



Mass in Motion New Bedford Healthy Markets Initiative Store Owner Fact Sheet

The Mass in Motion Healthy Market Initiative can help you:

- Attract new customers
- Add exciting new products to your inventory
- Improve marketing strategies
- Promote good nutrition to improve the health of the neighborhood residents

What does it mean to be a Healthy Market?

Participating store owners agree to stock, promote and sell healthy foods according to the Mass in Motion New Bedford Healthy Market Guidelines. This means

- Stocking
 - Fruits and Vegetables (fresh, frozen or canned)
 - Whole grain cereals and grains such as bread, pasta, brown rice
 - Low Fat Dairy (fat free/1% milk, light yogurt)
 - Healthy Beverages (100% juice, water)
 - Healthy Snacks such as nuts, baked chips, pretzels, popcorn
- Making healthy options easy to find and buy by
 - Clearly marking prices
 - Placing fruits and vegetables near front of store
 - Putting healthy items near the register
 - Promoting healthy items through sales and signs
 - Accepting SNAP/WIC benefits

What's in it for YOU? Benefits for Healthy Market

As a Mass in Motion Healthy Market you will receive:

- Assistance and resources to ensure success such as a Healthy Market guide and in-person ongoing assistance from the Mass in Motion Healthy Market Task Force
- Assistance from the Mass in Motion Healthy Market Task Force to improve the look of the store
- Assistance from the Mass in Motion Healthy Market Task Force to display and market healthy options in your store
- Assistance with connecting to farmers markets and other distributors of healthy products

For more information on how your store can become part of the Mass in Motion Healthy Market Initiative please contact:

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