



DATE

To Store Management:

We are writing to inform you about a new policy known as the Healthy Retail Ordinance which was approved by the Contra Costa Board of Supervisors in **December of 2022** and will take effect **March 1, 2023**. For stores in unincorporated areas of Contra Costa County that are 2,000 square feet or larger, any food or beverages sold in checkout lanes and within a three-foot radius of the point-of-sale will need to be a healthier item. A healthier food item is defined as a food that contains no more than 5 grams of added sugar per serving and no more than 200 milligrams of sodium per serving; a healthier beverage is one that contains no added sugar or artificial sweeteners.

Healthy Options at Point of Sale (HOPS) is the advocacy group that has been working in Contra Costa to bring this initiative to the Board of Supervisors. Healthy Retail will not only positively impact the retail environment by setting minimum nutrition standards to help change people's snacking habits, but also ensure lower rates of sexually transmitted infections, so that we may have an all around healthier county.

Our team is committed to assisting retailers throughout unincorporated areas with the transition. To that end, you will find documents attached to help guide your process and information on how we can support you through implementation:

- HOPS Implementation Support Options
- Checkout Food and Beverage Standards and Examples
- Retailer Factsheet
- Healthy Retail Ordinance

Our team is very excited to partner with you in supporting community wellness. We are also mailing you a hard copy of this information and we will be reaching out over the next few months. If we can be of assistance to you as you move towards Healthy Retail, please let us know. Together, we can make a healthier Contra Costa.

Sincerely,

*Elvira Martin-Bautista, Selena Din, Anjelika Khadka, Ingrid De Santiago*  
Ingrid De Santiago & The HOPS Advocates

## HOPS Implementation Support Options

Healthy Options at Point of Sale (HOPS) is a Richmond-based health advocacy team that has been working on Healthy Retail for the past three years. Our team is available to support your store's transition to meet the Healthy Retail Ordinance standards.

- **Provide General Consultation**

*We can schedule an in-person or Zoom consultation meeting to walk through the nutrition standards for checkout, answer questions, and provide guidance.*

- **Evaluate items you sell throughout the store**

*We can look at the items currently sold throughout your store to determine which products meet the nutrition standards and could be included in the checkout lanes.*

- **Check your suppliers to see which items meet criteria for Healthy Retail**

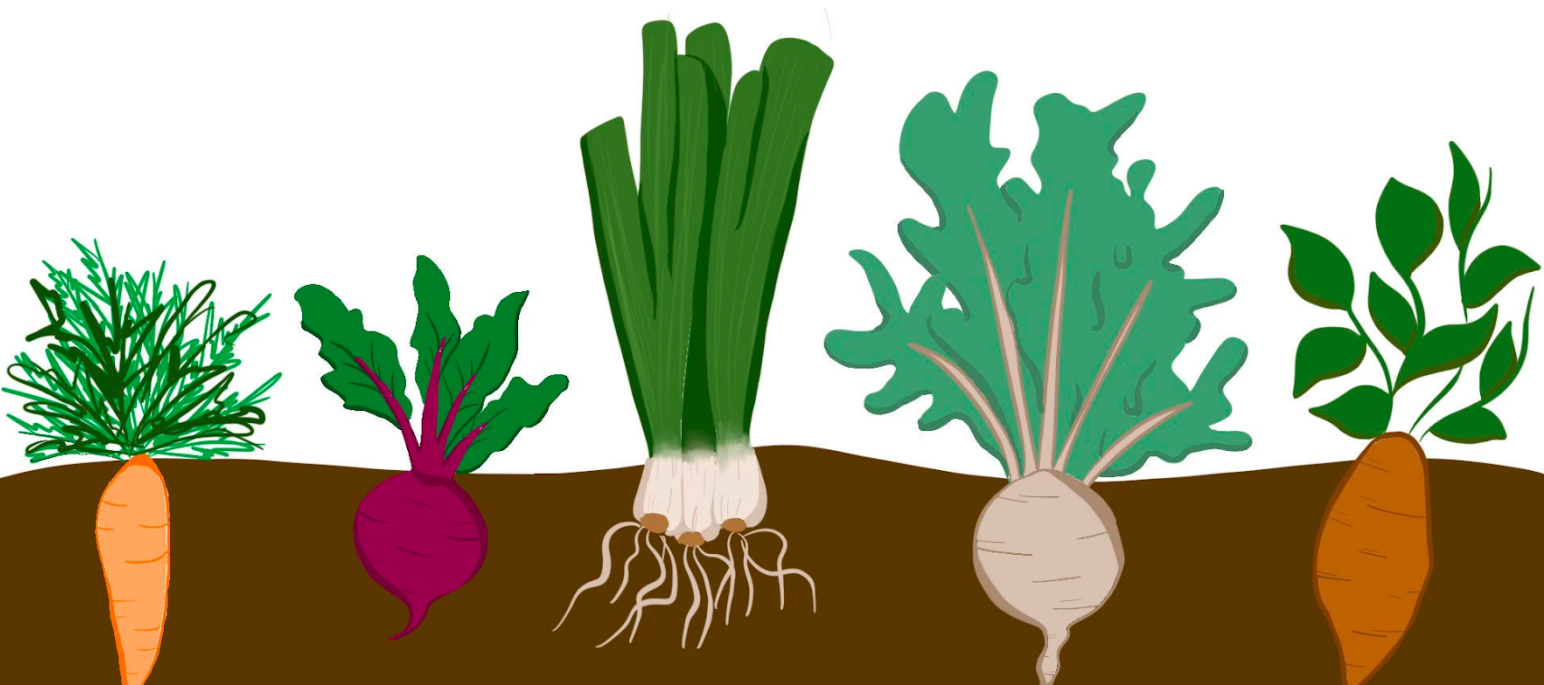
*If you have slotting fees with specific companies, we can research which of their snacks and beverages meet the checkout requirements.*

