For more information on the content and implementation of the information included in this guide, contact:

**The Food Trust**
Brianna Almaguer Sandoval
Healthy Corner Store Initiative
healthycornerstores@thefoodtrust.org

For more information on The Food Trust, visit:
www.thefoodtrust.org
Sell Healthy! Guide

Learn how to sell healthy foods, increase sales and attract more customers.

brought to you by:

The Philadelphia Healthy Corner Store Network is made possible by funding from the Centers for Disease Control and Prevention and Get Healthy Philly, an initiative of the Philadelphia Department of Public Health.

foodfitphilly.org/cstores

Your Neighborhood Corner Store. Healthier.
Why Sell Healthy Food?

Stocking more healthy foods could mean better business for you.

Business Benefits
• New products and more variety attract new customers.
• Offering products that other stores do not helps your business stand out.
• Healthy foods can yield high profit margins.
  Example: 4 bags of chips = 20¢ profit
  1 apple = 20¢ profit

Healthier Communities
• People who live where healthy foods are easy to find are more likely to have lower risk of disease.
• Many children shop at corner stores and need healthy food options to ensure they grow up strong and healthy.

Growing Movement
• Join a growing number of business owners across the country who are committed to providing their customers with fresh healthy foods AND making a profit.

This guide offers ideas that can improve your business. Some ideas may take more time and resources than others.

Look for the following symbols to guide you.

Quick project

Go to this page for more information

Longer project

Go to next page

This guide will help you with:

Healthy product selection
Pricing and display
Promotion and marketing
Equipment and refrigeration

One Philadelphia store introduced new healthy items and now sells 60–80 pounds of bananas a week.
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### Choosing Healthy Products for Your Store

Introduce healthy food options like these in your store.

<table>
<thead>
<tr>
<th>Category</th>
<th>Stock Mostly</th>
<th>Stock Moderately</th>
<th>Stock Minimally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits &amp; Vegetables</td>
<td>• Fresh fruits and vegetables</td>
<td>• Canned or frozen fruits in 100% juice or light syrup, and vegetables with less than 290mg of sodium</td>
<td>• Canned or frozen fruit in heavy syrup, and vegetables with more than 290mg of sodium</td>
</tr>
<tr>
<td>Dairy</td>
<td>• Non-fat, skim or 1% low-fat milk foods such as milk, yogurt and cheese</td>
<td>• Whole milk foods such as milk, yogurt, cheese and flavored milk</td>
<td>• High-fat milk foods such as cream, butter, ice cream and cream cheese</td>
</tr>
<tr>
<td>Grains</td>
<td>• Whole grains are listed as the first ingredient</td>
<td>• Whole grains are not listed as the first ingredient</td>
<td>• Whole grains are not listed as an ingredient</td>
</tr>
<tr>
<td>Meat, Fish &amp; Poultry</td>
<td>• Lean cuts of beef and pork and low-fat products such as fish, poultry and eggs</td>
<td>• Dark meat such as steak, ground beef and chicken or turkey with skin</td>
<td>• Processed meats such as bacon, deli meat, ham and sausage</td>
</tr>
</tbody>
</table>
# Choosing Healthy Products for Your Store

<table>
<thead>
<tr>
<th>Stock Mostly</th>
<th>Stock Moderately</th>
<th>Stock Minimally</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beans, Nuts &amp; Seeds</strong></td>
<td><strong>Snacks</strong></td>
<td><strong>Beverages</strong></td>
</tr>
<tr>
<td>• No sodium added dry beans, canned fish, nuts, seeds</td>
<td>• Fruits, vegetables and snacks with less than 100 calories per package</td>
<td>• No sugar added water, fat-free or 1% low-fat milk</td>
</tr>
<tr>
<td><strong>Stock Mostly</strong></td>
<td><strong>Stock Moderately</strong></td>
<td><strong>Stock Minimally</strong></td>
</tr>
<tr>
<td>• Low-sodium (less than 290mg) canned beans, canned fish, nuts, seeds</td>
<td>• Fruits, vegetables and snacks with 100–200 calories per package</td>
<td>• 100% juice, diet drinks, low-fat flavored milk</td>
</tr>
<tr>
<td><strong>Stock Minimally</strong></td>
<td><strong>Stock Moderately</strong></td>
<td><strong>Stock Minimally</strong></td>
</tr>
<tr>
<td>• High-sodium (more than 290mg) canned beans, canned fish, nuts, seeds</td>
<td>• Fruits, vegetables and snacks with over 200 calories per package such as chips, candy or cakes</td>
<td>• Soda, fruit drinks, sweetened iced tea, lemonade</td>
</tr>
</tbody>
</table>

