



# Heart Smarts

**Sell Healthy Guide:  
Learn how to sell healthy foods, increase  
sales and attract more customers**



# Why Sell Healthy Food?

**Stocking more healthy foods could mean better business for you.**

## **Business Benefits**

- New products and more variety attract new customers.
- Offering products that other stores do not helps your business stand out.
- Healthy foods can yield high profit margins.
- A single piece of fresh fruit can yield similar profit to multiple packaged snacks.

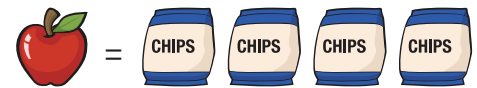
## **Healthier Communities**

- People who live where healthy foods are easy to find are more likely to have lower risk of disease.
- Many children shop at corner stores and need healthy food options to ensure they grow up strong and healthy.

## **Growing Movement**

- Join a growing number of business owners across the country who are committed to providing their customers with fresh healthy foods AND making a profit.

**One NJ Corner Store owner said he saw a \$24,000 increase in produce sales from one year of being in the program.**



**This guide will help you with:**

Healthy product selection  
Pricing and display  
Promotion and marketing  
Equipment and refrigeration

# Table of Contents

## Products & Displays

Choosing Healthy Products for Your Store	1
Buying and Handling Fresh Produce	3
Produce Display	4
Refrigerator Display	5
Fresh Produce Temperature Guide	6
Ethylene in Fruits and Vegetables	7

## Pricing & Promotions

Value-Added Product Ideas	8
Fresh Produce Pricing and Markup	10
Pricing and Promotions	12
Advertising Your Business	13
Customer Feedback	14

## Store Appearance

Maximizing Your Space	15
Improving Your Store Exterior	16
Making Your Corner Store Green	17

“When my health began to decline, I realized it was time to take it seriously. Through adult healthy eating education, I learned how to make better choices and brought those lessons into my own home. The recipes I prepare, the foods I purchase, and the habits I practice each day reflect what I’ve learned. Sharing this knowledge with customers has been incredibly meaningful.”

– GORGE CABA, OWNER AT NEW VILLAGE SUPERMARKET, CAMDEN, NJ

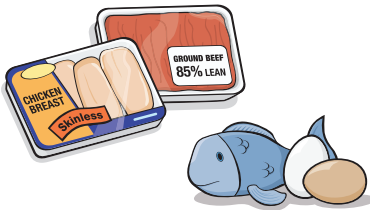


# Choosing Healthy Products for Your Store

**Introduce healthy food options in your store.**

**Try adding these healthy foods to your store.**

## Protein Foods

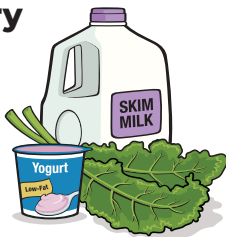


Animal-based protein foods: Meat, poultry, eggs and seafood

Plant-based protein foods: Beans, peas, lentils, legumes, nuts, seeds and soy



## Dairy



Whole, reduced-fat, low-fat or nonfat dairy products: fluid, dry, or evaporated milk; yogurt and cheeses

Lactose-free and lactose-reduced products

Fortified dairy alternatives

## Fruits & Vegetables



Fruits of all types: fresh, frozen, canned, juiced and dried

Vegetables of all types: Fresh, frozen, and canned, cooked or raw (including beans, peas, lentils, legumes and starchy vegetables)

## Whole Grains



All whole-grain foods and products made with whole grains as ingredients

**Healthy Tip:** Try adding some of these products to your inventory, or switch less healthy options for healthier ones. For example, substitute peaches in heavy syrup with peaches in 100% juice. Look for no-salt-added or no-sugar added products.



# Buying and Handling Fresh Produce

**Produce will keep fresh longer with careful purchasing and handling.**

## Purchase

- Make a list of fruits and vegetables for your store.
- Start with small amounts of new foods to learn which sell best.
- Change your selection when seasons and prices change.
- Offer smaller pieces of fruit and vegetables for children.
- Many produce items, such as apples, avocados and oranges, are sold by size or count (the number of pieces in a box).

