

GOOD FOOD CORNER STORE

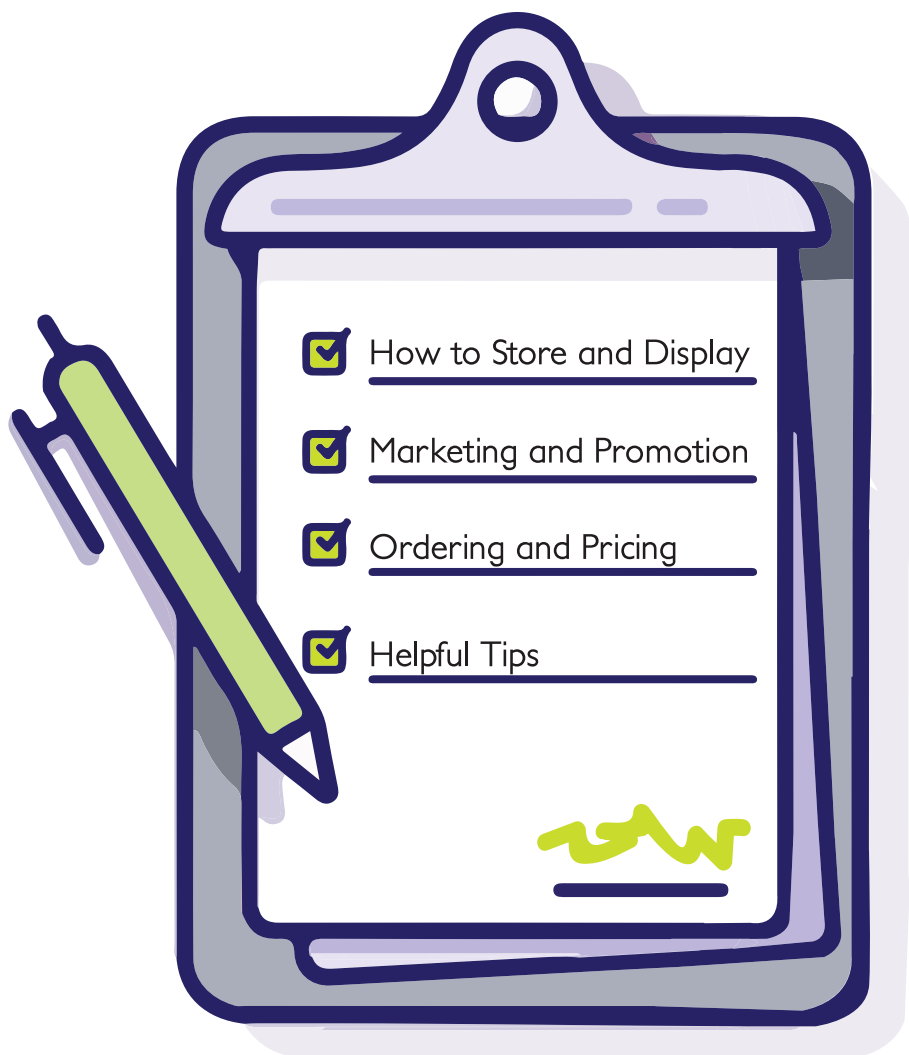
Guide for Store Owners and Operators
on Stocking Healthy Staples



DO MORE FOR YOUR STORE

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Why a Good Food Corner Store?

Healthier Communities

- The Good Food Corner Store (GFCS) helps to increase fresh produce and other healthy staple foods at corner stores in neighbourhoods that have limited access to grocery stores.
- Increasing the sale of fresh produce in neighbourhoods has been shown to improve the health environment.
- Adding new items can attract more customers to your store - especially if there is no grocery store in your neighbourhood.



Good Food Corner Store – Learning from Ottawa Pilot

- Ottawa Public Health (OPH) worked on the Good Food Corner Store (GFCS) Initiative between 2015 and 2018. Eight corner stores participated in a 6-month GFCS Pilot.
- Participating corner stores committed to offer a minimum inventory of fresh produce and healthy food staples. OPH staff provided support with branding, promotion, resources, process improvement and links to community support.
- All corner stores experienced an improvement in the stocking of fresh produce and or healthier food staples during the pilot.
- Furthermore, 86% of corner store owners reported being satisfied or very satisfied with the GFCS Pilot and 100% reported improved skills on how to display fresh produce to make it more attractive to customers.
- During the pilot, corner store owners shared their experiences and feedback which led to the creation of this guide.