- **Feedback on the food and beverages in checkout lanes.** *We can review and provide feedback on the store's healthy checkout lane(s) at any stage of the transition.*

- **Promote your business**

*We can create and publish posts featuring your business as a Healthy Retail participant on our Facebook, Instagram, and other social media platforms.*

Thank you for helping us create a healthier community! HOPS is happy to help your business in any way we can. Please feel free to contact us with any questions or concerns, at [idesantiago@bacr.org](mailto:idesantiago@bacr.org).





# Healthy Retail

## Sample of Qualifying Food and Beverage Items

### **###.###. Healthy Checkout Areas.**

Each Retail Store shall at all hours during which the Retail Store is open to the public, ensure that all foods and beverages displayed for sale in the Checkout Areas meet the following standards in Sec **###.###.**:

*A. Beverages with no added sugars and no artificial sweeteners.*

*B. Beverages must be in the following categories: waters, milk and milk alternatives, 100% juice, coffee, and tea.*

*C. Food items with no more than 5 grams of Added Sugars and 200 milligrams of sodium per labeled serving.*

The following pages showcase a small sampling of products that meet the above requirements and could be placed at checkout. Please feel welcome to reach out to the HOPS team if you have questions, [idesantiago@bacr.org](mailto:idesantiago@bacr.org).

