

# A Business Case for Creating Healthy Retail

← Parking

GROCERIES

FRUIT & VEG

Seasonal Salads Daily

WIC  
SNAP  
EBT  
ACCEPTED  
HERE

Stores that accept WIC can see larger sales of produce than stores that accept only SNAP benefits

Healthy products can increase foot traffic and attract new customers

More older people are coming in who didn't come before. They heard about it in the newspaper. Families walk in on their way to school, especially in the morning. Students sometimes come in and buy fruit. – Louie, Bobar Market & Gas

Healthy products can make stores stand out from the competition

Store owners can build community goodwill by stocking healthy food

In rural areas, stocking healthy food may persuade residents to stay in town to shop rather than drive many miles to a big-box retailer

Storeowners who carry healthy foods often see an increase in overall sales

Healthy products have a higher profit margin than shelf stable grocery products

AWARD

Health on the Go

Popcorn

Nuts

Granola Bar

WATER

Seltzer

MILK 1%

ICED TEA

100% JUICE

Fabulous Fiber

Make Salsa

Eat the Rainbow

Whole Grain

Brown Rice

BEANS