Storage and Display

Where to store produce

Some produce needs to be refrigerated to prolong shelf life and preserve freshness, while other produce can be displayed on a shelf.

Refrigerator Display

 Refrigerator temperature should be between 0-4°C or 32-39°F.

 Keep away from direct sunlight.

Vegetables to be stored in the refrigerator:

Asparagus	Cauliflower	Lettuce*
Beets	Celery*	Mushrooms
Green Beans	Corn	Parsnips
Broccoli	Leafy greens*	Peppers**
Cabbage*	Spinach*	Turnips
Carrots*	Leeks	Zucchini*

Fruit to be stored in the refrigerator:

Apples**	Lemons	Strawberries
Berries	Limes	
Cantaloupe	Nectarines**	
Cherries	Oranges**	
Grapes	Peaches**	
Honeydew	Pears**	
Kiwi**	Plums**	



Shelf and Basket Display

 Keep produce cool between 15-18°C or 59-64°F.

 Keep away from direct sunlight.

Choose these vegetables and fruits if you have limited refrigerator space!

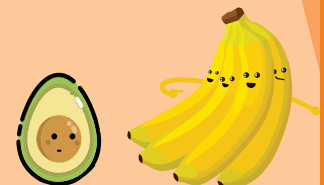
Vegetables to be stored on the shelf:

Garlic	Sweet Potatoes
Ginger	Tomatoes
Onion	Winter Squash
Potatoes	



Fruits to be stored on the shelf:

Avocado***	Mangoes
Bananas	Pineapple
Grapefruit	



* For best results place in clear plastic bag.

** These items can also be displayed at room temperature. Refrigerate at night and keep refrigerated when fully ripened.

*** Put in the refrigerator to slow the ripening process.

How to Stock the Refrigerator



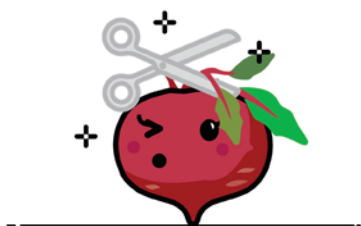
1. Dedicate a section of the refrigerator just for produce.
2. Keep the refrigerator glass and shelves clean.
3. Keep it well stocked with fresh produce and neatly placed. Place signage on the refrigerator, to promote vegetables and fruits.
4. Display prices clearly. This can increase sales.
5. First in, first out: older produce should be at the front. Rotate to maintain freshness.
6. Place small produce items on the top shelf and heavy items on the bottom shelf. (e.g. cabbage, cantaloupe).
7. Place produce in baskets and tilt forward so produce can be better seen.
8. Items that need to be cooked (e.g. eggs) and dairy should be kept at the bottom or in a separate location.

Produce Requiring Extra Care



Mist Frequently

Beets	Green onions
Broccoli	Leafy greens
Cabbage	Lettuce
Carrots	Parsnips
Cauliflower	Rutabaga
Celery	Zucchini
Corn	



Trim as Needed and Turn Often

Beets (tops)	Lettuce
Broccoli and rapini (stems)	(outer leaves and bottom)
Cabbage (wilted leaves)	Rutabagas (tops)
Carrots (tops)	Scallions/green onions
Celery (tops)	(tops)
Greens (tips of stalks)	Turnips (tops)



Display on Chipped Ice (if not refrigerated)

Beets
Broccoli
Cantaloupes
Carrots
Cauliflower
Kale
Leafy greens (kale, collard, chard, and mustard)



For more information on storage of vegetables and fruits consult:
Half Your Plate. Vegetables and fruits Information Sheets, or visit halfyourplate.ca

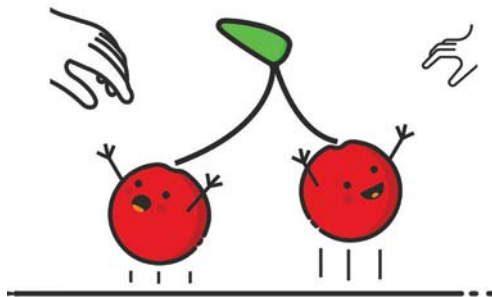
How to Stock Shelves

1. Use clean, attractive bins and baskets.
2. Baskets should be full with fresh produce.
3. Remove moldy, bruised produce.
4. Display prices and label items clearly.
5. Items that have a shorter shelf life should be placed at eye-level or just below.
6. Produce that has a longer shelf life (e.g. potatoes, onions) should be placed at the bottom.
7. Don't store onions close to other vegetables and fruits to prevent transfer of taste and smell.
8. Keep items at least 15 centimetres (6 inches) from the ground.
9. Limit quantity on display to allow for more variety.
10. Avoid having non-food items near produce (e.g. pet food).
11. First in, first out: older produce should be at the front. Rotate to maintain freshness.



