Your Guide to Creating a Healthy Corner Store
Dear Store Owner,

Congratulations on your involvement with the Jackson County Healthy Corner Store Initiative! The following resource guide is intended to provide information, tips and resources on becoming a healthy corner store while improving your business.

The guide provides information on stocking healthful food items; tips on sourcing produce; guidelines for handling and storing fresh produce; codes and regulations; and display, promotion and marketing ideas.

If you would like more information on the content in this resource guide, please contact Donna Martin at dmartin@marc.org or 816/701-8369 for assistance.

Thank you for your involvement in this initiative. Your participation will have a positive and lasting impact on your community.

Thank you!
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Healthy Product Selection

How do I make my store healthier?

Stock mostly...

- Fresh fruits and vegetables.
- Non-fat, skim or 1 percent low-fat dairy products (milk, cheese, yogurt).
- Whole grain products. Whole grain should be listed as the first ingredient.
- Lean cuts of beef, pork and low-fat products such as eggs, fish and poultry.
- No-sodium-added dry beans, canned fish, nuts and seeds.
- Fruits, vegetables and snacks with less than 100 calories per package.
- For beverages: no-sugar-added water and fat-free or 1 percent low-fat milk.

Stock moderately...

- Canned or frozen fruits in 100 percent juice or light syrup, and vegetables with less than 290 mg of sodium.
- Whole milk dairy products (flavored milk, cheese, yogurt).
- Whole grain products. Whole grains are an ingredient, but not listed first.
- Red meat such as steak and ground beef, and chicken and turkey with skin.
- Low-sodium (less than 250 mg of sodium) canned beans, canned fish, nuts and seeds.
- Fruits, vegetables and snacks with 100 to 200 calories per package.
- For beverages: 100 percent juice, diet drinks, low-fat flavored milk.
Stock minimally...

- Canned or frozen fruit in heavy syrup and vegetables with more than 250 mg of sodium.
- High-fat dairy products (cream, butter, ice cream and cream cheese).
- Products where whole grains are not listed as an ingredient.
- Processed meats such as bacon, deli meat, ham and sausage.
- High sodium (more than 250 mg of sodium) canned beans, canned fish, nuts and seeds.
- Fruits, vegetables and snacks with more than 200 calories per package such as chips, candy or cakes.
- Soda, fruit drinks, sweetened ice tea, lemonade.
## Examples of healthy foods to stock

### Beverages

<table>
<thead>
<tr>
<th>Increase</th>
<th>Reduce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottled water</td>
<td>Sugar-sweetened drinks and other beverages (e.g., sodas)</td>
</tr>
<tr>
<td>100 percent juice such as orange, grapefruit and apple</td>
<td>Fruit punch or fruit drinks</td>
</tr>
<tr>
<td>Reduced-sodium vegetable juices</td>
<td>Regular vegetable juices such as V8, tomato juice</td>
</tr>
</tbody>
</table>

### Snacks

<table>
<thead>
<tr>
<th>Increase</th>
<th>Reduce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baked potato, tortilla and other baked chips</td>
<td>Fried potato, corn and tortilla chips</td>
</tr>
<tr>
<td>Unsalted nuts — walnuts, almonds and peanuts</td>
<td>Salted nuts</td>
</tr>
<tr>
<td>Low-salt pretzels, popcorn, crackers</td>
<td>Regular pretzels, popcorn, crackers</td>
</tr>
<tr>
<td>Low-fat or non-fat, fruit flavored yogurt in individual serving sizes</td>
<td>Yogurt with more than 3 grams total fat per serving</td>
</tr>
<tr>
<td>Granola bars with 3 grams or less total fat and 6 grams or less sugar per serving: Quaker Chewy Bars, Special K Bars</td>
<td>Candy bars, granola bars with more than 3 grams of fat and more than 6 grams of sugar per serving</td>
</tr>
<tr>
<td>Animal crackers, vanilla wafers, graham crackers</td>
<td>Other cookies</td>
</tr>
<tr>
<td>Low-fat frozen yogurt</td>
<td>Regular ice cream</td>
</tr>
<tr>
<td>Low-fat cheese sticks</td>
<td>Regular sliced cheese</td>
</tr>
</tbody>
</table>
### Whole grain and other items

