

# Healthy CHECKOUT



**Healthy Stores for a Healthy Community (HSHC)** is a statewide collaboration that focuses on improving the health of Californians through positive changes in the retail environment. We are working to create and promote store environments that improve community well-being, while working with retail partners so that we can all thrive.

## THE PROBLEM



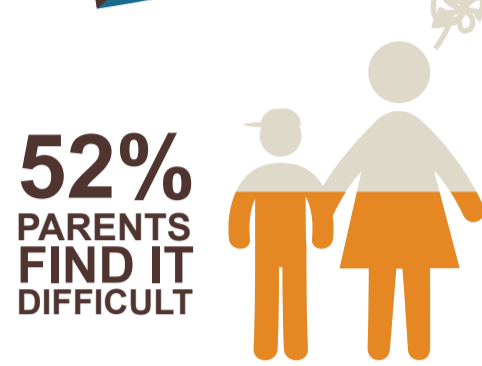
**67% ADULTS ARE OVERWEIGHT OR OBESE IN SOLANO COUNTY**

which increases the risk of type 2 diabetes, cardiovascular disease, and many forms of cancer.<sup>1,2</sup>



**90% FOOD 60% BEVERAGES**

found at checkouts are candy, gum, energy bars, chips, cookies & sugary drinks.<sup>3,4</sup>



**52% PARENTS FIND IT DIFFICULT**

to teach their children healthy eating habits when unhealthy snacks are everywhere...often leading to checkout tantrums.<sup>5,6</sup>

## THE SOLUTION

### HEALTHY CHECKOUT

• Top impulse buys at checkout are children's toys, games, books, magazines, horoscopes, and puzzles. These items often have a much higher profit margin than candies and sodas.<sup>7</sup>

• Making checkout healthy means offering fresh fruits or veggies, bottled water, nuts, greeting cards, jump ropes, batteries, wet wipes and other options that are healthy or are non-food options.



#### PARENTS ARE THANKFUL

that healthy checkouts help prevent meltdown at the end of the shopping trip.<sup>9</sup>



#### CUSTOMERS WANT THEM

Stores are recognizing this trend. Some are taking the lead in making the change for the better by switching to healthy checkouts.<sup>9</sup>



#### CATCHING ON NATIONWIDE

At Walmart, sales doubled in Shasta County when healthy checkout aisles were adopted. In Virginia, 8 Walmarts have implemented healthy checkouts and the healthy items often sell out fast!<sup>10,11</sup>

**Raley's**

This local favorite is adding more healthy checkout aisles to most stores!<sup>12</sup>

**HyVee**  
EMPLOYEE OWNED

This Midwest chain is expanding their healthy checkout aisles to 100+ stores!<sup>13</sup>

**NORTHGATE MARKET**

This Southern California-based market announced it will expand the healthy checkout program to all its locations!<sup>14</sup>



**74% OF SHOPPERS**

say their top concern is managing or losing weight.<sup>8</sup>



**66% OF SHOPPERS**

say a healthy store will help them achieve their personal health goals.<sup>8</sup>

# WIN WIN

FOR BUSINESS

FOR SHOPPERS

Customers are responding positively to the change!

**70% SHOPPERS**

said they would choose a candy-free checkout over traditional ones.<sup>6</sup>

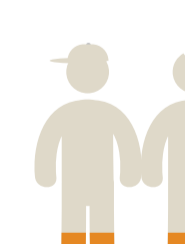


**66% PARENTS**

want stores to offer healthy items.<sup>8</sup>

**20% HIGHER TRAFFIC**

was seen in the healthy checkout aisles in major supermarkets during a 10-week healthy checkout trial<sup>6</sup>



**26% CHILDREN**

preferred healthy snacks when they are available at checkout.<sup>6</sup>

**600%+ MARKUP**

on some non-food checkout items can increase profits!<sup>16</sup>



**DON'T MISS OUT ON THIS GREAT OPPORTUNITY TO STAND OUT FROM THE REST!**

Let your customers know that you care and boost your appeal!



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DATA SOURCE:

<sup>1</sup>The University of Sheffield News. Supermarkets Exposing Children to High Calorific Junk Food at the Checkout, 2014.  
<sup>2</sup>California Health Interview Survey, 2011-2014.  
<sup>3</sup>National Confectioners Association. Candy and Snack Today. Maximize Checkout Performance, 2010.  
<sup>4</sup>Center For Science In The Public Interest. Sugar Overload: Retail Checkout Promotes Obesity, 2014.  
<sup>5</sup>The Guardian. Tesco Bans Sweets from Checkouts In All Stores, 2014.  
<sup>6</sup>Lidl. Children's Diets Challenged by Supermarket Checkout Chocolates, 2014.  
<sup>7</sup>Masterfoods, Wrigley, Time-Warner Retail, Dechert-Hampe & Co. Impulse Merchandising at Drug Store Checkout, 2010.  
<sup>8</sup>Food Marketing Institute. Helping Shoppers Overcome the Barriers to Choosing Healthful Foods, 2010.  
<sup>9</sup>KSL Broadcasting Salt Lake City, Utah, Grocery Chains Trading Sweets for Healthier Options in New Checkout Lanes, 2015.  
<sup>10</sup>Community Commons. Healthy Checkout Aisles at the Walmart in Anderson, California, 2006.  
<sup>11</sup>Centers for Disease Control and Prevention. Community Profile: Mid-Ohio Valley, West Virginia, 2010.  
<sup>12</sup>Sac Bee. Grocery Stores Bring Healthy Options to Checkout Lanes, 2015.  
<sup>13</sup>Supermarket News. A Healthier Way to Check Out, 2011.  
<sup>14</sup>The Orange County Register. What's that Candy Doing There? Health Advocates Push Back Against Checkout Aisles Lined with Junk Food, 2016.  
<sup>15</sup>USA Today. 7-Eleven Tests 'Healthy' Fresh Food by Fitness Guru, 2014.  
<sup>16</sup>Bulk Apothecary. Sell Wholesale Lip Balm.