*These baskets should only be used for fresh produce.

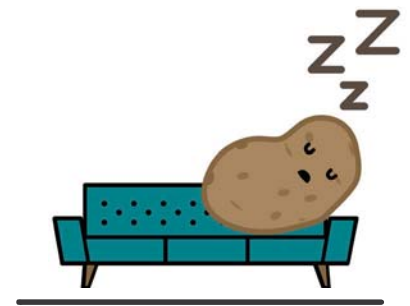
Shelf Life of Produce



Sell Fast
(stays fresh for 1 week or less)



Sell Soon
(stays fresh for 1 - 3 weeks)



No Rush
(stays fresh for over 1 month)

Asparagus	Kiwi	Tomatoes
Avocadoes	Leafy greens	Yucca
Bananas	Mangoes	
Broccoli	Peaches	
Cabbage	Pears	
Cauliflower	Pineapple	
Cherries	Raspberries	
Grapes	Snap peas	
Honeydew	Strawberries	

Apples
Blueberries
Carrots
Grapefruit
Lemons
Limes
Oranges
Peppers
Sweet potatoes
Watermelon

Garlic
Onion
Potatoes
Winter squash

Reduce Food Waste

Ethylene in Vegetables and Fruits



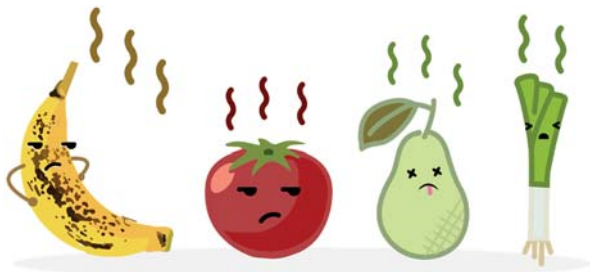
What is ethylene?

Ethylene is a gas released by some vegetables and fruits that causes produce to ripen faster. Some vegetables and fruits are more sensitive to ethylene than others.



Why learn about ethylene?

Vegetables and fruits that are stored incorrectly spoil quickly. This could mean lost profit.



Ethylene Producers

Apples	Pears
Avocados	Peppers
Bananas	Plums
Cantaloupe	Tomatoes
Kiwis	
Nectarines	
Peaches	

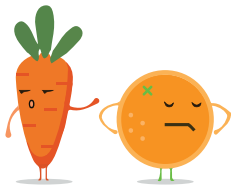


Ethylene Sensitive

Asparagus	Grapes	Mangoes
Broccoli	Grapefruit	Mushrooms
Cabbage	Green Beans	Oranges
Cauliflower	Honeydew	Onions
Celery	Lemons	Squash
Cucumbers	Lettuce	Potatoes
Dark Leafy greens	Limes	Watermelon

Most ethylene producers are also sensitive to ethylene gases.

What can be done?



Keep vegetables and fruits separate.

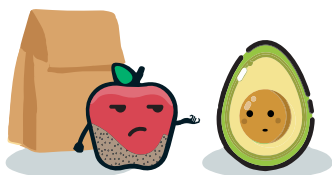


Avoid storing ethylene producers in closed bags or containers.



Store ethylene producers in ventilated boxes or containers.

Additional Tips



If you want avocados to ripen faster, place them in a paper bag with an apple.



Keep browning bananas away from the green ones. Bananas that are riper will make others ripen faster.

Marketing and Promotion

Use these strategies to promote your corner store to the community and help increase sales.

Promotion Outside and Inside



Outside the store:

1. Place A-frame sign in front of store.
2. Install signs in windows of the store.
3. Place window sticker at the entrance.

Inside the store:

1. Add promotional signs to basket display and refrigerator display.
2. Location, location, location: Choose high-traffic areas for produce displays.
3. Keep baskets well stocked. This will help to ensure customers return.
4. Keep foods fresh. Trim produce as needed and remove old produce.
5. Display prices clearly. This can increase sales.



Food Waste



Once produce is fully ripened, they can be stored in the refrigerator. Those can be sold as Ready-to-eat.

Discount items



If produce is over ripened or slightly bruised but still edible, place it in bags and offer at discounted price.



Offer Specials

Promote healthy foods by offering specials. This will attract customers to your store.

Help Customers Enjoy Produce

Offer recipe cards and nutritional information.