<table>
<thead>
<tr>
<th>Increase</th>
<th>Reduce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole grain breads, pasta, crackers</td>
<td>White, enriched bread</td>
</tr>
<tr>
<td>Whole grain cereals such as bran flakes, toasted oat rings</td>
<td>Cereals with more than 6 grams of sugar per serving</td>
</tr>
<tr>
<td>Oatmeal — regular, quick or instant</td>
<td></td>
</tr>
<tr>
<td>Brown rice, wild rice</td>
<td>White rice</td>
</tr>
<tr>
<td>No-sodium-added canned vegetables</td>
<td>Regular canned items that have sodium</td>
</tr>
<tr>
<td>Fruit canned in juice</td>
<td>Fruit canned in heavy syrup</td>
</tr>
<tr>
<td>Dried fruit like raisins, cranberries</td>
<td>Candy</td>
</tr>
<tr>
<td>Dried beans like pinto, kidney, navy beans and lentils</td>
<td></td>
</tr>
</tbody>
</table>

### Fruits, Vegetables, and other items

<table>
<thead>
<tr>
<th>Increase</th>
<th>Reduce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh fruits (See pg. 5–6 for examples)</td>
<td>Candy</td>
</tr>
<tr>
<td>Fresh vegetables (See pg. 5–6 for examples)</td>
<td></td>
</tr>
<tr>
<td>Low-fat or skim milk</td>
<td>Whole and 2 percent milk</td>
</tr>
<tr>
<td>Eggs</td>
<td></td>
</tr>
<tr>
<td>Turkey deli meats and turkey hot dogs</td>
<td>Salami, bologna, ham</td>
</tr>
</tbody>
</table>
Popular produce items

- Apples
- Broccoli
- Bananas
- Carrots
- Bell Peppers
- Onion
Peaches
Strawberries
Oranges
Tomatoes
Potatoes
Garlic
# How should you price your produce?

**Ways to Determine Sale Price**

<table>
<thead>
<tr>
<th>Steps</th>
<th>COGS x Markup Multiplier</th>
<th>= Profit Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Start with <strong>COGS</strong>.</td>
<td>$25.00 x 30%</td>
<td>= $7.50</td>
</tr>
<tr>
<td>2. Decide your <strong>Markup</strong>.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Use <strong>Profit Margin</strong> to determine <strong>Sale Price</strong>.</td>
<td>$25.00 + $7.50</td>
<td>= $32.50</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</th>
<th>= Sale Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Start with <strong>COGS</strong>.</td>
<td>$0.39 x 2</td>
<td>= $0.78</td>
</tr>
<tr>
<td>2. Decide your <strong>Markup</strong>.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Use <strong>Markup Multiplier</strong> to determine <strong>Sale Price</strong>.</td>
<td></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.

Pricing Produce

Use This Formula If You Want to Sell by the Unit

1 case = 88 apples (units) = $22

\[
\text{COGS} ÷ \text{Units} = \text{Cost per Unit} \\
$22 ÷ 88 = \$0.25 \text{ per apple}
\]

Cost per Unit x Markup Multiplier = Sale Price per Unit

\[
$0.25 \times 1.30 = \$0.33 \text{ per apple}
\]

Use This Formula If You Want to Sell by the Pound

40lb case of bananas = $15

\[
\text{COGS} ÷ \text{Weight} = \text{Cost per Pound} \\
$15 ÷ 40 = \$0.375 \text{ per pound}
\]

Cost per Pound x Markup Multiplier = Sale Price per Pound

\[
$0.375 \times 1.30 = \$0.49 \text{ per pound}
\]

Use This Formula to Determine the Break-Even Point

COGS (case of apples) + Sale Price per Unit = Break-Even Point

\[
$22 + \$0.33 = 67 \text{ apples}
\]

COGS (40lb case of bananas) + Sale Price per Pound = Break-Even Point

\[
$15 + \$0.49 = 31 \text{ pounds}
\]

This formula can help to guide future purchasing decisions about quantities and types of produce to sell.
What are you purchasing options?