**Healthy Tip:** Try adding some of these products to your inventory, or switch less healthy options for healthier ones. For example, substitute peaches in heavy syrup with peaches in 100% juice.
Buying and Handling Fresh Produce

Produce will keep fresh longer with careful purchasing and handling.

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

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

Display
- First in, first out—display older produce in the front.
- Rotate your produce to maintain freshness.
- When unpacking produce, remove spoiled items.
Attractive displays will increase sales and help reduce food waste.

**Remember…**

- Keep produce organized and well-stocked.
- Use baskets to organize and protect produce.
- Remove spoiled items daily.
- Never sell produce out of cardboard boxes.
- Label items and show prices.
- Tilt baskets forward to make them look more full.
- Catch customers’ attention with different color foods in a row.
- Use good lighting to attract customers.
Refrigerator Display

Bring attention to healthy snacks, beverages and fresh produce with an attractive refrigerator display.

What to Stock in Your Healthy Refrigerator

- Water
- 100% juice
- Non-fat, skim or 1% milk
- Low-fat string cheese
- Eggs
- Greens (spinach, lettuce and collard greens)
- Low-fat yogurt
- Fruit salads and garden salads
- Apples and oranges

Place healthy beverages, fruit salads and yogurts on top shelves.

Place fresh produce on middle shelves.

Clearly mark fresh produce and sale items with bright price cards.

Place heavy items on the bottom shelf.
Looking for ways to reduce produce spoilage? Use these temperature guidelines to keep your fruits and vegetables fresh longer.

### Refrigerate

<table>
<thead>
<tr>
<th>Fruits</th>
<th>Temp.</th>
<th>Shelf Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples</td>
<td>32–35°</td>
<td>2–3 weeks</td>
</tr>
<tr>
<td>Blueberries</td>
<td>33–35°</td>
<td>1–2 weeks</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>40–50°</td>
<td>5–10 days</td>
</tr>
<tr>
<td>Cherries</td>
<td>32–35°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Grapes</td>
<td>32–35°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Honeydew</td>
<td>40°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Kiwi</td>
<td>32–35°</td>
<td>7 days</td>
</tr>
<tr>
<td>Lemons</td>
<td>40–50°</td>
<td>2–3 weeks</td>
</tr>
<tr>
<td>Limes</td>
<td>40–45°</td>
<td>2–3 weeks</td>
</tr>
<tr>
<td>Oranges</td>
<td>32–34°</td>
<td>2–3 weeks</td>
</tr>
<tr>
<td>Pears</td>
<td>32–35°</td>
<td>1 week</td>
</tr>
<tr>
<td>Raspberries</td>
<td>32–35°</td>
<td>1 week</td>
</tr>
<tr>
<td>Strawberries</td>
<td>32°</td>
<td>1 week</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vegetables</th>
<th>Temp.</th>
<th>Shelf Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asparagus</td>
<td>32–35°</td>
<td>1 week</td>
</tr>
<tr>
<td>Beans (Snap)</td>
<td>32–35°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Broccoli</td>
<td>32–35°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Cabbage</td>
<td>32–35°</td>
<td>1 week</td>
</tr>
<tr>
<td>Carrots</td>
<td>32–35°</td>
<td>2–3 weeks</td>
</tr>
<tr>
<td>Cauliflower</td>
<td>32–35°</td>
<td>1 week</td>
</tr>
<tr>
<td>Collard Greens</td>
<td>32–35°</td>
<td>5 days</td>
</tr>
<tr>
<td>Cucumber</td>
<td>36–40°</td>
<td>1 week</td>
</tr>
<tr>
<td>Eggplant</td>
<td>32–35°</td>
<td>1 week</td>
</tr>
<tr>
<td>Lettuce</td>
<td>32–35°</td>
<td>1 week</td>
</tr>
<tr>
<td>Peppers</td>
<td>36–40°</td>
<td>1–2 weeks</td>
</tr>
<tr>
<td>Spinach</td>
<td>32–35°</td>
<td>5 days</td>
</tr>
<tr>
<td>Summer Squash</td>
<td>36–40°</td>
<td>5–7 days</td>
</tr>
</tbody>
</table>

