, peas and soybean products (lentils, pinto, beans, chickpeas, tofu)	• All foods that are meat, poultry, fish, eggs, dry beans, peas, soybean products, nuts, and seeds • All canned products must have less than or equal to 290 mg of sodium per serving

Good. To Go. Popular Qualifying Products

Fruits And Vegetables

100% Juice	Canned Vegetables	Canned Fruit
Dole - Pineapple Juice	Del Monte - diced tomatoes (no salt)	DelMonte - Sliced Peaches in water
Langers - Apple	Del Monte - Fresh cut green beans	Dole - Pineapple Slices in 100% Pineapple Juice
Langers - Apple/Orange/Pineapple	Del Monte - Petite Diced Tomatoes (no salt added)	
Langers - Orange Juice	Del Monte - Spaghetti Sauce	
Langers Pineapple	Del Monte - Sweet Peas (low sodium)	**Frozen Fruits or Vegetables**
Martinelli's Apple Juice	Del Monte - Whole Kernel Corn (no salt added)	Dole - 100% frozen juice
Ocean Spray - Apple Juice	Hunt's - whole peeled plum tomatoes	Parade - Cut Corn
Ocean Spray - Orange Juice	Lindsay - large olives	Parade - mixed vegetables
Ocean Spray - Pineapple peach mango	SW - Black Beans	Parade - peas and crinkle cut carrots
Simply - Apple	SW - Garbanzo Beans	Parade - petite peas
Tropicana - Apple Juice	SW - ready-cut diced tomato	Western Family - Vegetable blend
Tropicana - Orange Juice		
Vita Coco - Pure Coconut water		
Welch's Apple Juice		
Welche's - 100% OJ		
Zico - Coconut water		

Dairy

Skim/Low-Fat Milk	Yogurt	Cheese
Berkely Farms - 1%	Yoplait - light blueberry	Borden - Mozzarella Shredded skim
Silk - Almond Milk original	Yoplait - light peach	Borden - skim string cheese
Silk - Soy Milk Original	Yoplait - light pomegranate	El Mexicano Cotija - skim milk
	Yoplait - light strawberry	El Mexicano Oaxaca - skim milk
		El Mexicano Panela - skim milk
		Kraft Natural - skim string cheese

Whole Grains

Bread	Rice	Pasta
Bimbo - 100% whole grain	Gift Pacific - whole wheat brown rice	Allegra - whole wheat spaghetti
Oroweat - 100% whole wheat bread	Mahatina - Brown Rice	Eating Right for Healthy Living - Veggie pasta Rotini
	Minsley - cooked brown rice	Eating right for healthy living - Veggie pasta Twisted Elbow
	Parade - brown rice	Garofalo - whole wheat spaghetti
		Heartland - Whole Wheat Elbows
		Maltagliati - Organic whole wheat psta
		Pasta Sanita - Whole Wheat Macaroni

Cereal		Other Whole Grains
Whole Grain Cream of Wheat	Oat Bran Flakes	Corn Tortilla
Cheerios	Puffed Wheat w/Honey	Whole Wheat Flour Tortilla
Honey Kix	Bran Flakes	
MultiGrain Cheerios	Grape Nuts	**Oats**
Total Whole Grain	Life Cereal	Quaker - low sugar
Frosted Mini Wheats Original	Oatmeal Squares (Brown Sugar)	Quaker Oats - old fashioned
Corn Flakes	Oatmeal Squares (Cinnamon)	Quaker Oats - Quick 1 Min

Proteins

Miscellaneous

Fish	Healthy Snacks	Non sugar-sweetened
Chicken of the Sea - Chunk Light Tuna	Bimbo - Multigrain Nuts bar	Calistoga - Lime sparkling water
El Mexicano - Tuna	Blue Diamond - Almonds Bold Lime'n Chili	Crystal Geyser - Sparkling mineral water
El Mexicano - Sardines in Tomato Sauce	Blue Diamond - Roasted Salted	Jarritos - club soda
La Sirena - Sardines in tomato sauce	Blue Diamond - Salted Cashews	Mineragua - sparkling water
StarKist - Chunk Light Tuna	Blue Diamond - Salted Peanuts	Peñafiel - Mineral Water
Soy Products	Blue Diamond - Smokehouse	Perrier - Lemon Sparkling Water
Silk - Soy Milk Original	Blue Diamond - Whole Natural	Perrier - Lime Sparkling Water
El Mexicano - Soy Chorizo	Frito Lay - Honey Roasted	Perrier - Mineral Water
	Frito Lay - Kettle Cooked BBQ	Pure Leaf - unsweetened tea
	Frito Lay - Kettle Cooked Jalapeño	S. Pellegrino - Mineral Water
	Frito Lay - Kettle Cooked Original	
Dry Beans or Peas	Frito Lay - Kettle Cooked Salt & Vinegar	
Lentils	Frito Lay - Kettle Cooked Sea Salt & Pepper	
Red Beans	Frito Lay - Munchies Honey Roasted Peanuts	
Black Beans	Frito Lay - Munchies Salted Peanuts	
Peruvian Beans	Frito Lay - Trail Mix Nut & Chocolate	
Pinto Beans	Nature Valley - Oats 'n' dark chocolate	
Garbanzos	Nature Valley - Oats 'n' honey	
	Planters - Honey Roasted Cashews	
	Planters - Honey Roasted Peanuts	
	Planters - Salted Cashews	
	Planters - Salted Peauts	

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Produce Guide

BENEFITS OF PRODUCE

Research suggests eating enough fruits and vegetables is linked to a **lower risk of many chronic diseases** and may help protect against certain types of cancer. Despite these health benefits, our communities do not have access to produce. Many children shop at corner stores and need healthy food options to ensure they grow up strong and healthy.

We need cornerstores, like yours, to help provide residents access to healthier food.

INCREASE YOUR BOTTOM LINE!

Selling produce can also increase your sales!
New products and more variety attract new customers. Offering products that other stores do not helps your business stand out.

Healthy food can yield high profit margins!

4 bags of chips = 20¢ profit
1 apple = 20¢ profit

HOW CAN I SELL PRODUCE?

With the help of our advisor, you can sell produce the following ways:

- Produce Rack
- Bundling
- Meal Starter Kits
- G2G Snack Packs
- New Refrigerators

Top 30 Healthy Products Sold

1	Banana
2	Apple
3	Avocado
4	Orange
5	Roma Tomato
6	Onion
7	1% Milk
8	Mango
9	Tomato
10	Eggs
11	Pinto Beans
12	Potato
13	Papaya
14	Lime
15	Cilantro
16	Black Beans
17	Jalapeño
18	Lettuce
19	Oatmeal
20	Whole Wheat Bread
21	Garlic
22	Soy Milk
23	Brown Rice
24	Cucumber
25	Lentils
26	Watermelon
27	Pineapple
28	Melon
29	Tomatillo
30	Grapes

Updated: 9/14/15

Marketing Materials

Banner with Grommets

This banner has grommets on each corner so it can be hung using rope or thumbnails/nails. Store owners have the flexibility to decide where to use this banner. If ordinances permit, it can be used outside to draw customers in. It is not recommended to leave it outside overnight or for an extended period of time as the color may fade from being exposed to the sun. If stores prefer to not use it outside, that is fine--they may find a better use for it inside.