- **Your current vendor:** Inquire whether your vendor already has healthier food options and can supply your store with those options (health bars, baked chips, 100 percent juice, fresh produce, etc.).
- **Farmers markets.**
- **Community gardens.**
- **Urban farms.**
- **Produce distributors:** When looking for distributor here are some questions to consider:
  - What is the minimum dollar amount for each order?
  - How often can they deliver to your store?
  - How do their prices compare to other distributors?
  - Do they have consistent quality?
  - Are they willing to “break cases,” in other words, sell you a half case of something as opposed to a full case?
- **Co-ops:** A co-op group purchases large quantities of produce that are then broken into smaller quantities for individual members. By joining together with other local corner stores to form a co-op buying group, you may be able to take advantage of large quantity wholesale pricing while purchasing small quantities individually.

Refer to pages 10 and 11 for potential fresh fruit and vegetable sources.
Produce distributors in the Greater Kansas City area

C & C Produce
Phone: 816/241-4425
Website: http://ccproduce.net
Location: North Kansas City, Mo.
Service Area: Kansas City Metro (will go to other areas for an increased price)
Types of Products: Wide variety of fresh produce
Produce Availability: All year round; some local products available in summer
How to order: One day in advance; various contact methods
Minimum order amount: $100 with delivery; no minimum with self pick-up
Break cases: Yes
Delivery option: Yes, but only with $100 minimum order
Additional fee/charges: No additional fees or fuel surcharges

Larson Fruit & Vegetable
Phone: 816/252-3080
Website: None
Location: Independence, Mo.
Service area: Independence, Mo.
Types of products: Wide variety of fresh produce
Produce availability: All year round; some local products available in summer
How to order: Same day orders; contact via phone
Minimum order amount: $200
Break cases: No
Delivery option: Yes
Additional fees/charges: $6 fuel surcharge
Loffredo Fresh Produce Co.
Phone: 816/421-7480
Website: www.loffredo.com/
Location: Kansas City, Mo.
Service area: Jackson County, Mo.
Types of products: Wide variety of fresh produce; fresh cut products available; other products including dairy, egg, pasta, bread
Produce availability: All year round; some products local products available
How to order: One day in advance; various contact methods
Minimum order amount: $200 with delivery; less than $200 with self pick-up
Break cases: Yes
Delivery option: Yes, but only with $200 minimum order amount
Additional fee/charges: Fuel surcharge (price varies)

Original Defeo Produce, Inc.
Phone: 816/283-3336
Website: None
Location: Kansas City, Mo.
Service area: Jackson County, Mo.
Types of products: Wide variety of fresh produce
Produce availability: All year round; some products are locally sourced
How to order: One day in advance; contact via phone or email
Minimum order amount: $100
Break cases: Yes
Delivery option: Yes
Additional fee/charges: $3 fee for delivery; fuel surcharge may apply

Note: Most produce distributors require that their clients go through an application process and set up an account. Please contact the distributors to find out what their requirements are.

Additionally, the information provided here is a general guide and is subject to change. Please contact the distributors for the most up-to-date information and the information that applies to your own particular circumstances.
Farmers markets

Please note that the following information was collected at the time of publication and is subject to change. Please contact Cultivate KC at info@cultivatekc.org or 913/831-2444 for the most recent information and complete listing of farmers markets in your area.

Independence, Mo.

Hartman’s Heritage Community Market
Phone: 816/591-3953
Location: Little Blue Parkway and Jackson Drive (between World Market and Dress Barn)
Hours: Wed. 5 a.m.–1 p.m. (June–Oct.); Sat. 5 a.m.–1 p.m. (May–Oct.)

Independence Farmers & Craft Market
Phone: 816/591-3953
Location: 233 N. Main St.
When: June–Sept.
Hours: Tues. 3–7 p.m.; and Sun. 10 a.m.–2 p.m.

Kansas City, Mo.

KC Organics and Natural Market
Phone: 816/444-3663
Location: Holmes Road and Red Bridge Road in Minor Park
When: May–Oct.
Hours: Sat. 8:30 a.m.–12:30 p.m.

