### PROGRAM OVERVIEW

#### RECOGNITION FRAMEWORK

<table>
<thead>
<tr>
<th>LEVEL 1 REQUIREMENTS</th>
<th>NO-COST TECHNICAL ASSISTANCE &amp; TRAINING SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STOCKING</strong></td>
<td>Approximately $3,000 Value</td>
</tr>
<tr>
<td>- Minimum of three (3 fresh fruits and/or fresh vegetables (excluding lemons and limes)</td>
<td>- Assistance in sourcing new or better quality items from distributors, local farmers, or community gardeners</td>
</tr>
<tr>
<td>- Minimum of six (6) healthful snacks from the approved snack categories (Appendix 1)</td>
<td>- Assistance with selecting which items to stock for maximum sales and how much to order</td>
</tr>
<tr>
<td>- Minimum of three (3) healthful beverages: (e.g., plain and unflavored water with or without carbonation, unsweetened iced tea, 100% pure and unsweetened fruit or vegetable juice that contains no more than 140 milligrams of sodium per serving, or dairy and fortified non-dairy beverages)</td>
<td>- Produce storage and handling guidelines to minimize waste</td>
</tr>
<tr>
<td><strong>STORE ENVIRONMENT</strong></td>
<td>- Receiving and stocking best practices for maximum efficiency</td>
</tr>
<tr>
<td>- Maintain cleanliness of store interior and exterior, including trash receptacles and graffiti removal 1</td>
<td>- Determining the best sale price for each produce item</td>
</tr>
<tr>
<td>- Provide adequate lighting, including all entrances, exits, and parking lot 2</td>
<td>- Assistance in product placement strategies</td>
</tr>
<tr>
<td>- Actively discourage loitering within and outside of the store 3</td>
<td>- Free pre-plan check from Department of Environmental Health (DEH)</td>
</tr>
<tr>
<td>- Be in compliance with all governing regulatory entities including CA Retail Food Code 4, and all alcohol, tobacco, and drug regulations 5-12, †</td>
<td><strong>SIGNAGE &amp; ADVERTISEMENTS</strong></td>
</tr>
<tr>
<td><strong>SIGNAGE &amp; ADVERTISEMENTS</strong></td>
<td>- Assistance from public sector partners to provide guidance on minor issues to correct should retailers fall out of complete compliance with corresponding store environment regulations</td>
</tr>
<tr>
<td>- Comply with all governing signage regulations 13-15</td>
<td>- Assistance with exterior lighting options</td>
</tr>
<tr>
<td>- Display a minimum of three (3) signs inside the market advertising healthy products or healthy messages (e.g., Fresh Produce Sold Here, Healthy Foods Sold Here, Eat Fresh, etc.)</td>
<td>- Consultations with DEH regarding retail code regulations and potential workshops, if necessary</td>
</tr>
<tr>
<td>- No EBT CalFresh cross promotion with unhealthy foods or beverages (e.g., soda, energy drinks, candy)</td>
<td>- Display and equipment suggestions for signage</td>
</tr>
<tr>
<td>- Electronic and physical materials to promote participation in the designation program—countywide distribution</td>
<td>- Comprehensive merchandising packet</td>
</tr>
<tr>
<td>- Market recognition stickers/plaques (e.g., Live Well San Diego decal)</td>
<td>- Media and public relations support, in-store events (e.g., taste testing of healthy foods newly advertised)</td>
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<td>- EBT/WIC healthy food promotional materials</td>
</tr>
</tbody>
</table>

*See Appendix 5 for level specific resources*
### PROGRAM OVERVIEW

#### RECOGNITION FRAMEWORK

<table>
<thead>
<tr>
<th>LEVEL 2 REQUIREMENTS</th>
<th>NO-COST TECHNICAL ASSISTANCE &amp; TRAINING SERVICES</th>
</tr>
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<tbody>
<tr>
<td>Meet Level 1 requirements and;</td>
<td>Approximately $5,400 Value</td>
</tr>
</tbody>
</table>

#### STOKING & PRICING
- Add three (3) additional healthy items from food groups such as: nuts, fruit, vegetables, dairy, protein, and grain snacks or staple products *(Appendix 2)*.
- Offer at least two (2) varieties/brands of bottled water that are cheaper per volume than alcohol or sugar-sweetened beverages.

