



Strategies for Healthy Food Stores in Menominee County and Nation



About This Tool

The [Kemāmaceqtaq: We're All Moving](#) project team designed this toolkit to support food stores as they implement evidence-based recommendations that improve access to healthy and indigenous foods in Menominee County and Nation.

Background

The Kemāmaceqtaq: We're All Moving project focuses on increasing access to healthy foods and expanding access to safe locations for physical activity. This project uses Menominee cultural values that ground evidence-based strategies to address chronic health problems in the community. In June of 2022, the Kemāmaceqtaq team assessed the availability of fresh, healthy, and traditional foods to the community at food stores. The assessment looked at various aspects of selling healthy food, such as the availability of fresh fruits and vegetables, how products are displayed, and whether WIC and SNAP services are accepted. The team used a list of Menominee foods, including blueberries, wild rice, and hominy corn, to examine the availability of traditional foods.

Based on the results of the assessment, the Kemāmaceqtaq team provided recommendations to local food stores on how to improve the food environment. Partners such as County Health Rankings & Roadmaps, a program of the University of Wisconsin Population Health Institute, and the United States Department of Agriculture support the researched recommendations. This toolkit intends to assist store teams with implementing healthy, evidence-based recommendations to improve access to healthy foods, including fruits, vegetables, whole grains, and native/indigenous foods.

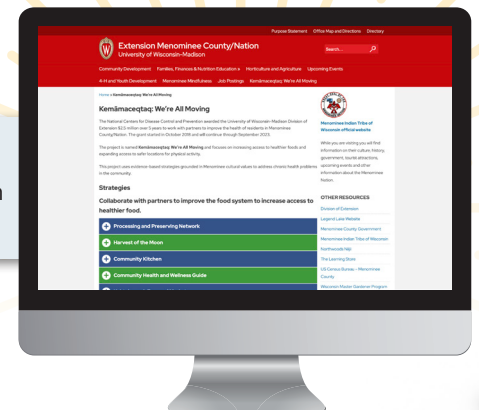
Visit the official [Kemāmaceqtaq: We're All Moving](#) website for more information on the program.

What Are Healthy Foods?

Healthy foods are items rich in vital nutrients that promote well-being, including fruits, vegetables, whole grains, and dairy items, as well as lean cuts of meat, poultry, and fish. Please visit the [Dietary Guidelines for Americans](#) for additional information on what to eat and drink to meet nutrient needs, promote health, and prevent disease.



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Action Areas for Food Stores

Accessibility of Healthy Foods

Accept WIC (Women, Infants, and Children) services to make healthy food more accessible to women, infants, and children.

- Sign up to be a WIC vendor.
- [WIC Vendor Eligibility Requirements](#)
- [WIC Vendor Application Process and Materials](#)

Make WIC and SNAP signs noticeable.

- Place signs at the entrance and ends of the aisles where more customers will pass through and see them.
- Place signs on windows, doors, or the building's exterior to let customers know these services are available.
- [We Welcome SNAP EBT Customers Decal](#)
- [WIC Accepted Here Door Decal](#)
- [WIC Fruit and Vegetable Shelf Tag](#)
- [WIC Approved Food Shelf Tag](#)
- [WIC Approved Foods Booklet](#)

Marketing Healthy Foods

Consider displaying point-of-purchase prompts near healthy food options. Point-of-purchase prompts can offer nutrition information, signal healthy items, and/or promote the selection of healthy foods.

- Place items such as signs, posters, and shelf labels near fruits and vegetables.
- [MyPlate](#) offers posters and educational fliers about nutrition.
- Use implementation examples found on pages 24–28 of the [University of Missouri Extension, Stock Healthy, Shop Healthy: Retailer Toolkit](#).
- The Kemāmaaceqtaq: We're All Moving project developed the Menominee [Harvest of the Moon](#) program materials to be used in a variety of community settings, including schools, afterschool programs, senior meal sites, 4-H meetings, recreation centers, and other sites. If you are interested in this strategy and wish to utilize Harvest of the Moon materials, please contact Dawn Doperalski (dawn.doperalski@wisc.edu) for more information.



Offer taste tests of new healthy foods or Harvest of the Moon foods.

- Retailers may consider reaching out to local public health officials to explore food service policies.
- [United States Department of Agriculture 7 Food Safety Steps for Successful Community Meals](#)
- [FoodWise Food Safety Protocol](#)
- [FoodWise Food Allergy Guidance](#)
- [Food and Drug Administration Safe Food Handling](#)

Implement competitive pricing, which assigns higher costs to unhealthy foods such as those high in sugars, salts, and fats, than healthy foods such as fruits and vegetables.