City Market
Phone: 816/842-1271
Location: 20 E. 5th St.
When: Year round
Hours: Sat. 6 a.m.–3 p.m. and Sun. 8 a.m.–3 p.m. (Mar.–Oct.); Sat. and Sun. 8 a.m.–3 p.m. (Nov.–Feb.)

Westport Plaza Farmers Market
Phone: 913/461-9151
Location: Wyoming St. and Westport Road (NW corner)
When: May–Oct.
Hours: Wed. 4:30–7:30 p.m.

BADSEED Funky Friday Night Farmers’ Market
Phone: 816/472-0027
Location: 1909 McGee St.
When: May–Feb.
Hours: Fri. 4–9 p.m. (May-Nov.); Fri. 4–8 p.m. (Nov.–Feb.)

South Kansas City’s Farmers Market
Phone: 816/507-4796
Location: 8701 Blue Ridge Blvd.
When: June–Nov.
Hours: Sat. and Sun. 9 a.m.–3 p.m.
Farmers markets, cont.

Eastern Jackson, Co.

Blue Springs Farmers Market
Phone: 816/230-0007
Location: 903 W. Main, Blue Springs, Mo.
When: May–Oct.
Hours: Sat. 7 a.m.–noon

Grandview Farmers Market
Phone: 816/316-4800
Location: High Grove Rd. and White Ave., Grandview, Mo.
When: Varies
Hours: Sat. 7:30 a.m.–12:30 p.m.

Downtown Lee’s Summit Farmers’ Market
Phone: 816/246-6598
Location: 113 S.E. Douglas St., Lee’s Summit, Mo.
When: Apr.–Nov.
Hours: Wed. and Sat. 7 a.m. to sell-out

Urban Farms

Please contact the following organizations for current information on urban farms in your area.

Kansas City Food Circle
Phone: 913/620-8427
Email: Coordinators@KCFoodCircle.org
Website: www.kcfoodcircle.org/docs/KCFC-Directory.pdf

Urban Farms, cont.

Cultivate KC
Phone: 913/831-2444
Email: info@cultivatekc.org
Website: www.cultivatekc.org

Lincoln University Cooperative Extension Small Farm Project
Phone: 913/831-2444
Website: www.lincolnu.edu/web/programs-and-projects/innovative-small-farmers-outreach-program

Other

Restaurant Depot
Location: 1500 W. 12th St., Kansas City, Mo.
Phone: 816/472-5333
Website: www.restaurantdepot.com
Hours:
Mon.–Wed. 7 a.m.–6 p.m.
Thu. 7 a.m.–7 p.m.
Fri. 7 a.m.–6 p.m.
Sat. 7 a.m.–4 p.m.
Sun. 9 a.m.–3 p.m.

KC Cash & Carry
Location: 5320 Winner Road, Kansas City, Mo.
Phone: 816/231-6841
Website: www.kccashandcarry.com
Food Safety: Storage and Handling

Buying tips

• Inspect all produce that you buy — make sure the produce is not bruised, has no mold and smells fresh.
• When selecting produce that is fresh cut, such as half a watermelon bagged greens, buy produce that is surrounded by ice or refrigerated.
• Bag fresh fruits and vegetables separately from other products like dairy and meat.

Always check for signs of spoilage

Safe handling tips

• Practice good hygiene. Hands should be washed when handling and preparing produce samples. Hands must be washed after smoking, eating, drinking, using the restroom, handling garbage or any time contamination occurs.
• Clean and sanitize all dishes and utensils used to prepare samples.
• Produce used for samples must be washed with cool water. Vegetable brushes should be used to clean thick skinned fruits and vegetables.
• Use gloves when handling cut produce samples to minimize bare-hand contact. Change gloves frequently to prevent cross contamination. Wash hands between glove changes.

• Use single-serve items such as paper plates, cups, napkins, plastic utensils or toothpicks when serving customers with produce samples. All single-serve items should be disposed of after one use.

Refrigeration guide

By using the following guide you can reduce spoilage of the fruit and vegetables you purchase. The guide provides the optimum temperature and shelf life of common vegetables.