#### SIGNAGE & ADVERTISEMENTS
- Maintain a clean storefront with minimal exterior signage.

#### HEALTHY GRAB N GO SNACK ZONE OR HEALTHY CHECKOUT LANE
- Minimum of two (2) fresh fruit items.
- Meet specifications for products in Level 1 snack categories for placement into zone/lane.
- Display signage promoting healthy zone/lane.
- Elimination of all alcohol, tobacco, and unhealthy foods/beverage advertisements within designated zone/lane.

#### CALFRESH EBT
- Accept CalFresh EBT and remain in good standing with all regulatory entities.
- Actively cross promote healthy foods that can be purchased using CalFresh EBT.

- Customized assistance in implementing a healthy zone/lane.
- Point of purchase healthy merchandising materials.
- Display and equipment recommendations to highlight healthy zone/lane.
- Product display equipment provided as available.
- Media and public relations support to promote healthy zone/lane to local neighborhood shoppers and particularly youth shoppers where applicable.
- Receive equipment such as baskets, shelves, and other infrastructure to support the expansion of healthy food item offered (no refrigeration available).
- How-to materials (e.g., fact sheet) provided on how to accept CalFresh.
- CalFresh in-store promotional materials and information for shoppers (e.g., CalFresh brochures, Eat Right When Money's Tight Brochure, etc.).

*See Appendix 5 for level specific resources*
**LEVEL 3 REQUIREMENTS**
Meet Level 1 & 2 requirements and:

### STOCKING & PRICING
- No sales of single-serve alcoholic beverages (e.g., 40-ounce bottles of malt liquor, single cans of beer, or small bottles of alcohol spirits under 200 milliliters).

### SIGNAGE & ADVERTISEMENTS
- Minimal or no alcohol or tobacco signage on entire exterior and interior.
- No advertisements for unhealthy snack foods or soda (okay on shelf product packaging) on entire exterior and interior.

### WIC
- Become or are an authorized WIC retailer and remain in good standing with all regulatory entities.
- Actively promote healthy foods that can be purchased under the WIC food package.

### DELI & PREPARED FOODS
- Increase the variety of vegetables to be added to ready-made sandwiches or as a meal side.
- Actively promote healthy prepared meal options with signage.
- If meal combos are offered, water is advertised as a beverage option.

### FACADE OR COMMUNITY IMPROVEMENTS
- Make one (1) significant improvement to exterior of the market:
  - Make some produce visible from outside the store.
  - Update lighting for energy efficiency.
  - Add or improve landscaping (e.g., planter boxes).
  - Update building paint, if necessary.
  - Removal or replacement of permanent bars.
  - Replace doors and/or windows, if necessary.
  - Implement outdoor eating area.

**OR**

- Enact one (1) of the following community-focused projects:
  - Sign Good Food Neighbor Pledge 17
  - Add a bike rack if space allows and suitable for shopping demographic.
  - Space for community-postings/newsletters.

### NO-COST TECHNICAL ASSISTANCE & TRAINING SERVICES
Approximately $10,400 Value

- Merchandising and promotional materials highlighting healthy foods, beverages, and/or healthy behavior messages from UCSD Healthy Retail Program.
- LEAD (Licensee Education on Alcohol and Drugs) Training support.
- Merchandising and promotional materials highlighting healthy foods, beverages, and/or healthy behavior messages from alcohol and tobacco prevention providers, and UCSD Healthy Retail Program.
- Referral to state WIC agency to learn more about becoming an authorized WIC retailer.
- Materials that explain the process and requirements for becoming an authorized WIC retailer.
- Support from DEH on prepared foods regulations and best practices.
- Healthy, seasonable recipe sharing and recipe cards.
- Food Safety for Healthy Market Conversions guide.
- Assistance with application for Restaurant Meal Program.
- Assistance in applying for grants and loans for more store improvements.
- Receive the most robust combination of services from all partners.
- Assistance with SDG&E energy efficiency rebates.
- Media and public relations support to highlight good will in community.
- Help develop connections with local school, faith-based organizations, and/or other community groups to create purchasing agreements.
- Receive a free or low-cost bike rack from municipality.
- Organizing community improvement event such as a mural painting project on the store or a clean-up day inside and around the store.
- Assistance with designing a community board.

*See Appendix 5 for level specific resources.*