



Cornell Food and Brand Lab “Healthier By Design” Grocery Store/Retailer Self-Assessment Scorecard

Entrance

DOES THE STORE?

- Make sure that the first area of the store entered by most shoppers (where carts or baskets are picked up) is free of displays comprised of high calorie, low-nutrient foods
- Directs traffic entering the store such that most shoppers begin in the produce section
- Offer divided shopping carts with a “**place fruits and vegetables here**” section
- Offer at least 3 **healthier foods** for sale at all entrances to prime healthier shopping
- Offer pre-printed shopping lists of **basic staples near** all entrances
- Provide **information sheets** on healthier ways to shop near all entrances
- Provide a circular/ad publication featuring and promoting healthier value options at least once per week
- Offer **healthier food samples or demonstrations** near at least one entrance and at least once per week
- Offer a “**grab and go**” area in the **front of the store** with a small selection of low fat milk, eggs, 100% juice, low-fat yogurt, and whole grain bread for the in-and-out shopper
- Assign designated parking spots near at least one entrance for pregnant women and mothers with infants (similar to handicapped spots)*

Based on the book “Slim By Design” and the work of the Cornell Food and Brand Lab

** “Comfort Measures” reduce stress. People make better food decisions when they are under lower stress conditions.*

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DOES THE STORE?

Use display signs to **draw attention to** and promote the store's selection of:

- **seasonal fruits and vegetables** with display signs
- **local** foods/section
- Organic foods/section
- **lean meat**
- **lean/low-fat dairy**
- **whole grain products**
- Use signs which provide “Did You Know?” **health benefit facts** and/or positive messages about specific healthful foods throughout the store
- Display educational posters around the store that encourage healthy eating, such as the **Half-Plate Rule**

Make available at least 3 varieties of **pre-cut** packaged:

- fruits for sale in the produce area
- vegetables for sale in the produce area

Provide separate in-aisle or end cap displays promoting

- low-sodium canned vegetables
- frozen vegetables (no sodium or sauce added)
- frozen fruits (no sugar added)
- Provide calorie information on different types and cuts of meat in the form of posters, brochures, or labels
- Supply simple 5-ingredient recipes as tear-off cards next to specific produce in-store, on the store's website, and/or mobile phone app
- Supply useful tips related to preparation, storage, and food safety in produce section and/or via mobile phone app
- **Co-promote** healthier options together in snack aisles

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Bundle at least 2 varieties into **family-size packs**

- Fruit (i.e. one of apples & oranges)
- Vegetables (, i.e. peppers & carrots)
- Make pre-cut vegetables available in the meat section
- Create a fresh produce display in the seafood section including items such as lemons, tomatoes, beans, and asparagus
- Display whole fruits such as oranges, apples, pears, nectarines, and apricots next to prepared desserts
- Organize ingredients for a healthy meal by preparation method, such as a stir-fry section that includes mushrooms, eggplants, and peppers, etc
- Use a guidance system, such as **Guiding Stars** or a **stoplight approach**, at the shelf edge
- Have a **Registered Dietitian** available and visible to provide nutrition guidance at least 2 days each week (or available online)
- Offer children a free small piece of fruit such as a clementine during shopping trips*

Aisles and Shelves

DOES THE STORE?

- Use floor decals to aid in locating healthier foods within each section of the store
- Bundle recipe ingredients for family meals next to recipe cards for a healthy meal
- **Encourage traffic flow** throughout the store to promote easy access to fresh fruit and vegetables
- Place healthier foods conveniently at eye level
- Make sure that soda and low-nutrient snacks (i.e. chips) are not displayed or merchandised in the produce section

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Prepared Food Area

DOES THE STORE?

- Make sure that fruit and vegetables is available in all prepared food service areas
- Display a mix of whole fruit options in attractive bowls or baskets
- Provide a “pick up” dinner section with healthier default foods (e.g. baked chicken with broccoli)
- Offer a salad bar that includes lower calorie dressings options such as oil and vinegar
- Make sure that all beverage coolers have both water and **low-fat non-flavored milk** stocked and available
- Highlight healthy alternative entrée options such as the salad bar on posters or signs within all dining areas
- Locate a healthier (i.e. lower calorie sandwich, baked skinless chicken) daily entrée so that it is the first item seen by the majority of shoppers entering the dining area
- Describe healthier daily targeted entrées with creative or descriptive names
- Place posters displaying healthier foods or a guidance system such as the Half-Plate Rule in visible areas in the dining area
- Rotate, update or change all promotional signs and posters at least seasonally
- Offer half portions for all entrées and desserts that are served or pre-packaged, and/or smaller containers for self-service entrees and desserts
- Make sure that takeout boxes are available for leftovers not eaten in the dining area
- Offer at least 3 **healthier deli salad** options
- Offer at least 2 daily **healthier grab & go** breakfast, lunch, and dinner options
- Label calorie content of prepared foods on menu boards or at the **Point-of-Sale**

Shopper Comfort and Service

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- Provide an area in the store for shoppers to sit and relax*
- Provide an area in the store for shoppers to eat*
- Offer a drive-up area for grocery pick-up and loading (for example, can a car be pulled up in front of the store and parked to aid with loading of groceries)*

Engagement: Employees and Social Media

(Some can be determined by visiting the store website, if they have one)

DOES THE STORE?

Provide training (at least annually and for new employees) for staff to be able to suggest healthier food purchase options.

- Produce Department
- Meat Department
- Bakery Department
- Dairy Department
- Make sure that the store's website and/or mobile app (if they have one) has Shopper Loyalty specials that include deals on healthier items
- Promote mobile phone apps that encourage healthful eating such as **Fooducate**, **MyFitnessPal** or other **Barcode/QR code scanners**
- Use the store's website and/or social media outlets (i.e. Facebook, twitter, Instagram, etc.) and/or mobile communications (in store texting, email) and/or mobile phone app as a resource to promote exploring healthier meal ideas and recipes
- **Tips, features, or videos involving better shopping** and better living are available on the store's website and/or social media outlets (i.e. Facebook, twitter, Instagram, etc.) and/or mobile communications (in store texting, email) and/or mobile phone app and/or playing in-store

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- Provide a **loyalty card program** which rewards customers with incentives such as bonus points or coupons for purchasing fruits and vegetables, and/or making healthier choices

Checkout

DOES THE STORE?

- Provide receipts which feature coupons for healthier foods on the back
- Use a receipt program which can create an **itemized list** indicating what percentage of purchases were fruits and vegetables, low-fat meat, and low-fat dairy
- Offer a discount for customers if a certain percentage of purchases are fruits and vegetables
- Use a receipt program that uses loyalty card information to show how much was spent on fruits and vegetables, and compares this amount to past trips
- Make sure that there is at least one checkout aisle in which the only food for sale qualifies as healthier (no candy aisle)*
- Offer individual containers of pre-cut fresh fruit or vegetables next to at least one checkout aisle
- Offer **healthy snack options** in all checkout aisles
- Make available 1% or fat free milk, 100% juice, and water in all mini fridges in checkout aisles

Scoring Bracket (Total number of items checked or circled)

55 and Over - - - - - Gold

40-54 - - - - - Silver

24-39 - - - - - Bronze

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Cornell University Food & Brand Lab (2016)

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