Floor Decal

Should be placed near the entrance of the store. This is targeted specifically towards children. It was designed to encourage kids to find "Good. To Go."

Window Decal

Should be visible from the outside of the store.

Logo Decals

These were designed to be used at the discretion of store owners and Business Advisors to give them flexibility. Some ideas include glass fridge doors, deli fridge glass, outside store, on the wall, on the counter at checkout, on the bathroom mirror, etc.

Shelf Banners

Use shelf banner clips to hang these banners onto shelving. These do not *have* to be displayed in front of Good. To.Go. items, though it is recommended.

Produce Tags

This is a dry-erase tag that can be attached to produce baskets or the shelving in front of the produce baskets. The purpose of these tags is to mark the price of produce that day. Store owners should only use dry-erase markers or Vis-a-vis markers. Permanent markers should NOT be used. These can be used in fridges as well to mark produce.

FUN. FAST. FRESH.
Brought to you by The Health Trust.

HCS Criteria Checklist

Store Name:_____

		Date Completed
	Before Photos	
	Products Introduced	
	4 main products	
	2 Grab-n-Go	
	Marketing	
	"Member Store" Banner	
	1 Window Decal	
	4 Large Logo Decal (Front Door/Window)	
	Floor Decal	
	2 Glass Door Fridge Stickers	
	Fridge Light Box Sign	
	2 Shelf Banners (1 visible from entrance)	
	4 Shelf Talkers	
	2 G2G Labels (Produce price tags, Pick Me stickers, and logo stickers placed in correct G2G)	
	G2G Products Highlighted (Visible upon entering store, present at cash register, available at children's and adults' eye levels	
	IF Chalkboard: used to promote new items and is visible	
	Relevant DEH permits	
	Coupons Redeemed	
	Owner Training	
	Good. To. Go.	
	Campaign	
	Coupon Policy	
	Purchasing/distribution guide	
	Product Menu	
	"Sell Healthy Guide"	
	Pricing and Promotions	
	Products and Displays	
	Store Appearance	
	After Photos	

	IF Produce introduced	
	Stored/Displayed properly	
	Produce Tags in use and prices updated	

Extra Work Completed:

OWNER TRAINING VISIT LOG

Store:	**Owner:**
Address:	**Project Manager:**

Name	Visit Date	Reason for Visit/Notes	Training/ Visit Length	Owner Initials

Customized Mini Conversion Business Plan

Owner Name: _____
Store Name: _____
Address: _____
_____
Phone Number: _____
Store ID: _____

SNAP and WIC: _____
Internet: _____
Sq. Footage: _____
Hours: _____
Length of Ownership: _____
Date Conversion Application Completed: _____

Storeowner's Vision:

Market Analysis:

Training and Support:

Equiptment Need:

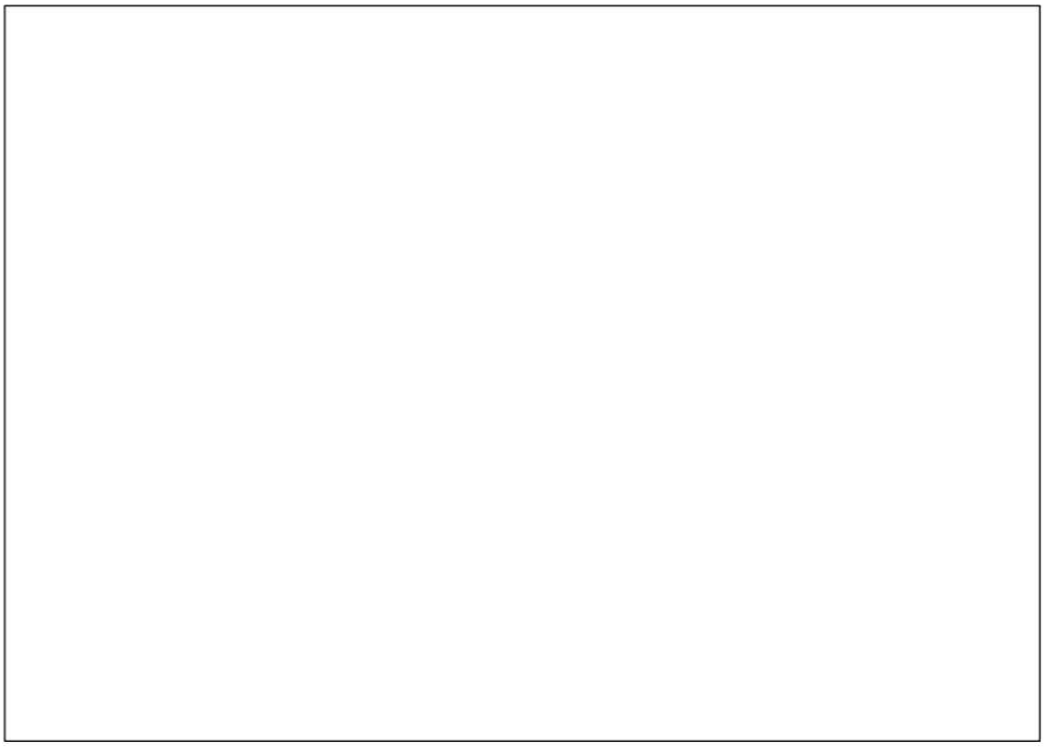
Refrigeration	Produce Stand	Baskets (Quantity)	Other

Planned Budget

Quantity	Equipment/Description	Unit Price	Line Total
Notes:		Subtotal:	
		Owner Contribution:	( )
		Total Cost:	

Store Conversion Layout

$ Cashier	× Refrigerator
Entrance	× New Product



FUN. FAST. FRESH.
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Inventory Tracking Sheet

Store Name: _____

	Date of Inventory:	Baseline	Second	Third	Fourth	Change from 1st to 2nd	Change from 2nd to 3rd	Change from 3rd to 4th
Fruits and vegetables	Fresh fruit							
	Fresh Vegetables							
	Canned Fruit							
	Canned Vegetables							
	Frozen Fruits or Vegetables							
	100% Juice							
Dairy	Skim/Low-Fat Milk							
	Yogurt							
	Cheese							
Whole Grains	Bread							
	Rice							
	Pasta							
	Oats							
	Cereal							
	Corn Meal							
	Barley							
	Other Whole Grains							
Proteins	Lean Cuts of Meat							
	Poultry							
	Fish							
	Eggs							
	Dry Beans or Peas							
	Soy Products							
Miscellaneous	Healthy Snacks							
	Non sugar-sweetened							
	Water (shelf space in ft.)							
	Total:							

	Fruits and Vegtables	Dairy	Whole Grains	Proteins	Miscellaneous	Grand Total
Total Products Added:						

Good. TO GO.
FUN. FAST. FRESH.