### Use these temperature guidelines to reduce produce spoilage.

<table>
<thead>
<tr>
<th>Refrigerate</th>
<th>Temp.</th>
<th>Shelf Life</th>
<th>Do Not Refrigerate</th>
<th>Temp.</th>
<th>Shelf Life</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fruits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apples</td>
<td>32–35°</td>
<td>2–3 weeks</td>
<td>Bananas</td>
<td>60–65°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Blueberries</td>
<td>32–35°</td>
<td>1–2 weeks</td>
<td>Grapefruit</td>
<td>58–60°</td>
<td>1–2 weeks</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>40–50°</td>
<td>5–10 days</td>
<td>Mangos</td>
<td>55°</td>
<td>1 week</td>
</tr>
<tr>
<td>Cherries</td>
<td>32–35°</td>
<td>5–7 days</td>
<td>Peaches</td>
<td>65–70°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Grapes</td>
<td>32–35°</td>
<td>5–7 days</td>
<td>Pineapple</td>
<td>60–70°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Honeydew</td>
<td>40°</td>
<td>5–7 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kiwi</td>
<td>32–35°</td>
<td>7 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lemons</td>
<td>40–50°</td>
<td>2–3 weeks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limes</td>
<td>40–45°</td>
<td>2–3 weeks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oranges</td>
<td>32–34°</td>
<td>2–3 weeks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pears</td>
<td>32–35°</td>
<td>1 week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raspberries</td>
<td>32–35°</td>
<td>1 week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strawberries</td>
<td>32°</td>
<td>1 week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vegetables</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asparagus</td>
<td>32–35°</td>
<td>1 week</td>
<td>Avocados</td>
<td>65–70°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Beans (Snap)</td>
<td>32–35°</td>
<td>5–7 days</td>
<td>Garlic</td>
<td>32–35°</td>
<td>30–60 days</td>
</tr>
<tr>
<td>Broccoli</td>
<td>32–35°</td>
<td>5–7 days</td>
<td>Onion</td>
<td>55–60°</td>
<td>30–60 days</td>
</tr>
<tr>
<td>Cabbage</td>
<td>32–35°</td>
<td>1 week</td>
<td>Potatoes</td>
<td>55–60°</td>
<td>30–60 days</td>
</tr>
<tr>
<td>Carrots</td>
<td>32–35°</td>
<td>2–3 weeks</td>
<td>Sweet Potatoes</td>
<td>55–60°</td>
<td>10 days</td>
</tr>
<tr>
<td>Cauliflower</td>
<td>32–35°</td>
<td>1 week</td>
<td>Tomatoes</td>
<td>55–60°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Collard Greens</td>
<td>32–35°</td>
<td>5 days</td>
<td>Watermelon</td>
<td>55–60°</td>
<td>30–60 days</td>
</tr>
<tr>
<td>Cucumber</td>
<td>36–40°</td>
<td>1 week</td>
<td>Winter Squash</td>
<td>55–60°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Eggplant</td>
<td>32–35°</td>
<td>1 week</td>
<td>Yucca</td>
<td>55–60°</td>
<td>5–7 days</td>
</tr>
<tr>
<td>Lettuce</td>
<td>32–35°</td>
<td>1 week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peppers</td>
<td>36–40°</td>
<td>1–2 weeks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spinach</td>
<td>32–35°</td>
<td>5 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer Squash</td>
<td>36–40°</td>
<td>5–7 days</td>
<td></td>
<td></td>
<td></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.

Storage tips

- Produce should be stored at least 6 to 12 inches from the ground.
- The U.S. Food and Drug Administration (FDA) states that food should NOT be stored in “locker, toilet, garbage, mechanical rooms; under sewer or water lines (areas where water can drip or leak); under stairwells and other areas that can cause contamination.”
- Remember the “first in, first out” rule. When receiving new produce, always display the older produce first.
- Understand ethylene production:
  - Ethylene is a gas produced by all fruits and vegetables. This gas is what allows produce to ripen. Fruits and vegetables are categorized into high, medium and low ethylene producers.
  - Produce can also be sensitive to ethylene gas. Fruits and vegetables can be categorized as having high, medium and low sensitivity.
  - When storing or displaying vegetables, keep high and medium ethylene producers away from other produce that has high ethylene sensitivity. Placing those groups together will cause increased spoilage.
  - High and medium ethylene producers include apples, apricots, avocados, bananas, cantaloupes, mangoes, nectarines, pears, peaches and tomatoes.
  - Fruits and vegetables with high ethylene sensitivity include apples, avocados, bananas, bok choy, broccoli, cabbage, carrots, chard, collards, cucumbers, kale, lettuce, green onions, mature dry onions, pears, spinach and watermelons.
Federal codes and regulations

