

Build a Partnership with Your

LOCAL GROCERY STORE

Accessing healthy snacks for your out-of-school program can be difficult, and serving healthy snacks is sometimes more expensive than serving less healthy options, like chips and cookies. But you can look to your local grocery store for help!

Gather information to share with your potential grocery store partner.

- How many children are enrolled in your program; what ages are they?
- How often, and for how long, does your program meet?
- Is a snack and/or meal served at every program session?
- What kinds of fruits and vegetables would you like to serve at your program?
- How much does your program typically spend on snacks per day/week/month? Per child?

Plan out what your request will be.

- Visit the store to price out the items you'd like discounted. Record the generic store-brand price, as most stores will offer discounts on their store brand.
- Consider whether you will request a percentage discount (e.g. 5%) or a flat-rate discount (e.g. \$5 off), and on what types of items (e.g. produce).
- When, and for how long, will you request the discount (i.e. one season, or year-round)? It can take time to set up a discount agreement, so make sure to plan ahead.
- What's in it for the store? Can you offer to promote the store in your program's newsletter, or distribute coupons to parents?

Connect with the grocery store manager.

- Introduce yourself and your program, and describe your request. Explain why the grocery store is an ideal partner. Maybe mention its strong community presence or its great produce department.
- Describe how this discount will benefit the kids in your program as well as the store. If possible, offer to promote the partnership through your program's website or newsletter.
- If the store manager is open to providing a discount, discuss details. What foods will be covered? Will the store provide the discount through a special coupon, store loyalty card, or some other method? Will you need to follow any special procedures?

Adapted from the Healthy Kids Out of School Snack It Up Grocery Store Partnership Toolkit www.healthykidshub.org



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LET'S GO!

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