Ask for Customer Feedback

Start a discussion with customers. Ask them what produce they would like to see in the store. Have a customer survey available at the cash register or near the produce displays.

Sample Customer Survey:

1. What would encourage you to purchase fresh vegetables and fruits from a neighbourhood corner store?

2. Which **fresh vegetable** would you buy at a corner store?

3. Which **fresh fruit** would you buy at a corner store?

Thank you!

Place Produce at Check-out

Make sure produce is fresh; no mold, no bruises! Place these items near the cash register to increase sales and prevent waste. Some Suggestions:

- bananas
- avocados
- apples
- tomatoes
- oranges
- lemons
- pears
- limes

Fact!

Apples, pears, oranges and peppers can be displayed at room temperature near the cash register but this shortens lifespan. Refrigerate them at night to prolong shelf life.



Procurement of Produce

Selecting a Wholesaler

When selecting a wholesaler consider:



The minimum purchase for free delivery.



The ordering process: phone, online, fax, email



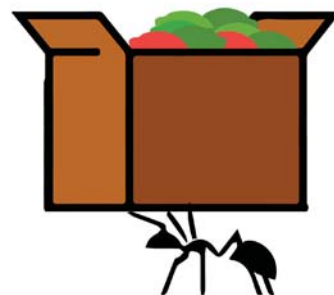
The frequency of delivery.



The hours of operations.



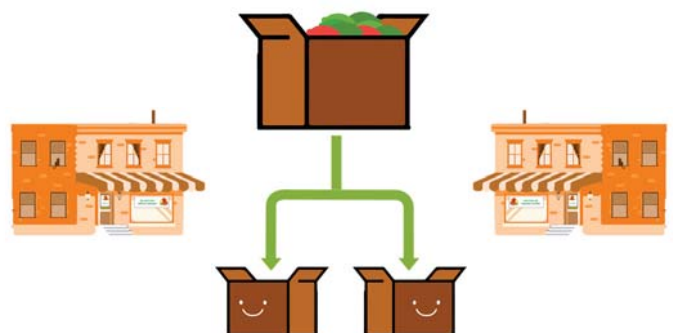
The cost of delivery.



The best option for your store: delivery or cash and carry



The areas available for deliveries.



The possibility of group-buying with other stores or ask wholesaler to buy a split case.

Choosing Good Food Products

Choose products from the Good Food Products list to stock your Good Food Corner Store.

Vegetables and Fruits

Aim to have:

- At least 3 different fresh vegetables
- At least 3 different fresh fruits



Get started with a basic inventory:

- Potatoes
- Onions
- Carrots
- Bananas
- Apples
- Oranges

Then, add additional produce (example):

- Lemons
- Limes
- Cantaloupes
- Avocado
- Mushrooms
- Lettuce
- Sweet potatoes
- Tomatoes
- Peppers

Also provide:

- Frozen and canned vegetables (without added sauces or salt)
- Frozen, canned or dried fruit (without added sugar or in syrups)

Frozen

- Peas
- Corn
- Mixed vegetables
- Carrots
- Spinach
- Broccoli
- Berries
- Mangoes

Canned

- Corn
- Peas
- Green beans
- Tomatoes
- Madarins
- Pears
- Peaches
- Pineapple

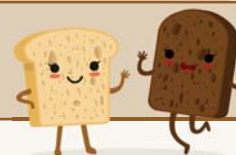
Dried

- Apples
- Raisins
- Dates
- Prunes
- Cranberries

Grain Products

Aim to have:

- At least 2 whole grain products
- Whole grain bread
- Whole grain pasta
- Whole grain cereal
- Bulgur
- Quinoa
- Rolled oats
- Barley
- Brown rice
- Bran cereal*
- O-cereal*



* Offer cereal that have 5 grams of sugar per serving or less

Dairy and Alternatives

Aim to have:

- At least 2 lower fat milk products or alternatives such as plant based beverages



- Milk*
- Kefir
- Fortified soy beverage
- Yogurt*
- Cheese
- Almond milk
- Rice milk

*Select low fat milk and alternatives (skim, 1% or 2%)

Meat Alternatives

Aim to have:

- At least 2 different meat alternatives



Canned or dry pulses

- Kidney beans
- Navy beans
- Black beans
- Lentils
- Chickpeas

Canned fish

- Salmon
- Sardines
- Tuna

Nuts and seeds (unsalted)

- Almonds
- Pistachios
- Walnuts
- Pumpkin seeds
- Sunflower seeds

Nut Butters

- Peanut butter
- Almond butter

Other

- Tofu
- Eggs

Other Food Products

Aim to have a variety available.