WEEKLY COUPON ACTIVITY

Store Name/ de Negocio Nombre _____

Week of/ Semana de	Monday/ lunes	Tuesday/ martes	Wednesday/ miércoles	Thursday/ jueves	Friday/ Viernes	Saturday/ sábado	Sunday/ domingo	Total Sales	# Coupons/ Coupones
Week of: Semana de:									
Week of: Semana de:									
Totals									

*Comments/ Comentarios

Approval _____

* Coupons Valid through -

*Cupones válidos a través de -

*For Instore Use Only

*Sólo para uso dentro de la tienda

INVOICE FOR CONVERSION EQUIPMENT

Healthy Corner Store

Date:_____

Invoice: #_____

Owner Name: _____
Store Name: _____
Address: _____
_____
Phone Number: _____
Store ID: _____

STAFF PERSON	CONVERSION TYPE		TENTATIVE INSTALL DATE

QUANTITY/ ITEM NUMBER	DESCRIPTION	VENDOR	UNIT PRICE	LINE TOTAL

Comments:

Equipment Total Value

Total Owed By Store

Received: _____ Date: _____

The Enterprise Foundation may repossess refrigeration unit(s) and equipment if it is not maintained in accordance with the conversion MOU agreement.

COMMUNITY ENGAGEMENT EVENT LOG	
Store:	**Owner:**
Address:	

ENGAGEMENT PLAN				
Event Type	**Date of Event**	**Event Time**	**Duration**	**Owner Initials**
Expectations from Storeowner				
Expectations from Working Partnerships USA				
Adopting Agencies:				

ENGAGEMENT TURNOUT		
Successes:		
Lessons Learned:		
Owner Feedback:		
Number of Attendees:	**Coupons Distributed:**	**Owner Initials**

Appendix B

Fun. Fast. Fresh. Purchasing Guide

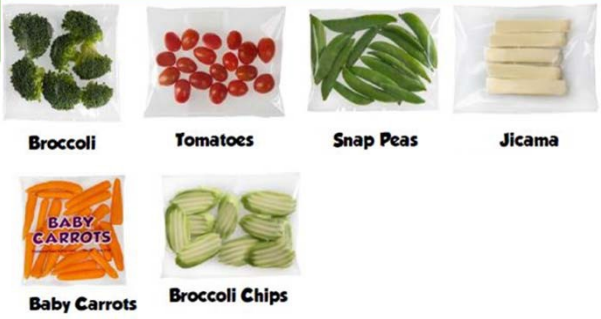
The Fun. Fast. Fresh. Purchasing Guide is an important resource for healthy corner store owners as they start identifying and working with healthy food distributors. This guide essentially gives the owners options of healthy snacks and foods sold by local distributors, along with nutrition labels and price information. All products in this guide fit within the HCP product menu guidelines. This resource serves as an efficient way to educate store owners about what types of products can be introduced, since many of them do not have time to source their own distributors or investigate nutritional labels.

Purchasing Guide

Approved Grab n Go & Value Added Products for Healthy Corner Stores - San Jose, CA

Chef's Choice: 395 Commercial Street San Jose, CA 95112	
Type	**Wholesale Distributor**
POC	**Bob Menafra / bmenafra31@aol.com / (408) 213-3880**
Min. ($) for delivery	**$150.00 / dropoff**
Delivery Schedule	**Deliver when min. is reached**
Payment Type	**COD or Credit**
Order Lead Time	**24 hours for whole produce** **72 hours for Grab n' Go snacks**
Direct pick up	**Yes**

Veggies. To Go.



School Snack Pack	Case	Case ($)	SRP ($)/each	Shelf Life (days)
Broccoli	100/2oz	38.13	0.5	16
Grape tomatoes	50/2oz	29.38	0.8	16
Snap Peas	50/2oz	33.75	0.9	16
Jicama	50/3oz	34.13	0.9	10
Carrots	200/1.6oz	24.38	0.5	21
Carrots	100/2oz	20.00	0.5	21
Broccoli chips	100/2oz	24.88	0.4	16

Chef's Choice. San Jose, CA

***Order by product name**

Fresh Fruit. To Go.

School Snack Packs	Case	Case ($)	SRP($)/each	shelf life (days)
Apple Slices	**100/2oz**	**40.00**	0.60	**14**
Pineapple Pals	**50/2.7oz**	**41.25**	1.07	**14**
Orange Wedges	**50/4.7oz**	**31.25**	0.90	**14**
Grape Giggles	**100/3oz**	**75.00**	1.00	**14**
Grape Giggles	**100/2oz**	**52.50**	0.70	**14**
Apple-Grape mix	**100/2.3oz**	**52.50**	0.70	**14**

***Order by product name**

Chef's Choice. San Jose, CA

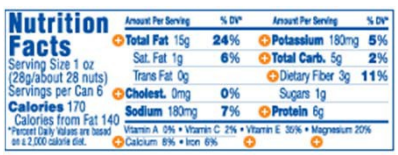
Pitco: 567 Cinnabar Street San Jose, CA 95110	
Type	**Wholesale Distributor**
POC	**Nick Vlahov / nvlahov@pitcofoods.com / 408 282 2200 x 6002**
Delivery Type	**Onsite Purchase with account**
Delivery Schedule	**24 hours**
Payment Type	**COD or Credit**
Order Lead Time	**24 hours**
Direct pick up	**Yes**

Grab n' Go Nuts

Blue Diamond Almonds 12/1.5 oz - $1.19 (All varieties)

All varieties of BD Almond flavors sold by Pitco Inc. fall within nutritional guidelines

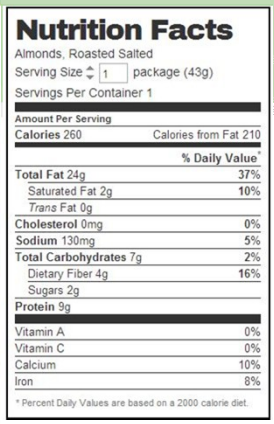
Item #	Product	Case	Case ($)	SRP($)/each
699444	Jalapeno BD	12/1.5oz	9.89/12	1.19
699420	Natural BD	12/1.5oz	10.75/12	1.19
699445	Wasabi Soy BD	12/1.5oz	10.75/12	1.19



CAUTION:
Planter's Almond Smoked (Item # 699265) is NOT permitted

Pitco Inc. San Jose, CA

‘Grab n’ Go’ Nuts



CAUTION:
Planter’s Almond Smoked (Item # 699265) is NOT permitted

Item #	Product	Case	Case ($)	SRP($)/each
699446	Lime n Chili BD	12/1.5oz	10.75/12	1.19
699442	Roasted Salted BD	12/1.5oz	10.75/12	1.19

Pitco Inc. San Jose, CA

‘Grab n’ Go’ Nuts

Emerald Almonds Tubes 12/1.5 oz - $1.09 (All varieties)

All varieties of Emerald Almond flavors sold by Pitco Inc. fall within nutritional guidelines

Item #	Product	Case	Case ($)	SRP($)/each
699381	Dry Rst. Emerald	12/1.5oz	7.65/12	1.09
699382	Cocoa Emerald	12/1.5oz	7.65/12	1.09
699380	Cinnamon Emerald	12/1.5oz	7.65/12	1.09