### Do Not Refrigerate

<table>
<thead>
<tr>
<th>Fruits</th>
<th>Temp.</th>
<th>Shelf Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bananas</td>
<td>60–65°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Grapefruit</td>
<td>58–60°</td>
<td>1–2 weeks</td>
</tr>
<tr>
<td>Mangos</td>
<td>55°</td>
<td>1 week</td>
</tr>
<tr>
<td>Peaches</td>
<td>65–70°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Pineapple</td>
<td>60–70°</td>
<td>5–7 days</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vegetables</th>
<th>Temp.</th>
<th>Shelf Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avocados</td>
<td>65–70°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Garlic</td>
<td>32–35°</td>
<td>30–60 days</td>
</tr>
<tr>
<td>Onion</td>
<td>55–60°</td>
<td>30–60 days</td>
</tr>
<tr>
<td>Potatoes</td>
<td>55–60°</td>
<td>30–60 days</td>
</tr>
<tr>
<td>Sweet Potatoes</td>
<td>55–60°</td>
<td>10 days</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>55–60°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Watermelon</td>
<td>55–60°</td>
<td>7–10 days</td>
</tr>
<tr>
<td>Winter Squash</td>
<td>55–60°</td>
<td>30–60 days</td>
</tr>
<tr>
<td>Yucca</td>
<td>55–60°</td>
<td>5–7 days</td>
</tr>
</tbody>
</table>

### Tip

Some items, like apples, pears, oranges and peppers, can be displayed at room temperature. This will shorten their shelf life. If you display these items at room temperature during the day, be sure to refrigerate them at night.
What is ethylene?
Ethylene is a gas released by some fruits and vegetables that causes produce to ripen faster. Some fruits and vegetables are more sensitive to ethylene than others.

Why should I care?
Fruits and vegetables that are stored incorrectly spoil quickly. This could mean lost profit for you.

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

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

Ethylene Producers
- Apples
- Avocados
- Bananas
- Cantaloupe
- Kiwi
- Peaches
- Pears
- Peppers
- Tomatoes

Not Ethylene Sensitive
- Blueberries
- Cherries
- Beans (Snap)
- Garlic
- Grapefruit
- Oranges
- Pineapple
- Potatoes
- Raspberries
- Strawberries
- Tomatoes
- Yucca

Correctly store fruits and vegetables to reduce food waste.
Increase your profits by turning produce into ready-to-eat foods.

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

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

**Meal Starter Kits**
*Fresh vegetable mixes for convenience*
Simply cut up and package vegetables as kits.

- **Winter Vegetable Soup Kit:** Squash, potatoes, sweet potato, onions and turnips
- **Gazpacho (cold soup) Kit:** Cucumber, tomatoes, garlic, onions and red bell peppers
- **Soup Kit:** Potatoes, carrots, celery and onions
- **Stir-fry Kit:** Broccoli, carrots, red bell peppers, zucchini and mushrooms
- **Grilling Vegetables Kit:** Zucchini, bell peppers, onions, eggplant and potatoes
- **Ready-To-Eat Guacamole Kit:** Avocados, jalapeños, onion, garlic and tomatoes

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

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

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

Smoothies
*Blend frozen fruit into a healthy, tasty drink*
- Freeze overripe produce, such as bananas, for future use in smoothies.
- Cut your own fruit instead of buying it precut to save money.

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

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

### How To Make a Great Smoothie
*Just add one item from each column and blend!*

<table>
<thead>
<tr>
<th>Base</th>
<th>Liquid</th>
<th>Fruit</th>
<th>Extras</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banana</td>
<td>Low-Fat Milk</td>
<td>Mango</td>
<td>Flaxseeds</td>
</tr>
<tr>
<td>Low-Fat Yogurt</td>
<td>Orange Juice</td>
<td>Pineapple</td>
<td>Peanut Butter</td>
</tr>
<tr>
<td>Ice</td>
<td>Soy Milk</td>
<td>Strawberries</td>
<td>Protein Powder</td>
</tr>
<tr>
<td>Frozen 100% Juice</td>
<td>Almond Milk</td>
<td>Blueberries</td>
<td>Honey</td>
</tr>
</tbody>
</table>

Try these flavor combinations or create your own.
Fresh Produce Pricing and Markup

Learn how to set the right price to make a profit.