# Chewing Gum & Mints

## Trident Spearmint Gum

*Brand:* Trident

*Parent Company:* Mondelez

*Added Sugar:* 0g

*Sodium:* 0 mg



## Ice Breakers Duo Watermelon

*Brand:* Ice Breakers

*Parent Company:* Hershey Trust Company

*Added Sugar:* 0g

*Sodium:* 0 mg



## Extra Classic Bubble

*Brand:* Extra

*Parent Company:* Wrigley Jr. Company

*Added Sugar:* 0g

*Sodium:* 0mg



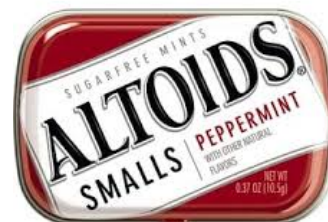
## Altoids Peppermint

*Brand:* Altoids

*Parent Company:* Wrigley Jr. Company

*Added Sugar:* 0g

*Sodium:* 35mg



# Fruit and Vegetables

## Whole Fruits and Vegetables

*Brand: Varies*

*Parent Company: Varies*

*Added Sugar: 0g*

*Sodium: Varies*



## Dried Chili Mango

*Brand: Peeled*

*Parent Company: Peel Snacks*

*Added Sugar: 0g*

*Sodium: 30mg*



## Terra Original Chips

*Brand: Terra*

*Parent Company: Hain Celestial Group*

*Added Sugar: 0g*

*Sodium: 110mg*



## No Sugar Added Organic Applesauce

*Brand: Mott's*

*Parent Company: Keurig Dr. Pepper*

*Added Sugar: 0g*

*Sodium: 5mg*



## Diced Yellow Cling Peaches in 100% Fruit Juice

*Brand: Dole*

*Parent Company: Dole Food Company, Inc.*

*Added Sugar: 0g*

*Sodium: 5mg*



# Nuts, Seeds & Legumes

## Snak Club Yogurt Trail Mix

*Brand:* Snak Club

*Parent Company:* Insignia Capital Group

*Added Sugar:* 3g

*Sodium:* 0mg



## Dry Roasted Pistachios

*Brand:* Planters

*Parent Company:* Kraft-Heinz

*Added Sugar:* 0g

*Sodium:* 150mg



## Mesquite Barbeque Crunchy Broad Beans

*Brand:* Bada Bean Bada Boom

*Parent Company:* Enlightened

*Added Sugar:* 1g

*Sodium:* 150 mg



## Vegan White Cheddar Hippeas

*Brand:* Hippeas Organic Chickpea Snacks

*Parent Company:* Green Park Snacks Ltd.

*Added Sugar:* 1g

*Sodium:* 140mg



## Blue Diamond Whole Natural Almonds

*Brand:* Blue Diamond

*Parent Company:* Co-op

*Added Sugar:* 0g

*Sodium:* 0 mg





# Whole Grains

## Apple Cinnamon Crunchy Rice Rollers

Brand: Crunchy Rollers

Parent Company: General Mills

Added Sugar: 3g\*

Sodium: 0 mg

\*Estimate (contains 3g total sugar)



## Kracklin' Kamut Brand Ancient Grain – Sea Salt

Brand: Kracklin' Kamut

Parent Company: Big Sandy Organics

Added Sugar: 0g

Sodium: 180mg



## Boom Chicka Pop Sea Salt Popcorn

Brand: Angie's Boom Chicka Pop

Parent Company: Conagra Brands

Added Sugar: 0g

Sodium: 130mg



## Smart50 Sea Salt Popcorn

Brand: Smartfood

Parent Company: PepsiCo

Added Sugar: 0g

Sodium: 150mg



## Kids Organic Whole Grain Bites

Brand: Quaker

Parent Company: PepsiCo

Added Sugar: 4g

Sodium: 55 mg



# Yogurt & Cheese

## Chobani Clingstone Peach Less Sugar Greek Yogurt

*Brand:* Chobani

*Parent Company:* Chobani Global Holdings, Inc.

*Added Sugar:* 5g

*Sodium:* 50mg



## Siggi's Vanilla Skyr

*Brand:* Siggi's

*Parent Company:* Lactalis

*Added Sugar:* 5g

*Sodium:* 55mg



## Tillamook Medium Cheddar

*Brand:* Tillamook

*Parent Company:* Tillamook County Creamery Association (TCCA)