CAUTION:
Planter’s Almond Smoked (Item # 699265) is NOT permitted

Pitco Inc. San Jose, CA

‘Grab n’ Go’ Nuts

Nutrition Facts
Serving Size 49g
Servings per Container about 1

Amount Per Serving	
Calories 280	Calories from Fat 200
	% Daily Value*
Total Fat 23g	35 %
Saturated Fat 3g	15 %
Trans Fat 0g	
Monounsaturated Fat 11g	
Cholesterol 0mg	0 %
Sodium 180mg	8 %
Potassium 320mg	9 %
Total Carbohydrate 13g	4 %
Dietary Fiber 4g	16 %
Sugars 7g	
Protein 12g	
Phosphorus	15 %

Vitamin A 0 %	Vitamin C 0 %
Calcium 4 %	Iron 10 %

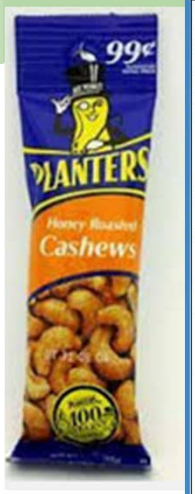
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories:		2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

Item #	Product	Case	Case ($)	SRP($)/each
699312	Planters Honey Roasted Peanuts	18/1.75oz	7.92	.50

Pitco Inc. San Jose, CA

‘Grab n’ Go’ Nuts



Nutrition Facts
Serving Size 42g
Servings per Container about 1

Amount Per Serving	
Calories 230	Calories from Fat 160
	% Daily Value*
Total Fat 18g	28 %
Saturated Fat 3.5g	18 %
Trans Fat 0g	
Monounsaturated Fat 10g	
Cholesterol 0mg	0 %
Sodium 135mg	6 %
Potassium 250mg	7 %
Total Carbohydrate 14g	5 %
Dietary Fiber 1g	4 %
Sugars 6g	
Protein 7g	
Phosphorus	20 %

Vitamin A 0 %	Vitamin C 0 %
Calcium 2 %	Iron 15 %

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories:		2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

Item #	Product	Case	Case ($)	SRP($)/each
699312	Planters Honey Roasted Cashews	18/1.5oz	15.18	1.15

Pitco Inc. San Jose, CA

‘Grab n’ Go’ Nuts

Nutrition Facts
Serving Size 42g
Servings per Container about 1

Amount Per Serving	
Calories 240	Calories from Fat 170
	% Daily Value*
Total Fat 19g	29 %
Saturated Fat 3.5g	18 %
Trans Fat 0g	
Monounsaturated Fat 11g	
Cholesterol 0mg	0 %
Sodium 140mg	6 %
Potassium 280mg	8 %
Total Carbohydrate 13g	4 %
Dietary Fiber 1g	4 %
Sugars 3g	
Protein 8g	
Phosphorus	25 %

Vitamin A 0 %	Vitamin C 0 %
Calcium 0 %	Iron 15 %

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

Item #	Product	Case	Case ($)	SRP($)/each
699314	Planters Salted Cashews	18/1.5oz	15.18	0.99/each

Pitco Inc. San Jose, CA

‘Grab n’ Go’ Nuts

Nutrition Facts
Serving Size 26g
Servings per Container about 1

Amount Per Serving	
Calories 150	Calories from Fat 110
	% Daily Value*
Total Fat 13g	20 %
Saturated Fat 1.5g	8 %
Trans Fat 0g	
Monounsaturated Fat 8g	
Cholesterol 0mg	0 %
Sodium 140mg	6 %
Potassium 260mg	7 %
Total Carbohydrate 7g	2 %
Dietary Fiber 3g	12 %
Sugars 1g	
Protein 5g	
Phosphorus	10 %

Vitamin A 0 %	Vitamin C 2 %
Calcium 2 %	Iron 6 %

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

Item #	Product	Case	Case ($)	SRP($)/each
699119	Planters Pistachio Dry	12/1.75oz	13.00	1.59

Pitco Inc. San Jose, CA

*both varieties contain honey

Item #	Product	Case	SRP($)/each
602225	Kind Bars Fruit and Nut Delight	12/1.4 oz	1.85
602226	Kind Bars Nut Delight	12/1.4	1.85

Fruit & Nut Delight

Ingredients

Mixed nuts (peanuts, almonds, brazil nuts, walnuts), honey, dried fruit (sultanas, dates, raisins), non GMO glucose, crisp rice, apricots, apple juice, vegetable glycerine, flax seeds, soy lecithin, chicory root fiber, citrus pectin, natural apricot flavor.

Vitamins and Minerals

Vit. A (2%), Vit. C (2%), Calcium (4%), Iron (6%), Vit. E (15%), Vit. B3 (10%), Selenium (60%), Phosphorus (10%), Magnesium (15%), Copper (10%), Manganese (30%)

Allergen Information

Contains peanuts and tree nuts. May contain pits or nut shell fragments.

Serving Size	1 Bar (40g)
Calories	200
Fat Calories	120
Total Fat	13g (20% DV)
Saturated Fat	1.5g (8% DV)
Trans Fat	0g
Cholesterol	0mg
Sodium	10mg (0% DV)
Potassium	5%
Total Carb	17g (12% DV)
Dietary Fiber	3g (12%)
Sugars	9g
Protein	6g

Nut Delight

Ingredients

Mixed nuts (peanuts, almonds, walnuts, brazil nuts), honey, non GMO glucose, crisp rice, chicory root fiber, flax seeds, soy lecithin.

Vitamins and Minerals

Vit. A (0%), Vit. C(0%), Calcium (4%), Iron (6%), Vit. E (20%), Vit. B3 (10%), Selenium (60%), Phosphorus (15%), Magnesium (15%), Copper (15%), Manganese (35%)

Allergen Information

Contains peanuts and tree nuts. May contain nut shell fragments.

Serving Size	1 Bar (40g)
Calories	210
Fat Calories	140
Total Fat	16g (25% DV)
Saturated Fat	2g (10%)
Trans Fat	0g
Cholesterol	0mg
Sodium	10mg (0% DV)
Potassium	200mg (6% DV)
Total Carb	14g (5% DV)
Dietary Fiber	3g (12%)
Sugars	5g
Protein	6g

Pitco Inc. San Jose, CA

Snack

NOT PERMITTED

Each packet contains 2 bars, which have a total of 12g of sugar.

Each bar contains 6g of sugar, which fits within the product menu guidelines.

