



RECOGNITION FRAMEWORK

LEVEL 1 REQUIREMENTS



NO-COST TECHNICAL ASSISTANCE & TRAINING SERVICES

Approximately \$3,000 Value

STOCKING

- Minimum of three (3) fresh fruits and/or fresh vegetables (excluding lemons and limes)
- Minimum of six (6) healthful snacks from the approved snack categories (**Appendix 1**)
- 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)

- Assistance in sourcing new or better quality items from distributors, local farmers, or community gardeners
- Assistance with selecting which items to stock for maximum sales and how much to order
- Produce storage and handling guidelines to minimize waste
- Receiving and stocking best practices for maximum efficiency
- Determining the best sale price for each produce item
- Assistance in product placement strategies
- Free pre-plan check from Department of Environmental Health (DEH)

STORE ENVIRONMENT

- Maintain cleanliness of store interior and exterior, including trash receptacles and graffiti removal **1**
- Provide adequate lighting, including all entrances, exits, and parking lot **2**
- Actively discourage loitering within and outside of the store **3**
- Be in compliance with all governing regulatory entities including CA Retail Food Code 4, and all alcohol, tobacco, and drug regulations **5-12, †**

- 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
- Assistance with exterior lighting options
- Consultations with DEH regarding retail code regulations and potential workshops, if necessary

SIGNAGE & ADVERTISEMENTS

- Comply with all governing signage regulations **13-15**
- 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.)
- No EBT CalFresh cross promotion with unhealthy foods or beverages (e.g., soda, energy drinks, candy)

- Display and equipment suggestions for signage
- Comprehensive merchandising packet
- Market recognition stickers/plaques (e.g., Live Well San Diego decal)
- Media and public relations support, in-store events (e.g., taste testing of healthy foods newly advertised)
- EBT/WIC healthy food promotional materials
- Electronic and physical materials to promote participation in the designation program—countywide distribution



RECOGNITION FRAMEWORK

LEVEL 2 REQUIREMENTS

Meet Level 1 requirements and;



NO-COST TECHNICAL ASSISTANCE & TRAINING SERVICES

Approximately \$5,400 Value

STOCKING & 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

- Assistance selecting healthy food products from two additional categories
- Training market staff to identify healthy products
- Merchandising and promotions strategies for new healthy items

SIGNAGE & ADVERTISEMENTS

- Maintain a clean storefront with minimal exterior signage

- Merchandising and promotional materials highlighting healthy foods, beverages, and/or healthy behavior messages from alcohol and tobacco prevention providers, and UCSD Healthy Retail Program

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

- 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)

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

- 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.)



RECOGNITION FRAMEWORK

LEVEL 3 REQUIREMENTS

Meet Level 1 & 2 requirements and:



NO-COST TECHNICAL ASSISTANCE & TRAINING SERVICES

Approximately \$10,400 Value

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)

- 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

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

- Merchandising and promotional materials highlighting healthy foods, beverages, and/or healthy behavior messages from alcohol and tobacco prevention providers, and UCSD Healthy Retail Program

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

- 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

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

- 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

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

- 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