A Business Case for Creating Healthy Retail

Healthy products can increase foot traffic and attract new customers.

Stores that accept WIC can see larger sales of produce than stores that accept only SNAP benefits.

Healthy products can make stores stand out from the competition.

More older people are coming in who didn’t come before. They heard about it in the newspaper. Families walk in on their way to school, especially in the morning. Students sometimes come in and buy fruit. – Louie, Bobar Market & Gas

In rural areas, stocking healthy food may persuade residents to stay in town to shop rather than drive many miles to a big-box retailer.

Healthy products have a higher profit margin than shelf stable grocery products.

Store owners can build community goodwill by stocking healthy food.

Storeowners who carry healthy foods often see an increase in overall sales.

For more information about the TSET Healthy Living Program, visit TSET.ok.gov.