Item #	Product	Case	Case($)	SRP($)/each
648016	Nature Valley Oats and Honey	10/1.75oz	$7.79	.50/bar pouch (1.75oz)

Pitco Inc. San Jose, CA

Snack

NOT PERMITTED DUE TO High Fructose Corn Syrup

Nutrition Facts
Serving Size 1 Bar (23g)

Amount Per Serving	
Calories 90	Calories from Fat 15
	% Daily Value*
Total Fat 1.5g	2%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 85mg	4%
Total Carbohydrate 18g	6%
Dietary Fiber 3g	10%
Sugars 8g	
Protein less than 1g	

Vitamin A	0%	• Vitamin C	0%
Calcium	0%	• Iron	0%
Thiamin	10%	• Riboflavin	10%
Niacin	10%	• Vitamin B_6	10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: CEREAL (RICE, WHOLE GRAIN WHEAT, SUGAR, WHEAT BRAN, SOLUBLE WHEAT FIBER, SALT, MALT FLAVORING, MALTODEXTRIN, THIAMIN MONONITRATE [VITAMIN B_1], RIBOFLAVIN [VITAMIN B_2]), CORN SYRUP, SOLUBLE CORN FIBER, FRUCTOSE, STRAWBERRY FLAVORED FRUIT PIECES (SUGAR, CRANBERRIES, CITRIC ACID, NATURAL STRAWBERRY FLAVOR WITH OTHER NATURAL FLAVORS, ELDERBERRY JUICE CONCENTRATE FOR COLOR, SUNFLOWER OIL), SUGAR, VEGETABLE OIL (SOYBEAN AND PALM OIL WITH TBHQ FOR FRESHNESS, PARTIALLY HYDROGENATED PALM KERNEL OIL), MALTODEXTRIN, CONTAINS TWO PERCENT OR LESS OF DEXTROSE, SORBITOL, GLYCERIN, NONFAT DRY MILK, NATURAL AND ARTIFICIAL STRAWBERRY FLAVOR, SOY LECITHIN, SALT, NATURAL AND ARTIFICIAL FLAVOR, NIACINAMIDE, COLOR ADDED, PYRIDOXINE HYDROCHLORIDE (VITAMIN B_6), BHT (PRESERVATIVE).
1 LESS THAN 0.5g TRANS FAT PER SERVING.

CONTAINS WHEAT, MILK AND SOY INGREDIENTS.

Item #	Product	Case	Case($)	SRP($)/each
648112	Kellogg's Special K 90 calories cereal bar - strawberry redberry	12/0.81 oz	$5.23	.50/bar

Pitco Inc. San Jose, CA

Good. To Go-Gurt

Nutrition Facts
Serving Size 1 Tube (64g)
Servings Per Carton 8

Amount Per Serving	
Calories	70
Calories from Fat	5
	% Daily Value*
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol less than 5mg	1%
Sodium 30mg	1%
Potassium 95mg	3%
Total Carbohydrate 13g	4%
Dietary Fiber 0g	0%
Sugars 10g	
Protein 2g	4%

Vitamin A 8%	•	Vitamin C 0%	
Calcium 10%	•	Iron 0%	
Vitamin D 10%	•	Riboflavin 4%	
Phosphorus 6%			

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Item #	Product	Case	Case ($)	SRP($)/each
553726	Yoplait Go-Gurt	8/2.25oz	$3.38	.80/tube (2.25oz)

Pitco Inc. San Jose, CA

Coconut Water

Flavor Facts | **Nutrition Facts** | Ingredients

100% Juice
Serving Size 8 FL. OZ. (240 ML)
Servings Per Container About 2

Amount Per Serving	% Daily Value		
Calories 45		Total Carbohydrate 11g	4%
Total Fat 0g	0%	Sugars 11g	
Saturated Fat 0g	0%	Protein 0g	
Trans Fat 0g	0%	Vitamin C	100%
Cholesterol 0mg	0%	Calcium	4%
Sodium 25mg	1%	Magnesium	4%
Potassium 470mg	13%	Phosphorus	2%

Flavor Facts | Nutrition Facts | **Ingredients**

Coconut Water, Less Than 1% Natural Fruit Sugar, Vitamin C

Item #	Product	Case	Case ($)
131822	Vita Coco Pure Coconut Water	12/16.9oz	$23.49

Coconut Water

ATTRIBUTES:

- Pure coconut water made from young, green coconuts in Thailand
- 100% all natural with no artificial ingredients, colors, or preservatives
- Never from concentrate
- Neutral pH
- Fat Free
- Unsweetened
- Non-GMO and gluten-free

INGREDIENTS:

- 100% Natural Coconut Water

Nutrition Facts
Serving Size 8 FL OZ (240mL)

Amount Per Serving	
Calories 50	
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 66mg	3%
Potassium 293mg	8%
Total Carbohydrate 12.7g	4%
Dietary Fiber 0g	0%
Sugars 11g	
Protein 0g	

Vitamin A 0%	• Vitamin C 0%
Calcium 2%	• Iron 2%
Phosphorus <2%	• Folic Acid 2%
Magnesium 4%	• Niacin <2%
Manganese 24%	• Zinc 2%

*Percent Daily Values are based on a 2,000 calorie diet.

Item #	Product	Case	Case ($)
131808	C2O Coco Pure Coconut Water	24/10.5oz	$27.59
131829	C2O Coco Pure Coconut Water	12/17.5oz	$16.39

Coconut Water

ATTRIBUTES:

- Pure coconut water made from young, green coconuts in Thailand
- 100% all natural with no artificial ingredients, colors, or preservatives
- Never from concentrate
- Neutral pH
- Fat Free
- Unsweetened
- Non-GMO and gluten-free

INGREDIENTS:

- 100% Natural Coconut Water, Young Coconut Pulp

Nutrition Facts
Serving Size 8 FL OZ (240mL)

Amount Per Serving	
Calories 50	
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 75mg	4%
Potassium 300mg	8%
Total Carbohydrate 13g	4%
Dietary Fiber 0g	0%
Sugars 12g	
Protein 0g	

Vitamin A 0% • Vitamin C 0%
Calcium 2% • Iron 2%
Phosphorus <2% • Folic Acid 2%
Magnesium 4% • Niacin <2%
Manganese 24% • Zinc 2%
*Percent Daily Values are based on a 2,000 calorie diet.

131824	C2O Coco Pure Coconut Water with pulp	24/10.5oz	$27.59

Coconut Water

14 fl oz

Nutrition Facts
Serving size: 1 bottle 14 fl oz (414 mL)
Serving Per Container: 1

Ingredients: coconut water from concentrate, natural flavors

Amount/Serving	% DV*	Amount/Serving	% DV*	Amount/Serving	% DV*
Total Fat 0g	0%	**Potassium** 630mg	18%	Calcium	2%
Saturated Fat		**Total Carb** 16g	5%	Phosphorus	2%
Trans Fat		Dietary Fiber		Magnesium	10%
Calories 70		Sugars 15g		Vitamin A	
Cal.from fat 0		**Protein** 0g		Vitamin C	
Cholesterol				Iron	
Sodium 200mg	8%				

* Percent Daily Values are based on a 2000 cal. diet
† Not a significant source of protein

Item #	**Product**	**Case**	**Case ($)**
131812	Zico Coco Pure Coconut Water	12/14oz	$25.05

Breads

Item # - Distributor	Name	SRP ($)
695732 - Pitco	Oroweat Mutli Grain 1/24oz	6.75
Other Breads without High Fructose Corn syrup		
	Arnold Natural Health Nut Bread	
	Dave's Killer Breads	
	Natures Own 100% Whole Wheat bread	
	Pepperidge Farms Whole Grain Wheat Bread	