Herbs and spices

- Basil
- Cayenne
- Chili powder
- coriander
- Cumin
- Curry powder
- Oregano
- Paprika
- Rosemary
- Peppercorns
- Cinnamon
- Cloves
- Cardamom
- Garlic powder
- Ginger
- Nutmeg
- Onion powder

Condiments

- Soy-sauce*
- Canola oil
- Vegetable oil
- Olive oil
- Balsamic vinegar
- Regular vinegar
- Rice vinegar
- Dijon mustard
- Yellow mustard
- Salsa (fresh or jarred)

Other

- Broth*

*Selected sodium-reduced

Adapted from: Government of Canada. Meal Planning Basics. June 8, 2015.

<https://www.canada.ca/en/health-canada/services/tips-healthy-eating/meal-planning-basics.html>

Pricing Produce

Sell by Unit	Sell by Kilogram
1 case of apples = 122 apples (Units) = \$45.00	25kg case of apples = \$45
$\text{Cost of the product} \div \text{Units} = \text{Cost per Unit}$	$\text{Cost of the product} \div \text{Weight} = \text{Cost per kg}$
$\$45 \div 122 = \0.37	$\$45 \div 25 = \1.80 per kg
$\text{Cost per unit} \times \text{Markup Multiplier} = \text{Sale Price per Unit}$	$\text{Cost per kg} \times \text{Markup Multiplier} = \text{Sale Price per kg}$
$\$0.37 \times 2.00^* = \0.74 per apple	$\$1.80 \times 2.00^* = \3.60 per kg

*This Markup Multiplier is for a 50% profit margin.

Break Even Point

Determines how much of a specific produce needs to be sold without any loss or gain. This formula can help guide future purchasing decisions about quantities and types of produce to sell.

By Units:

$\text{Cost of the product} \div \text{Sale Price per Unit}$
(case of apples)

= Break-Even Point

$\$45 \div \$0.74 = 61 \text{ apples}$

By Kilogram:

$\text{Cost of the product} \div \text{Sale Price per Kilogram}$
(25 kg case of apples)

= Break-Even Point

$\$45 \div \$3.60 = 12.5 \text{ Kg}$

Conversion Tip:

1kg = 2.2 lb

1 lb = 0.45 kg



Tracking Sales

Monthly Sales Data Reporting

Corner store owners might be interested in tracking sales. This information will help you make appropriate adjustments in ordering and pricing of food. For example, if an item is a top seller, you will know that you need to order more and will be able to estimate your order schedule for the week.

The table below can be used as a template.

[illegible]

Good Food Corner Store Checklist

Complete this checklist to make sure your Good Food Corner Store follows the recommendations found within this guide:

Selection of Good Foods

- ☐ At least 3 different fresh vegetables
- ☐ At least 3 different fresh fruits
- ☐ At least 2 whole grain products
- ☐ At least 2 lower fat milk products
- ☐ At least 2 different meat alternatives

Displays and Shelving

Produce is:

- ☐ Fresh and affordable
- ☐ Stored at appropriate temperatures
- ☐ Stored following the ethylene table
- ☐ Removed if it is rotting, heavily bruised and no longer edible
- ☐ Discounted if over-ripe or bruised but still edible

Good Food Corner Store Displays:

- ☐ Are clean and tidy
- ☐ Are well-stocked
- ☐ Include prices
- ☐ Do not contain non-food items
- ☐ Have items that need to be cooked (i.e. eggs) and dairy on the bottom shelf of the refrigerator

Procurement and Pricing

- ☐ Wholesaler is selected and order schedule is in place
- ☐ Pricing (with markup) of food items is within average cost

Promotion and Marketing

- ☐ Promotional sign is placed in the front window
- ☐ A-Frame sign is in front of store
- ☐ Promotional banner on shelf, baskets and refrigerator
- ☐ Basket at check-out contains fresh produce (if applicable)
- ☐ Offers specials/sales
- ☐ Customers are asked for feedback (i.e. survey, talking to customers)
- ☐ Food prices at a lower or comparable cost to local grocery store



Resources



Half Your Plate:
Vegetables and Fruits
Information Sheets
<http://www.halfyourplate.ca/>



Foodland Ontario:
Information on seasonal
produce.
www.ontario.ca/foodland



Ottawa Public Health:
Information on the GFCS pilot project
and other nutrition programs.
www.OttawaPublicHealth.ca



The Food Trust
With appreciation to The Food Trust who shared
some of the content used for this guide.
www.TheFoodTrust.org