



Mass in Motion New Bedford

Healthy Markets Initiative

Healthy Markets Guidelines

CONVENIENCE STORE DEFINED

For the purposes of the Healthy Market initiative, we are defining a convenience store as a non-specialized neighborhood store that is small and the majority of its inventory is food.

HEALTHY MARKET DEFINED

Healthy Markets are those convenience stores that are actively working to meet the following recommended guidelines to provide healthy, affordable choices for their customers.

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**HEALTHY MARKET INVENTORY:** Healthy Markets should stock the following:

#### **FRUITS AND VEGETABLES – STOCK AT LEAST 2 OF THE FOLLOWING:**

- At least two types of fresh fruits and two types of fresh vegetables
- At least 1 healthy alternatives to fresh produce – any combination of the following
  - (a) frozen fruits (no added sugar) AND frozen vegetables (no added sauces)
  - (b) canned fruits (packed in 100 % juice, no sugar added) AND canned vegetables (with no salt added)

#### **HEALTHY CEREALS AND GRAINS – STOCK AT LEAST 3 OF THE FOLLOWING:**

- Whole grain cereals (maximum 9 grams of sugar per serving)
- Oatmeal (maximum 9 grams of sugar per serving)
- Whole grain bread OR tortillas (minimum of 4 grams of fiber per serving)
- Whole wheat pasta (minimum 5 grams of fiber per serving)
- Brown rice
- Dried beans OR canned low-sodium beans (label should read “low,” “reduced,” or “no salt added”)

#### **HEALTHY BEVERAGES – STOCK ALL OF THE FOLLOWING:**

- 100% juice
- Fat free (skim) or low fat (1%) milk – unflavored (not chocolate or strawberry)
- Plain or seltzer water

**HEALTHY SNACKS<sup>1</sup>** – STOCK **AT LEAST 5** OF THE FOLLOWING [SEE DEFINITION OF ‘SNACKS’]:

- Fresh fruit items that can be eaten whole (i.e. apples, pears, bananas)
- Containers of cut fruits (i.e. pineapple chunks)
- Containers of cut vegetables (i.e. carrot sticks)
- Dried fruit (no sugar added)
- Unsalted or low salt nuts or seeds (equal to or less than 200 mg per serving)
- Unsalted or low salt pretzels (equal to or less than 200 mg per serving)
- Low fat and low salt pop corn (equal to or less than 200 mg per serving)
- Baked chips (potato, tortilla) (equal to or less than 200 mg per serving)
- Light or non fat yogurt
- Any healthy beverages (see above) individual serving size (8 oz or less)
- String Cheese (equal to or less than 200 mg per serving)
- Breakfast/Fruit and Nut Bars (equal to or less than 200 mg per serving)
- Pre-Portioned Containers (i.e. veggies & dip, peanut butter crackers) (equal to or less than 200 mg per serving)

**HEALTHY MARKET PROMOTION:** Healthy Markets should do the following:

**MAKE HEALTHY OPTIONS EASY TO SEE AND PURCHASE**

PROVIDE **AT LEAST 3** OF THE FOLLOWING:

- Place produce near store entrance
- Designate “healthy zones” or shelves with healthy food options with signs or stickers
- Clearly mark prices on produce and all healthy options
- Put healthy “grab and go” items (i.e. bananas) near the register
- Have a bulletin board to feature healthy items on sale, healthy recipes that can be made using available produce, etc.
- Reduce advertising or promotion of unhealthy items

**ADDITIONAL GUIDELINES:** Healthy Markets should also:

- Comply with health codes
- Adhere to tobacco regulations
- Accept SNAP/WIC (food stamp) benefits
  - Participating stores not currently accepting SNAP/WIC benefits are required to apply, and will be given assistance in doing so if needed

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<sup>1</sup> SNACK ITEMS ARE DEFINED AS FOODS PACKAGED FOR INDIVIDUAL CONSUMPTION – SHOULD HAVE 2 OR FEWER SERVINGS