FDA Food Code

The following fruit and vegetable handling guidelines are from the 2009 FDA Food Code:

3-302.11 Packaged and Unpackaged Food — Separation, Packaging and Segregation.
(A) FOOD shall be protected from cross contamination by:
   (8) Separating fruits and vegetables, before they are washed as specified under § 3-302.15 from READY-TO-EAT FOOD.

3-302.15 Washing Fruits and Vegetables.
(A) Except as specified in (B) of this section and except for whole, raw fruits and vegetables that are intended for washing by the CONSUMER before consumption, raw fruits and vegetables shall be thoroughly washed in water to remove soil and other contaminants before being cut, combined with other ingredients, cooked, served or offered for human consumption in READY-TO-EAT form.

7-204.12 Chemicals for Washing Fruits and Vegetables, Criteria.
Chemicals used to wash or peel raw, whole fruits and vegetables shall meet the requirements specified in 21 CFR 173.315 Chemicals used in washing or to assist in the peeling of fruits and vegetables.

To read the 2009 FDA Food Code in its entirety, visit the FDA website at www.fda.gov/Food/GuidanceRegulation/RetailFoodProtection/FoodCode/UCM2019396.htm.
Local Codes and Regulations

In addition to federal codes, corner stores must comply with the codes and regulations of the city they are located in. Some general regulations required by each city are provided below. Please check with your local health department for any additional food safety requirements.

**Independence, Mo.**

Stores located within the city of Independence are required to obtain a retail food permit from the Independence Health Department before selling pre-packaged, unprepared food (e.g., fruits, whole grain bread, etc.). For foods that require preparation, the store must obtain a food and drink permit from the Independence Health Department.

Further questions regarding permits, licensing or specific requirements should be directed to the Independence Health Department Environmental Public Health Division at 816/325-7803.

**Kansas City, Mo.**

Foods that can be potentially hazardous (e.g., dairy) require a permit from the city.

Further questions regarding permits, licensing or specific requirements should be directed to the city of Kansas City, Mo. Food Protection Program at 816/513-6315.

**All other cities in Jackson County, Mo.**

Foods that can be potentially hazardous (e.g., dairy) require a permit from the city.

Further questions regarding permits, licensing or specific requirements should be directed to Jackson County’s Environmental Health Division at 816/881-4634.
Produce display

Attractive displays will help increase sales and reduce food waste.

Remember...

- Place produce, like bananas, at register to sell faster.
- Keep produce fresh and baskets full.
- Push produce to the front of the baskets and pile it high.
- Display prices for customers. This can help increase sales.
- Items that do not last long should be just below eye-level to sell fast.
- Items that last longer, like potatoes and onions, should go at the bottom.
- Keep produce organized and well-stocked.
- Label items and show prices.
- Use baskets to organize and protect produce.
- Tilt baskets forward to make them look more full.
- Remove spoiled items daily.
- Catch customers’ attention with different color foods in a row.
- Never sell produce out of cardboard boxes.
- 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.
Interior store arrangement

Maximize your space by:

**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 two 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.

**Where to display your healthy produce**

- Place healthy perishables, like fruits and vegetables, toward 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 healthy beverages, too.
- Place the most healthy products, such as low-sodium canned goods or whole wheat products, just below eye level.
Value-added ideas

Turn your produce into ready-to-eat foods and make a profit! These value-added ideas can be sold at a higher price than selling products whole. Some value-added ideas include:

- Fruit cups containing grapes, pineapple, cantaloupe, etc.
- Vegetable snack packs containing carrots and hummus, bell peppers and ranch dressing, etc.
- Stir-fry meal kits containing broccoli, carrots, bell peppers, mushrooms and onions.
- Fruit smoothies.
In-store promotions

A variety of in-store promotions can be used to attract customers. Using a collection of different techniques, store owners can reap the rewards from the following activities:

**Temporary price reductions**: reduce the price of a popular, healthy item.

- Buy one, get one free.
- $1 bags of fresh-cut produce.