Ways to Determine Sale Price

<table>
<thead>
<tr>
<th>Steps</th>
<th>COGS x Markup = Profit Margin</th>
<th>COGS + Profit Margin = Sale Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Start with COGS.</td>
<td>$25.00 x 30% = $7.50</td>
<td>$25.00 + $7.50 = $32.50</td>
</tr>
<tr>
<td>2. Decide your Markup.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Use Profit Margin to determine Sale Price.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Your cost of goods was $25 and you applied a 30% markup, giving you a sale price of $32.50 and a profit margin of $7.50 for a box of oranges.

<table>
<thead>
<tr>
<th>Steps</th>
<th>COGS x Markup Multiplier = Sale Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Start with COGS.</td>
<td>$0.39 x 2 = $0.78</td>
</tr>
<tr>
<td>2. Decide your Markup.</td>
<td></td>
</tr>
<tr>
<td>3. Use Markup Multiplier to determine Sale Price.</td>
<td></td>
</tr>
</tbody>
</table>

Your cost of goods was $0.39 and you applied a 100% markup, giving you a sale price of $0.78 and a profit margin of $0.25 for an orange.

Definitions

**COGS (Cost of Goods Sold)**
What you paid for a product

**Markup**
How much more than the COGS you want to charge the customer

**Markup Multiplier**
The number 1 added to the Markup percentage

**Profit Margin**
The difference between the Sale Price and the COGS

**Sale Price**
What the consumer pays for a product

Produce Double-up Rule
Mark up produce 100%, or just double the COGS.
### Fresh Produce Pricing and Markup

**Pricing Produce**

<table>
<thead>
<tr>
<th>Use This Formula If You Want to Sell by the Unit</th>
<th>Use This Formula If You Want to Sell by the Pound</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 case = 88 apples (units) = $22</td>
<td>40lb case of bananas = $15</td>
</tr>
<tr>
<td>COGS ÷ Units = Cost per Unit</td>
<td>COGS ÷ Weight = Cost per Pound</td>
</tr>
<tr>
<td>$22 ÷ 88 = <strong>$0.25 per apple</strong></td>
<td>$15 ÷ 40 = <strong>$0.375 per pound</strong></td>
</tr>
<tr>
<td>Cost per Unit x Markup Multiplier = Sale Price per Unit</td>
<td>Cost per Pound x Markup Multiplier = Sale Price per Pound</td>
</tr>
<tr>
<td>$0.25 x 1.30 = <strong>$0.33 per apple</strong></td>
<td>$0.375 x 1.30 = <strong>$0.49 per pound</strong></td>
</tr>
</tbody>
</table>

**Break-Even Point**

The point at which COGS is equal to sales or no profit is lost or gained.

**Use This Formula to Determine the Break-Even Point**

- COGS (case of apples) ÷ Sale Price per Unit = Break-Even Point
  - $22 ÷ $0.33 = **67 apples**
  - $15 ÷ $0.49 = **31 pounds**

*This formula can help to guide future purchasing decisions about quantities and types of produce to sell.*
# Pricing and Promotions

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

<table>
<thead>
<tr>
<th>Idea</th>
<th>Examples</th>
</tr>
</thead>
</table>
| **Temporary Price Reductions**    | • Bags of fresh-cut produce for $1  
Children love these.                                                                                             |
| *Reduce the price of a popular product to increase sales.* | • Children eat free  
*Offer a discount on the total bill by offering a free children’s meal with each regular meal purchased.*   |
|                                   | • Buy 1, get 1 free  
*Great for healthy products.*                                                                                   |
| **Seasonal Specials and Kits**    | • BBQ kits in the summer  
Healthy kits with foods grouped for healthy recipes  
Holiday meal starter kits with healthy products                                                                 |
| *Use holiday themes and flavors to increase sales.* |                                                                                   |
| **Events**                        | Host parties in different seasons or near holidays like Thanksgiving.  
*Do this during peak hours and days so more customers will attend.*                                                       |
| *Let customers and clients come into your store to taste, touch, smell and see your products.* | • Free samples of healthy foods  
• Cooking demonstrations  
• Deli promotions                                                                                                   |
| **Student and Senior Discounts**  | • Discount with student ID  
• Discount for an “A” report card  
• Discount for students that make honor roll  
• Special discount days: Student Day, Senior Day                                                                 |
| *Offer special savings to seniors and students.* |                                                                                   |
Advertising
Your Business

Use simple marketing ideas to make customers feel welcome.

