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HEALTHY CHECKOUT AISLES

What is a healthy checkout aisle?

Having healthy checkout aisles in grocery stores is one way to make a healthy choice the easy choice. They offer fruits and vegetables and other healthy foods and include items such as balls and Frisbees that encourage physical activity. Prepackaged foods are sold in single servings or in smaller packages to save calories.

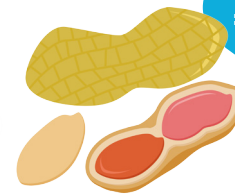
In coolers:

- water
- lowfat milk
- single serving packs of sliced apples, grapes and carrots



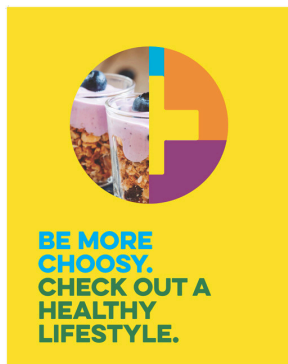
On shelves:

- nuts
- dried fruits
- whole grain crackers
- granola bars
- cereal bars
- trail mix



smaller packages
= fewer calories

What are the benefits of a healthy checkout aisle?



Healthy options can help change eating behaviors.

What you see is what you eat. An assertive focus on healthier foods may help form better eating habits.

Parents don't always have to say no.

Check-out stands offer challenges for parents when their children are distracted by sugary treats. The availability of healthy options means that parents can say yes.

Increase in produce sales.

Displaying fresh fruits and vegetables at the checkout will help increase produce sales, which often have a higher profit margin than sugary treats found in traditional checkout aisles.



In 2008, the medical costs associated with obesity were estimated to be \$147 billion.

In 2012, the total estimated cost of diagnosed diabetes was \$245 billion, including \$176 billion in direct medical costs and \$69 billion in decreased productivity.

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