



BE MORE Healthful! A Guide for Corner Stores

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What brings customers to your store? It may be your friendly smile and courteous service or the fact that your gas pump is nearby when their gas tank is empty. What keeps them coming, though, is Being More convenient than any other place to shop.

Your store can Be More helpful to your customers than you — or they — realize. You can help make convenient healthy by offering new, fresh fruit and vegetable options. When healthy is easy, healthy is attractive. Explore the ways your store can be part of your community’s commitment to being healthier. And learn how Be More can help you help them.

What Your Corner Store Can Do	BE MORE Support
Promote healthy options. Display available nutritious options in one location in your store and promote with signage.	Evaluate your current products to determine nutritious options standards utilizing the USDA Dietary Guidelines. Provide shelf stickers for those items meeting dietary guidelines, as well as a display area and signage that allow them to be effectively displayed.
Offer whole fruit options in attractive baskets close to the check-out registers.	Provide baskets and signage for fruits.
Prepare and sell easy to grab-and-go fruits and vegetables in a round barrel ice cooler close to the front door and register.	Provide the round barrel ice cooler and one set of grab-and-go containers.
Promote fruit and vegetable options in your store.	Provide attractive signage, which could include window clings, overhead signage or shelf signs.

W 518 03/18 18-0222 Supported by Cooperative Agreement #1U58DP005484-01, funded by the Centers for Disease Control and Prevention (CDC). Contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC or the Department of Health and Human Services. Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development. University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating. UT Extension Provides equal opportunities in programs and employment.