Breads may not contain high fructose corn syrup

Cereals

Item # - Distributor	Name	($)/case
147699- Pitco	Cream of Wheat Instant - 12/28 oz.	49.89
147700- Pitco	Cream of Wheat Quick 12/28 oz.	46.86
146347- Pitco	General Mills Cheerios multi Grain 12/16.2 oz.	58.49
146405 - Pitco	General Mills Total Whole Grain 14/16 oz.	65.43
147261- Pitco	Quaker Crunchy Corn Bran 14/15oz.	51.32
147295 - Pitco	Quaker Instant Oatmeal 12/12oz.	45.89

Good. To Go. Qualifying Products
Store: Pitco

Updated: 11/30/15

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Dairy	El Mexicano	Cotija	Part Skim			
Dairy	El Mexicano	Mozzarella	Part Skim			
Dairy	Silk	Almond Milk	Original			
Dairy	Silk	Almond Milk	Vanilla LIGHT			
Dairy	Silk	Soy Milk	Original			
Dairy	Silk	Soy Milk	Vanilla			

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Fish	Chicken of the Sea	Tuna Chunk Light	In Water 5oz		70000129432	WIC
Fish	Dolores	Can Tuna	In Water			WIC
Fish	Dolores	Can Yellowfin Tuna	In Oil		1610100064	No
Fish	Dolores	Can Yellowfin Tuna	In Water		1610100064	WIC
Fish	StarKist	Can Tuna Chunk Light	In Oil		1008000000674	No
Fish	StarKist	Can Tuna Chunk Light	In Water		1008000000673	WIC
Fish	Bumble Bee	Can Pink Salmon				WIC
Fish	La Sirena	Can Sardines	In tomato juice			WIC

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Fruit	Sun Maid	Raisins				
Fruit Can	Dole	Pineapple Slices	In 100% Pineapple Juice	20oz		WIC
Juice	Blue Monkey	Coconut Water	With Pulp	17.6oz	05965460022	No
Juice	C2O	Coconut Water	Can	10.5oz	085388300313	No
Juice	C2O	Coconut Water With Pulp	Can	10.5oz	085388300316	No
Juice	Campbell's	Tomato Juice			1005100001293	No
Juice	Del Monte	Prune Juice			1078883101205	No
Juice	Dole	100% Pineapple Juice				
Juice	Florida's Natural	100% Orange Juice				
Juice	Good2Grow	100% Juice	Apple Juice ONLY	6 oz		
Juice	Martinelli's	100% Apple Juice				
Juice	Minute Maid	100% Apple Juice			02500005601	No
Juice	Minute Maid	100% Orange Juice			02500002149	No
Juice	Minute Maid	100% Orange Juice				
Juice	Mott's	100% Apple Juice			1001480000094	No
Juice	Naked Juice	Juice Smoothie	Strawberry Banana			
Juice	Naked Juice	Juice Smoothie	Berry Blast			
Juice	Naked Juice	Juice Smoothie	Blue Machine			
Juice	Naked Juice	Juice Smoothie	Mighty Mango			
Juice	Santa Cruz	Apricot Mango			03619212248	No
Juice	Santa Cruz	Cherry			03619212297	No

Juice	Santa Cruz	Cranberry			03619212283	No
Juice	Santa Cruz	Grape			03619212221	No
Juice	Taste Nirvana	Coconut Water	Jar	9.5oz		No
Juice	Taste Nirvana	Coconut Water	Can	16.2oz		No
Juice	Taste Nirvana	Coconut Water With Pulp	Jar	9.5oz	0125990310	No
Juice	Taste Nirvana	Coconut Water With Pulp	Can	16.2oz	01125990413	No
Juice	TreeTop	Apple Juice	6oz ONLY		04124424108	No
Juice	Tropicana					
Juice	Vita Coco	Coconut Water	Natural	17oz		No
Juice	Vita Coco	Coconut Water	Pineapple	16.9oz		No
Juice	Vita Coco	Coconut Water	Natural	1 Liter		No
Juice	Zico	Coconut Water	Natural	14oz		No
Juice	Zico	Coconut Water	Natural	8.45oz		No

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Protein	Reynaldo's	Soy Chorizo				
Protein	Any	Dry Black Beans				
Protein	Any	Dry Pinto Beans				
Protein	Any	Dry Peruvian Beans				

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Vegetable Can	Green Giant	Niblets		7oz	02000016251	No
Vegetable Can	Green Giant	Steam Crisp	Mexican Corn	11oz	02000010370	No
Vegetable Can	Green Giant	Sweet Peas			1002000010381	WIC
Vegetable Can	Green Giant	Whole Kernel Sweek Corn		15.25oz	1002000010473	WIC
Vegetable Can	Libby's	Crispy Sauerkraut		15oz	10037100146076	No
Vegetable Can	Libby's	Cut Green Beans		14.5oz		No
Vegetable Can	Libby's	Mixed Vegetables		15oz	1003710013817	No
Vegetable Can	Libby's	Natural's Cut Green Beans	No Salt, No Sugar Added	14.5oz	1003710013314	No
Vegetable Can	Libby's	Natural's Whole Kernal Sweet Corn	No Salt, No Sugar Added	15oz	1003710013655	No
Vegetable Can	Lindsay	Olives	Large			
Vegetable Can	Mezzetta	Garlic Stuffed Olives	In Jar			
Vegetable Can	Mezzetta	Imported Spanish Vanilla Olives	In Jar			
Vegetable Can	Mezzetta	Pitted Greek Kalamata Olives	In Jar	9.5 oz		
Vegetable Can	Princella	Cut Sweet Potatoes	In Light Syrup	29oz	1003470009612	WIC
Vegetable Can	S&W	Italian Stewed Tomatoes	Sliced Roma Style Tomatoes with Oregano & Basil	14oz	01119436777	No

Vegetable Can	S&W	Mexican Stewed Tomatoes		14oz	01119436814	No
Vegetable Can	S&W	Original Stewed Tomatoes	Sliced with Onions, Celery & Bell Peppers	14oz	01119436731	No
Vegetable Can	S&W	Ready Cut Diced Tomatoes		14oz	01119437064	WIC
Vegetable Can	S&W	Ready Cut Diced Tomatoes	Italian Recipe Premium	14oz	01119437085	No
Vegetable Can	S&W	Sliced Beets		15oz	1001119426591	WIC
Vegetable Can	Star	Olives	Green			
Vegetable Can	Teasdale	Canned Black Beans		29oz ONLY		No
Vegetable Can	Veg.all	Original	Mixed Vegetables	15oz	70000117611	No
Vegetable Can	Western Family	Diced Choice Tomatoes		14.5oz	2001540001559	WIC
Vegetable Can	Western Family	Stewed Mexican Style		14.5oz	2001540001545	No

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Whole Grain	Bimbo	100% Whole Wheat Bread				
Whole Grain	Bimbo	Multi Grain Bars	Sunflower Seed			No
Whole Grain	Bimbo	Multi Grain Bars	Variety Pack		7432309133	No
Whole Grain	Guerrero	100% Whole Wheat Flour Tortillas				
Whole Grain	La Rosa	100% Whole Wheat Flour Tortillas				
Whole Grain	Old Home	100% Whole Wheat Bread			7870080006	No
Whole Grain	Oroweat	100% Whole Wheat Bread				No
Whole Grain	Rainbo	100% Whole Wheat Bread			5040073987	WIC