*Added Sugar:* 0g

*Sodium:* 125mg



## Sargento String Cheese

*Brand:* Sargento

*Parent Company:* Gentine family

*Added Sugar:* 0g

*Sodium:* 190mg





# Multi-Category Foods

## Mint Chip Brownie Lärabar

*Brand:* Lärabar

*Parent Company:* General Mills

*Added Sugar:* 4g

*Sodium:* 0 mg



## Kashi Peanut Peanut Butter Granola Bar

*Brand:* Kashi

*Parent Company:* Kellogg's

*Added Sugar:* 5g

*Sodium:* 100mg



## Toasted Coconut Almond Granola

*Brand:* Bear Naked

*Parent Company:* Kellogg's

*Added Sugar:* 5g

*Sodium:* 10mg



## Tart Cherry and Apple Superfood Bites

*Brand:* Urban Foods

*Parent Company:* Urban Foods

*Added Sugar:* 3g

*Sodium:* 0 mg



## Blueberry Vanilla Cashew Kind Bar

*Brand:* Kind

*Parent Company:* Mars

*Added Sugar:* 4g

*Sodium:* 20mg



# Beverages

## **Spindrift, Blackberry**

*Brand:* Spindrift

*Parent Company:* VMG Partners

*Added Sugar:* 0g

*Sodium:* 0mg



## **La Colombe Pure Black Cold-Pressed Coffee**

*Brand:* La Colombe

*Parent Company:* La Colombe

*Added Sugar:* 0g

*Sodium:* 25mg



## **Aquafina**

*Brand:* Aquafina

*Parent Company:* PepsiCo

*Added Sugar:* 0g

*Sodium:* 0mg



## **Minute Maid 100% Orange Juice**

*Brand:* Minute Maid

*Parent Company:* Coca-Cola

*Added Sugar:* 0g

*Sodium:* 25 mg



## **Bubly, Strawberry**

*Brand:* Bubly

*Parent Company:* PepsiCo

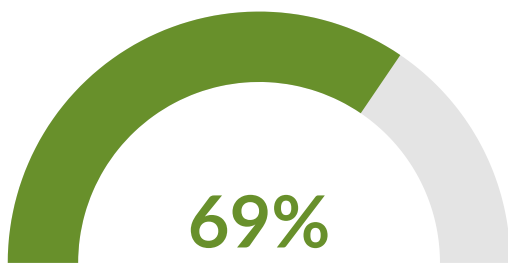
*Added Sugar:* 0g

*Sodium:* 0



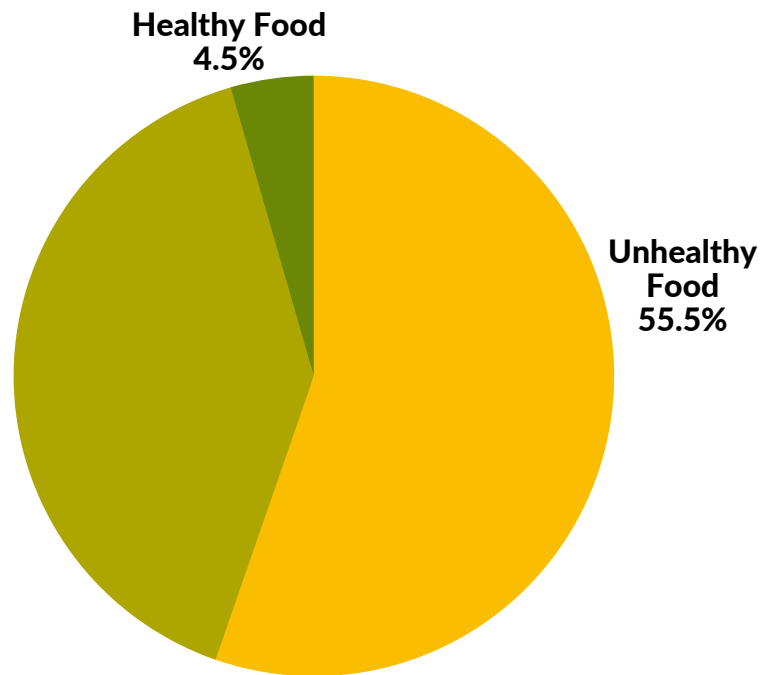
# Healthy Food at Checkout in Unincorporated Contra Costa

In unincorporated Contra Costa County, where there are few full service grocery stores, unhealthy food and beverages are promoted repeatedly throughout stores. Snacks high in sodium, saturated fat, and added sugars dominate checkout lanes and aisle endcaps, which are designed to prompt impulse purchases. Such curated food environments in largely low income rural and urban areas and communities of color have been shown to contribute to health issues such as dental cavities, heart disease, and type 2 diabetes. This especially impacts families; 1 in 2 children of color in the US will be diagnosed with type 2 diabetes in their lifetime.



of all beverages at checkout are sugar sweetened, and gum and mints aside, snacking options are almost entirely unhealthy.

Gum and Mints 40%



Contra Costa County can be the first County in the nation to implement Healthy Retail. By doing so, we will increase access to healthy snacks and beverages, encourage healthy eating habits, create precedent for other community led public health initiatives, and support the health of all residents!