**Seasonal specials**: Use holiday themes and flavors to increase sales.

- Summer barbecue grilling meal kits.
- Winter soup kits.

**In-store events**: Let customers come to your store to sample the products that you have. Host these events during peak hours and on peak days.

- Cooking demonstrations.
- Food samples.

**Discounts**: Offer special savings to students and seniors

- Discounts for students who make honor roll.
- Discounts on senior day.
- Discounts with a student ID.
**Marketing ideas**

Here are some simple marketing ideas to promote your store:

- Place A-frame signs on the sidewalk.
- Make use of banners, signs or murals.
- Hand out flyers or coupons.
- Hand out recipe cards that create meals with ingredients found in your store.
- Create a contact list that notifies customers of specials or when you receive a new shipment of goods.
- Offer breakfast or lunch specials:
  - Get a breakfast item and get a free small 100 percent juice or piece of fruit.
  - Get a sandwich, piece of fruit and water or 100 percent juice for a discount price.
- Talk to your customers:
  - Ask your customers what they would like to see in the store and how they can be better served.
  - Keep track of what your customers are saying by keeping a log or creating customer feedback cards.
- Use the conversations with your customers to make business decisions:
  - Use their feedback to decide what to place in your store.
  - Create sales and specials based on what your customers are most interested in.
Applying for Supplemental Nutrition Assistance Programs

Applying for food stamp authorization will help you increase the affordability of food for your customers. Food stamp authorization is managed by the U.S. Department of Agriculture’s Supplemental Nutrition Assistance Program (SNAP), formerly known as the Food Stamp Program.

The SNAP program provides low-income households with an electronic benefits transfer (EBT) card they can use like cash. By accepting this type of payment, you will be able to increase your sales volume and customer base.

How can my store become eligible to accept SNAP benefits and EBT cards?

A store must sell food for home preparation and consumption and meet at least one of the criteria below.

- Offer for sale at least three different varieties of food in each of the following four staple food groups, with perishable foods in at least two categories, on a daily basis: 1) breads or cereal, 2) fruits or vegetables, 3) dairy and 4) meat, poultry or fish.
- More than half of the total sales (e.g., food, non-food, gas and services) at your store must be from the sale of eligible staple foods.
How do I apply for EBT and SNAP?

Stores can apply online or request a paper application. The staff of the local Food and Nutrition Service office is available to answer your questions and advise you on SNAP rules and procedures.

Food and Nutrition Service
USDA Beacon Facility, Mail Stop 1403
P.O. Box 419205
Kansas City, MO 64141-6205
Phone: 816-823-4630
Fax: 816-823-4626
Website: www.fns.usda.gov/snap/retailers/application-process.htm

The application process may seem confusing and lengthy. But remember, the Jackson County Healthy Corner Store team is also here to help. For assistance, contact Donna Martin at 816/701-8369 or dmartin@marc.org.
Sources

The information found within this Resource Guide was developed from the following sources:

- Healthy Foods Here Produce Guide. Chuck Genuardi, 2010. Available at: https://catalyst.uw.edu/workspace/file/download/39849f216242049a3dc80ff6fc512cc6238b5508328034c2240ee79198ebfa2f?inline=1
Independence Health Department  
P.O. Box 1019, Independence, MO 64051  
816/325-7185  
www.independencemo.org/health

Jackson County Health Department  
313 South Liberty, Independence, MO 64050  
816/404-6415  
www.jacohd.org

Kansas City, Mo., Health Department  
2400 Troost Avenue, Suite 1400, Kansas City, MO 64108  
816/513-6008  
www.kcmo.org/CKCMO/Depts/Health

University of Missouri Extension  
2700 E. 18th St., Suite 240, Kansas City, MO 64127  
816/482-5850  
http://extension.missouri.edu/jackson

Mid-America Regional Council  
600 Broadway, Suite 200, Kansas City, MO 64105  
816/474-4240  
www.marc.org

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