- Competitive pricing can include incentives or price discounts for healthy foods and beverages as well as disincentives or price increases for unhealthy foods and beverages.
- Expected benefits include increased sales and consumption of healthy foods.

Reward customers for choosing healthy options. For example, offer loyalty cards that are stamped each time a customer buys a fresh produce item. After the customer reaches a set number of stamps, they receive a free fresh produce item.

- If you are interested in this strategy, please contact Dawn Doperalski (dawn.doperalski@wisc.edu) for more information.



Action Areas for Food Stores

Stocking and Displaying Healthy Foods

Sell recommended USDA MyPlate foods such as fruits and vegetables, whole grains, low-fat or no-fat dairy and milk products, and a variety of protein foods to provide the community with better access to healthy foods.

- Switch to canned fruits without added sugar (look for packed in juice instead of heavy syrup).
- Offer plenty of whole-grain and low-sugar options for bread and cereal.
- Stock healthy snack choices, such as baked chips, low-salt pretzels, low-fat yogurt, whole-grain crackers, and whole-grain granola bars.
- Provide fresh or canned meats and fish packed in water (chicken, tuna, salmon, sardines, etc.).
- Find further examples of nutritious food products to stock on page 33 of the [University of Wisconsin-Madison Extension, Safe and Healthy Food Pantries Project](#).

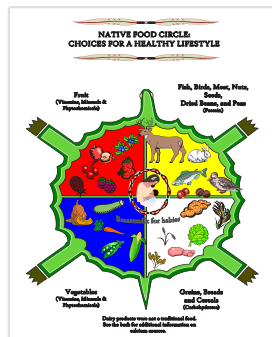


Place healthy products near the middle of a shelf, where customers are more likely to see them.

Have fresh fruit or indigenous food/snack alternatives in the checkout area to motivate customers to choose healthy snacks.

Offer ready-to-eat fruit and vegetables in convenient containers. This can motivate customers to purchase them as a snack.

- Consider creating snack packs of cut fruit such as grapes, watermelon, peaches, and nectarines.
- Package cut vegetables such as celery, carrots, and bell peppers with a low-fat dressing.
- Store ready-to-eat/pre-washed and pre-cut fruits and vegetables in the refrigerator.
- Individually priced and easy-to-eat fruit make good impulse buys. Examples of fruits that are easy to eat and can be priced individually include apples, bananas, and oranges.



Consider purchasing traditional Menominee foods and displaying materials that promote them.

- Display traditional Menominee foods in easy-to-see locations in the store
- Examples of traditional Menominee foods:
 - **Fruits:** Strawberries, raspberries, and blueberries.
 - **Vegetables:** Squash, beans, and hominy corn.
 - **Other:** Wild rice, maple syrup, venison, and fish (walleye, perch, and pike).
- Hand out Harvest of the Moon recipe cards featuring healthy Menominee ingredients. Consider placing the recipe cards alongside a display of the ingredients you carry in your store.
- For information on sourcing American Indian foods in your state, visit the [Intertribal Agriculture Council](#).
- [Native Food Circle](#)
- [List of native-owned food businesses to support](#)

Check fresh produce at least once a day for freshness and cleanliness. Moldy or rotting produce will cause nearby fresh items to go bad and may prevent customers from purchasing the food.

- [United States Department of Agriculture Shelf-Stable Food Safety](#)



References

Healthy Navajo Stores Initiative Program Toolkit

This toolkit references techniques for stocking and marketing healthy foods.

Check Out Healthy: A Wisconsin resource for healthier foods & beverages in food stores

This resource offers information on addressing the food environments within and surrounding food stores in Wisconsin communities.

University of Missouri Extension, Stock Healthy, Shop Healthy: Retailer Toolkit

This toolkit provides additional guidelines for handling and storing products, tips for displaying and merchandising healthy inventory, and strategies for profiting from healthy food sales.

University of Wisconsin–Madison Division of Extension, Safe and Healthy Food Pantries Project

This resource presents food retailers with examples of healthy food choices across the five food groups to stock.

County Health Rankings & Roadmaps

This resource offers information regarding point-of-purchase prompts for healthy foods, stocking healthy food in convenience stores, and implementing competitive pricing for healthy foods.



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