Desire to purchase from local farmers

Exposure to greater healthy variety

Social responsibility to youth

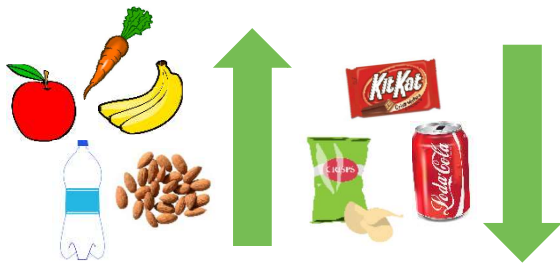
Few stores stock fresh fruits and veggies

100% support from interviewees

Questions? Contact Ingrid De Santiago at [idesantiago@bacr.org](mailto:idesantiago@bacr.org)  
Healthy Options at Point of Sale (HOPS)



# Healthy Checkout: Good for Business, Good for Customers



## CONSUMER PREFERENCES ARE CHANGING

- Consumers are purchasing healthier, fresher food (Gasparro, 2017).
- 33% of shoppers are looking for low-sugar products, and 32% are looking for low sodium (FMI, 2017).
- **75% of people say that it is hard for parents to shop with children at grocery stores because there is so much junk food** (Caravan ORC International, 2016).

## BENEFITS TO BUSINESS

- Retailers lose money when fresh produce is not purchased and goes to waste. **Displaying fresh produce at checkout can help reduce loss** (Cernansky, 2017; Fulton, 2010).
- Researchers found that when the shelves near the checkout counter in a hospital cafeteria were **stocked with 75% healthy choices, as opposed to 25%, sales of healthy foods were boosted** (Van Kleef, 2012).
- Healthy checkout distinguishes businesses as **responsible retailers** and **strengthens customer loyalty** without reducing profits (Winkler, 2016).

# 49%

increase in sales of healthy items during the first three months that LiVe Well lanes were open at a grocery store in Utah (Cowley, 2017)

"I used to probably sell a case of bananas every three days, now it's pretty much two a day—two cases a day."

Romny Tejada, Owner, Romny Mini Mart  
on moving produce to the front of the store (Fulton, 2010)

"...some of the (healthy) items that sold up here weren't selling back in the aisles of the store. But we brought 'em up front and all of a sudden, our sales doubled, sometimes even tripled..."

Jim Oppe, Owner, Foodland  
(CDC, 2014)

## A COMPETITIVE EDGE FOR RETAILERS

- Millennials are looking for snacks that are less processed and have few ingredients (Fromm, 2010).
- Soda sales are declining. Retail sales of bottled water are projected to increase from \$13.1 billion in 2013 to \$17 billion in 2018 (Hennessey, 2014).
- Magazine sales account for about one-third of total checkout profits (MPA, 2009). **60% of customers buy magazines at checkout at least once a month.** Plus, 39% buy batteries or flashlights at least monthly (FMI, 2012).
- 78% of people say checkouts are [currently] stocked with a lot of foods and beverages they do not want to buy; **80% would prefer stores offer more healthy items at checkout** (Caravan ORC International, 2016).

The convenience chain 7-Eleven sells  
**SEVEN TIMES**  
more **bananas** each year than Snickers, its  
top-selling candy bar (Horovitz, 2014)

## Retailer Success

### ASSOCIATED FOOD STORES, UT:

- Associated Food Stores have LiVe Well Lanes in 43 stores. **These lanes have been visited more than 8 million times in their first three months, with more than 60,000 healthy items sold** (Cowley, 2017).

### RALEY'S, CA:

- As of 2016, all 120 locations sell better-for-you products at checkout, including granola bars and free fruit for kids (Minor, 2016).

### HARMONS GROCERY, UT:

- Adding healthy checkout lanes improved their image in the community and allowed them to align their company's values and culture with that of health and wellness (email communication, August 2017).
- Certain items saw an increase in sales after being moved to the healthy checkout aisle: yogurt (47%), hardboiled eggs (56%), and dried fruit (144%) (email communication, August 2017).

"We're learning quickly that **our customers want more [healthy checkouts]**. We recognize the challenges for moms and dad who are going through those check stands and their children are quickly distracted by treats."

Chelsea Minor, Director of PR & Public Affairs, Raley's (Pawlowski, 2015)

### CANDY-FREE CHECKOUT IN THE U.K.

- Lidl eliminated candy from all checkout lanes across their 600 U.K. locations after finding that the **healthy pilot lanes received 20% more traffic than the candy-filled aisles** (Clark, 2014). Not long after, Tesco, Aldi, Boots, Waitrose, and Marks & Spencer also removed candy from their checkout aisles (Almy, 2015).

For more information, contact the Center for Science in the Public Interest at [nutritionpolicy@cspinet.org](mailto:nutritionpolicy@cspinet.org).

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