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Snack Bar	Bear Naked	Layered Granola Bar	Fruit and Nutty		88462310114	
Snack Bar	Bear Naked	Layered Granola Bar	Nutty Double Chocolate			
Snack Bar	Kellogg's	Nutri Grain Soft Baked	Apple Cinnamon			
Snack Bar	Kellogg's	Nutri Grain Soft Baked	Blueberry			
Snack Bar	Kellogg's	Nutri Grain Soft Baked	Strawberry			
Snack Bar	Kellogg's	Nutri Grain Soft Baked	Raspberry			
Snack Bar	Mamma Chia	Chia Vitality Bar	Coconut & Almond & Dark Chocolate			No
Snack Bar	Mamma Chia	Chia Vitality Bar	Cherry & Dark Chocolate			No
Snack Bar	Mamma Chia	Chia Vitality Bar	Blueberry & Dark Chocolate			No
Snack Bar	Mamma Chia	Chia Vitality Bar	Peanut & Dark Chocolate			No
Snack Bar	Nature's Valley	Crunchy	Oats n Honey Granola Bar			
Snack Bar	Nature's Valley	Crunchy	Peanut Butter Granola Bar			
Snack Bar	Nature's Valley	Nut Clusters	Roasted Nut & Seed		016000481664	No
Snack Bar	Nature's Valley	Soft Baked	Cinnamon Brown Sugar Oatmeal Bars			
Snack Bar	Nature's Valley	Soft Baked	Peanut Butter			
Snack Bar	Nature's Valley	Sweet & Salty	Almond			
Snack Bar	Nature's Valley	Trail Mix	Fruit & Nut			
Snack Bar	Sezme Brand	Snaps	Cinnamon			
Snack Bar	Sezme Brand	Snaps	Original			
Snack Bar	Special K	Cereal Bar	Red Berries			
Snack Bar	Balance Bare	Nutrition Energy Bar	Mixed Berry Nut		75004955523	No
Snack Bar	Balance Bare	Nutrition Energy Bar	Sweet & Spicy		75004955519	No
Snack Bar	Goodnessknows	Nut Bar	Peach, Cherry, Almond, Dark Chocolate		04000049716	No
Snack Bar	Goodnessknows	Nut Bar	Apple, Almond, Peanut, Dark Chocolate		04000049719	No
Snack Bar	Goodnessknows	Nut Bar	Cranberry, Almond, Dark Chocolate		04000049722	No
Snack Bar	Kind Bar	Fruit & Nut	Nut Delight		60265217126	No
Snack Bar	Kind Bar	Fruit & Nut	Almond & Apricot			No
Snack Bar	Kind Bar	Fruit & Nut	Almond & Coconut		602652170089	No
Snack Bar	Kind Bar	Plus	Almond Walnut Macademia with Peanuts + Protein		60265217113	No
Snack Bar	Kind Bar	Plus	Cranberry Almond Antioxidants			No
Snack Bar	Kind Bar	Plus	Almond Cashew with Flax + Omega-3		602652170133	No

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Snack Nuts	Blue Diamond	Almonds	Roasted Salted	1.5oz		No
Snack Nuts	Blue Diamond	Almonds	Bold Wasabi & Soy Sauce	1.5oz		No
Snack Nuts	Blue Diamond	Almonds	Smokehouse	1.5oz		No
Snack Nuts	Blue Diamond	Almonds	Whole Natural	1.5oz		No
Snack Nuts	Emerald	Almonds	Cocoa Roast	1.5oz		No
Snack Nuts	Emerald	Almonds	Roasted & Salted	1.5oz		No
Snack Nuts	Emerald	Almonds	Cinammon Roast	1.5oz		No
Snack Nuts	Emerald	Cashews	Dill Pickle	1.5oz		No
Snack Nuts	Emerald	Cashews	Jalapeño	1.5oz		No
Snack Nuts	Emerald	Cashews	Sriracha	1.5oz		No
Snack Nuts	Emerald	Cashews	Salt & Pepper	1.5oz		No
Snack Nuts	Emerald	Cashews Halves & Pieces	Roasted & Salted	1.5oz		No
Snack Nuts	Emerald	Mixed Nuts	Sweet & Salty	1.5oz		No
Snack Nuts	Wonderful	Almonds	Roasted & Salted			
Snack Nuts	Beer Nuts	Cashews	Snack Size	1oz	07084200112	No
Snack Nuts	Beer Nuts	Peanuts	Snack Size	1oz	07084200106	No
Snack Nuts	Planters	Cashews	Honey Roasted	1.5oz		
Snack Nuts	Planters	Cashews	Salted	1.5oz		
Snack Nuts	Planters	Peanuts	Smoked Almonds	1.5oz		
Snack Nuts	Planters	Peanuts	Honey Roasted	1.5oz		

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Snack Dairy	Chobani	Lowfat Greek Yogurt	Peach	6oz		
Snack Dairy	Chobani	Lowfat Greek Yogurt	Blueberry	6oz		
Snack Dairy	Chobani	Lowfat Yogurt	Strawberry	6oz		
Snack Dairy	Craft	String Cheese				
Snack Dairy	Horizon Organic	Organic Lowfat Milk 1%	Children Size	8 oz, Sugar 12g		
Snack Dairy	Joseph Farms	Mozzarella String Cheese				
Snack Dairy	Nesquik	1% Milk	Chocolate	12g of sugar, no added sugar		
Snack Dairy	Yoplait	Light Yogurt	Blueberry Patch			
Snack Dairy	Yoplait	Light Yogurt	Strawberry			
Snack Dairy	Yoplait	Light Yogurt	Harvest Peach			
Snack Dairy	Yoplait	Light Yogurt	Very Cherry			
Snack Dairy	Yoplait	Light Yogurt	Orange Creme			
Snack Dairy	Yoplait	Light Yogurt	Apricot Mango Sorbet			

ONLY Lowfat Milk
8 ounces

ONLY 100 Calories
1% Milk
8 ounces

Category	Brand	Product	Specification	Miscellaneous	UPC#	WIC
Unsweetened Drinks	Crystal Geyser	Sparkling Water	Natural Lemon Flavor		65487118242	No
Unsweetened Drinks	Crystal Geyser	Sparkling Water	Natural Lime Flavor		65487118244	No
Unsweetened Drinks	Crystal Geyser	Sparkling Water	Unflavored		65487118241	No
Unsweetened Drinks	Itoen	Jasmin Green Tea	Unsweetened	16.9oz	83514300180	No
Unsweetened Drinks	Itoen	Oi Ocha Bold Green Tea	Unsweetened	16.9oz	83514300184	No
Unsweetened Drinks	Itoen	Oi Ocha Green Tea	Unsweetened	16.9oz		No
Unsweetened Drinks	Jarritos	Mineragua	Mineral Water			No
Unsweetened Drinks	Penafiel	Mineral Water				No
Unsweetened Drinks	Perrier	Mineral Water	Grapefruit Flavor			No
Unsweetened Drinks	Perrier	Sparkling Water	Lime		074780000212	No
Unsweetened Drinks	Perrier	Sparkling Water	Lemon			No
Unsweetened Drinks	Schweppes	Club Soda			07800000361	No
Unsweetened Drinks	Topo Chico	Mineral Water				No

The Mediterranean Snack Food Company

Type	Distributor
POC 708 Main	Barry Octigan 973-333-4888 / 860-873-1731/ barry@mediterraneansnackfoods 708 Main Street Boonton, NJ 07005
Min. ($ or cases) for delivery	**36 units is the min. order**
Delivery Schedule	
Payment Type	**Prefer credit card or check on delivery**
Order Lead Time	
Direct pick up	**Store Delivery**

Product	Price
Pretzel and Hummus Snacks	$1.60/ snack box

General Produce: P.O Box 308 Sacramento, CA 95812-0308	
Type	**Wholesale Distributor**
POC	**Mike Malena / mmalena@generalproduce.com/ 916 441 6431 X 2972**
Min. ($ or cases) for delivery	**10 cases / drop off**
Delivery Schedule	**2 times per week**
Payment Type	**COD or Credit**
Order Lead Time	**24 hours**
Direct pick up	**No**

Veggies. To Go.