Outside Your Store
Attract customers’ attention as they pass by your store.
• Put A-frame signs on the sidewalk.
• Put cold-air balloons on the roof.
• Install banners, neon signs or murals.

Inside Your Store
Get new customers, keep the old ones.
• Ask customers for feedback to learn what customers like.
• Invite customers back to your store.
• Give out flyers and coupons.
• Give out calendars with monthly specials.
• Cater your food.
• Create a contact list for customers to sign up to hear about specials.

Offer product samples.
• Give customers samples to try before buying the food, especially during peak hours.
• Hand out menus to advertise your products and attach coupons to encourage customers to try new things.

Create specials.
• Promote healthier products in your store with specials to increase sales.
• Offer breakfast specials until 11am (for example, Buy any breakfast item, and get a free small 100% juice or piece of fruit).
• Offer lunch specials from 11am until 3pm (for example, Get a sandwich, piece of fruit and water or 100% juice for $5.50).

Healthy Tip: Make your store healthier by removing advertising for tobacco and other unhealthy products.
Customer Feedback

Learning what your customers want will help you make good business choices.

Talk to Customers
- Talk to customers who are shopping in your store. Customers usually enjoy conversations with store owners. Conversations make them feel like their opinion matters.
- Ask the customer, “What items would you like in this store?”
- Ask the customer, “What can we do to better serve you?”
- Inform the customer of current sales or specials.
- Say “Thank you!”

Keep Track of the Information
- Keep a log book of customer requests.
- Create a chart or board of specific products that you are thinking about adding to your store. Ask customers to mark which items they are interested in.
- Create comment cards that ask for feedback from customers.

Use Feedback to Make Business Decisions
- Use customer feedback to decide what to buy for your store.
- When you place orders, buy new items that customers have requested and see if they sell in your store.
- Create sales and specials for your store based on customer interest.

Healthy Tip: Encourage customers to eat healthy and tell them about new healthy products in your store.
Maximizing Your Space

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

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

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

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

Forgot a symbol? Find the legend at the beginning of this guide.
Improving Your Store Exterior

Make your store exterior more inviting to attract customers.

<table>
<thead>
<tr>
<th>Cost: $</th>
<th>Cost: $$</th>
<th>Cost: $$$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paint over graffiti on building walls.</td>
<td>Add more lighting on the outside of the store to make it more inviting. This will also improve safety.</td>
<td>Replace see-through security gates with solid gates. These look more inviting and are safer.</td>
</tr>
<tr>
<td>Plant trees and/or flowers in the ground or in pots.</td>
<td>Update entrance doors by replacing them or painting them (blue, gray or white looks good on smaller buildings).</td>
<td>Replace a flat roof with a tiled, raised (pitched) roof. This will provide better drainage and will improve the look of your building.</td>
</tr>
<tr>
<td>Lime wash the lower half of the building and install weatherboard on the top half.</td>
<td>Replace windows or install thick window panes to increase energy efficiency.</td>
<td>Fix sidewalks. A damaged sidewalk can detract from the appeal of your store. You can do it yourself with concrete repair materials and tools or hire a local concrete professional.</td>
</tr>
<tr>
<td>Update your awning. Keep the wording simple and the design uncluttered.</td>
<td>Paint steps or replace them, if needed.</td>
<td>Replace railings, if needed.</td>
</tr>
</tbody>
</table>

Healthy Tip: Send a positive message to your community by removing tobacco advertising from your store exterior.
# Making Your Corner Store Green

Environmental improvements can help save you money.