Nutrition Facts
Serving Size: 2oz. (56g)

Amount/Serving	% Daily Value*	Amount/Serving	% Daily Value*
Calories: 20	Calories from Fat 0	Total Carbohydrate: 5g	2%
Total Fat: 0g	0%	Dietary Fiber: 1g	4%
Saturated Fat: 0g	0%	Sugars: 4g	0%
Trans Fat: 0g	0%	Protein: <1g	
Cholesterol: 0g	0%		
Sodium: 45mg	2%		
Vitamin A	80%	Calcium	0%
Vitamin C	8%	Iron	0%

* Percent Daily Values are based on a 2,000 calorie diet.

Item #	Product	Case	Case ($)	SRP($)/each	Shelf life (days)
7338	Grimmway Carrot Mini Snack Pack	200/1.6oz	20.4	.25/pouch (1.6oz)	30

General Produce. Sacramento, CA

Grab n’ Go Salads

Mediterranean

Nutrition Facts
Serving Size

	Mediterranean Bistro Bowl 1 Container (170g)		Without Dressing 1 Container (142g)	
Amount Per Serving				
Calories	180		110	
Calories from Fat	110		40	
		%Daily Value*		%Daily Value*
Total Fat	12g	18%	4.5g	7%
Saturated Fat	3g	15%	2g	10%
Trans Fat	0g		0g	
Cholesterol	10mg	3%	10mg	3%
Sodium	780mg	33%	550mg	23%
Total Carbohydrate	12g	4%	9g	3%
Dietary Fiber	3g	12%	3g	12%
Sugars	6g		4g	
Protein	7g		7g	
	Vitamin A	50%	Vitamin A	40%
	Vitamin C	35%	Vitamin C	35%
	Calcium	10%	Calcium	10%
	Iron	8%	Iron	6%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Note:

bistro bowl Grab n’ Go salads are considered to be 1 whole meal as opposed to a ‘snack’

The sodium content is greater than 230 mg, but approved since it is within the recommended DAILY sodium amount of 2400 mg

Item #	Product	Case	Case ($)	SRP($)/each	shelf life (days)
10595	Rdy Pac Bistro Bowl Med.	6/6oz	15.20	2.98/bowl (6oz)	5-10 @ 38-40F

General Produce. Sacramento, CA

Grab n’ Go Salads

Asian Style Chicken

Nutrition Facts
Serving Size

	Asian Style Chicken Bistro Bowl 1 Container (177g)		Without Dressing 1 Container (149g)	
Amount Per Serving				
Calories	210		120	
Calories from Fat	100		25	
		%Daily Value*		%Daily Value*
Total Fat	11g	17%	2.5g	4%
Saturated Fat	2g	10%	0.5g	3%
Trans Fat	0g		0g	
Cholesterol	25mg	8%	25mg	8%
Sodium	600mg	25%	340mg	14%
Total Carbohydrate	14g	5%	10g	3%
Dietary Fiber	2g	8%	1g	4%
Sugars	7g		3g	
Protein	13g	24%	13g	24%
	Vitamin A	90%	Vitamin A	80%
	Vitamin C	30%	Vitamin C	30%
	Calcium	4%	Calcium	4%
	Iron	8%	Iron	8%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Note:

bistro bowl Grab n’ Go salads are considered to be 1 whole meal as opposed to a ‘snack’

The sodium content is greater than 230 mg, but approved since it is within the recommended DAILY sodium amount of 2400 mg

Item #	Product	Case	Case ($)	SRP($)/each	shelf life (days)
10596	Rdy Pac Bistro Bowl Asian Chicken	6/6.25oz	15.20	2.98/bowl (6oz)	5-10 @ 38-40F

General Produce. Sacramento, CA

Grab n’ Go Salads

Note:

bistro bowl Grab n’ Go salads are considered to be 1 whole meal as opposed to a ‘snack’

The sodium content is greater than 230 mg, but approved since it is within the recommended DAILY sodium amount of 2400 mg

Item #	Product	Case	Case ($)	SRP($)/each	shelf life (days)
10612	Rdy Pac Bistro Bowl Cran Walnut	6/4.5oz	15.2	2.98/bowl (6oz)	5-10 @ 38-40F

General Produce. Sacramento, CA

Grab n’ Go Salads

Note:

bistro bowl Grab n’ Go salads are considered to be 1 whole meal as opposed to a ‘snack’

The sodium content is greater than 230 mg, but approved since it is within the recommended DAILY sodium amount of 2400 mg

Item #	Product	Case	Case ($)	SRP($)/each	shelf life (days)
6157	Rdy Pac SantaFe	6/6.25oz	15.2	2.98/bowl (6oz)	5-10 @ 38-40F

General Produce. Sacramento, CA

Grab n’ Go Salads

Nutrition Facts
Serving Size

Amount Per Serving	Spinach Dijon Bistro Bowl 1 Container (135g)		Without Dressing 1 Container (106g)	
Calories	280		190	
Calories from Fat	170		110	
		%Daily Value*		%Daily Value*
Total Fat	19g	**29**%	12g	**18**%
Saturated Fat	4g	**20**%	3.5g	**18**%
Trans Fat	0g		0g	
Cholesterol	105mg	**35**%	105mg	**35**%
Sodium	490mg	**20**%	320mg	**13**%
Total Carbohydrate	20g	**7**%	14g	**5**%
Dietary Fiber	3g	**12**%	3g	**12**%
Sugars	11g		9g	
Protein	10g		10g	
	Vitamin A	70%	Vitamin A	70%
	Vitamin C	15%	Vitamin C	15%
	Calcium	15%	Calcium	15%
	Iron	15%	Iron	15%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Note:

bistro bowl Grab n’ Go salads are considered to be 1 whole meal as opposed to a ‘snack’

The sodium content is greater than 230 mg, but approved since it is within the recommended DAILY sodium amount of 2400 mg

Item #	Product	Case	Case ($)	SRP($)/each	Shelf life (days)
6158	Rdy Pac Spn Dijon	6/4.75oz	15.2	2.98/bowl (6oz)	5-10 @ 38-40F

General Produce. Sacramento, CA