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Cost</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$: At the end of the day, unplug equipment that you are not using, such as coffee machines and blenders.</td>
<td>$0</td>
<td>Up to $10, monthly (electric bill)</td>
</tr>
<tr>
<td>$$: Install an electrical power saving box or power conditioning device if your store has old refrigerators and lighting fixtures.</td>
<td>$500–1,000 per power box (including installation)</td>
<td>10–20% (electric bill)</td>
</tr>
<tr>
<td><strong>Lighting</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$: Use daylight (windows or skylights) to increase natural light in your store.</td>
<td>$0</td>
<td>10–20% (electric bill) if lights are turned off</td>
</tr>
<tr>
<td>$$: Switch to CFL bulbs, which last 8x longer than incandescent bulbs, or to LED bulbs, which last 50x longer.</td>
<td>$2–5 each</td>
<td>About $41 per bulb, yearly (electric bill)</td>
</tr>
<tr>
<td>$$: Replace your T-8 or T-12 refrigeration case bulbs with LED bulbs, which last 5x longer.</td>
<td>$60 (5’ lamp)</td>
<td>About $440 per bulb, yearly (electric bill)</td>
</tr>
<tr>
<td><strong>Refrigeration</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$: If using open cases, install night curtains (or use energy-efficient cases instead).</td>
<td>$190 each for 4’ night curtain + cut fee</td>
<td>37–50% (electric bill)</td>
</tr>
<tr>
<td>$$: Replace old refrigerators with Energy Star-rated ones.</td>
<td>$500–700 each + delivery + installation</td>
<td>$100–200 each, yearly (electric bill)</td>
</tr>
<tr>
<td>$$: Hire maintenance professionals to service your refrigerators annually.</td>
<td>$75 per visit + cost for repairs</td>
<td>10–15% (electric bill)</td>
</tr>
<tr>
<td><strong>Water</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$: Use high-efficiency spray nozzles, aerators or water-flow restrictors.</td>
<td>$40–200 each</td>
<td>About $1,400, yearly (water bill)</td>
</tr>
</tbody>
</table>
## Equipment

### Heating & Cooling

<table>
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<tr>
<th>Symbol</th>
<th>Description</th>
<th>Cost</th>
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</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>Use shades to control the amount of sunlight in your store.</td>
<td>$120–168 per window</td>
<td>$10–45, yearly (electric bill)</td>
</tr>
<tr>
<td>$</td>
<td>Install window fans that can be set to exhaust heat during the day and switched to take in cool air at night.</td>
<td>$50–150 each</td>
<td>$26, yearly (electric bill), when used 8 hours daily</td>
</tr>
<tr>
<td>$$</td>
<td>Replace old windows with Energy Star rated windows.</td>
<td>$70–300 each + installation</td>
<td>$20–95 yearly (electric bill)</td>
</tr>
<tr>
<td>$$</td>
<td>Install an awning on the side or front of your store.</td>
<td>$1,350–3,000 each (including installation)</td>
<td>20–25% (electric bill)</td>
</tr>
<tr>
<td>$$</td>
<td>Plant a tree outside your store for shade.</td>
<td>$10–15 each + $8 for soil</td>
<td>12% (electric bill), once tree reaches 20–25'</td>
</tr>
</tbody>
</table>

### Recycling/Reusing

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>$</td>
<td>Ask customers if they want a bag for their purchase. Some customers do not want a bag. Using less bags reduces expenses and litter outside of your store.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>Reuse packing materials, such as cardboard boxes, styrofoam and paper.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>Recycle. Use any sturdy household container (32 gallons or smaller) and write “Recycling” on the side. You can recycle metal, glass, paper, cardboard and plastic.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Gardening

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>$</td>
<td>Start a container garden in your store or in an area outside. They are small, easy to move and simple to care for. You can sell the items you grow in your store. Try tomatoes and peppers.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$$</td>
<td>If you have a stable rooftop above your store, start a garden there. This is an excellent way to grow your own produce while keeping your building cooler in the summer.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Your Neighborhood Corner Store. Healthier.

Sell Healthy!

Guide

Learn how to sell healthy foods, increase sales and attract more customers.

brought to you by:

The Philadelphia Healthy Corner Store Network is made possible by funding from the Centers for Disease Control and Prevention and Get Healthy Philly, an initiative of the Philadelphia Department of Public Health.

foodfitphilly.org/cstores

THE PHILADELPHIA HEALTHY CORNER STORE NETWORK

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