### EXAMPLE:

100 count apples = 100 apples in a box = smaller apples

50 count apples = 50 apples in a box = bigger apples

*Higher counts mean the fruit is smaller because more fit in the box.*

## Inspect

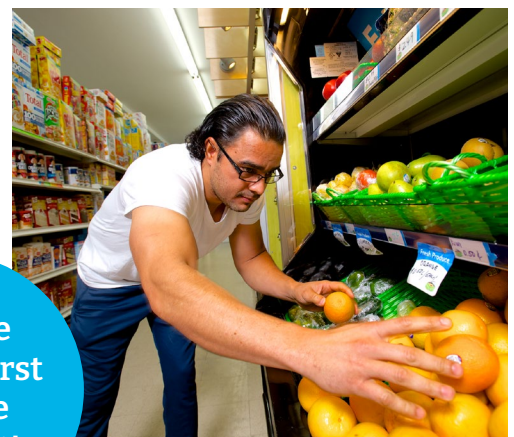
- Examine produce, if possible, before buying. Look for bruises, dents or spoiled spots. Tell the vendor if you find these.
- Do not buy a fruit or vegetable if the core has black spots or the stem is soft.
- Look for mold on citrus and tropical fruit. If you see white on the skin, do not buy them.
- Fruits and vegetables should smell fresh. Produce that smells bad will not taste good.

## Display

- First in, first out—display older produce in the front. Rotate your produce to maintain freshness.
- When unpacking produce, remove spoiled items.

Buy local, seasonal fruits and vegetables whenever possible.

Check for signs of spoiling and remove items that have gone bad.



Produce stocked first must be sold first!

# Produce Display

**Attractive displays will increase sales and help reduce food waste.**



## Display Tips

- 1 Items that do not last long should be just below eye-level to sell fast.
- 2 Place produce, like bananas, at register to sell faster.
- 3 Display prices for customers. This can help increase sales.
- 4 Push produce to the front of the baskets and pile it high.
- 5 Keep produce fresh and baskets full.
- 6 Items that last longer, like potatoes and onions, should go at the bottom.

## Remember...

- Keep produce organized and well stocked.
- Label items and show prices.
- Use baskets to organize and protect produce.
- Tilt baskets forward to make them look more full.
- Remove spoiled items daily.
- Never sell produce out of cardboard boxes.
- Catch customers' attention with different color foods in a row.
- Use good lighting to attract customers.

# Refrigerator Display

**Bring attention to healthy snacks, beverages and fresh produce with an attractive refrigerator display.**



Place healthy beverages, fruit salads and yogurts on top shelves.

Place fresh produce on middle shelves.

Clearly mark fresh produce and sale items with bright price cards.

Place heavy items on the bottom shelf.

## What to Stock in Your Healthy Refrigerator

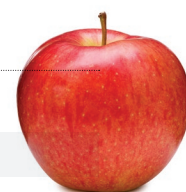
- Water
- 100% juice
- Non-fat, skim or 1% milk
- Low-fat string cheese
- Eggs
- Greens (spinach, lettuce and collard greens)
- Low-fat yogurt
- Fruit salads and garden salads
- Apples and oranges



# Fresh Produce Temperature Guide

**Use these temperature guidelines to reduce produce spoilage.**

<b>PRODUCT TYPE</b>	<b>Ideal Storage Temperature</b>	<b>Ethylene Production</b>	<b>Ethylene Sensitivity</b>	<b>Storage Life</b>
<b>A</b>				
Apples	30–35°F	High	Yes	8 weeks
Apricots	31–32°F	High	Yes	1–3 weeks
Artichokes	34–38°F	No	No	5–7 days
Asparagus	32–35°F	No	Yes	2–3 weeks
Avocados, ripe	41–55°F	High	Yes	3 days
Avocados, unripe	36–40°F	Low	Yes (High)	4–5 days until ripe
<b>B</b>				
Bananas, green	56–68°F	Low	Yes	3–4 days until ripe
Bananas, ripe	56–58°F	Medium	No	3–7 days
Basil	51–59°F	No	Yes	1–2 weeks
Beans, green/snap	41–45°F	No	Yes	7–10 days
Beans, sprouts	32°F	Low	Yes (Low)	7–9 days
Beets	32–40°F	No	Yes	10–14 days (bunched), 1–3 months (topped)
Blackberries	31–32°F	Very Low	No	3–6 days
Blueberries	33–34°F	Very Low	No	1–2 weeks
Bok Choy	32–35°F	N/A	Yes	3–4 days
Broccoli	32°F	No	Yes	21–28 days
Brussels Sprouts	32°F	Very Low	Yes	3–5 weeks
<b>C</b>				
Cabbages	32°F	N/A	Yes (High)	Early: 3–6 weeks; Late: 5–6 months
Cantaloupe	34–41°F	Yes	Yes	12–15 days
Carrots	32°F	Very Low	Yes (High)	10–14 days (bunched), 7–9 months (mature roots), 3–4 weeks (fresh-cut)



# Fresh Produce Temperature Guide

PRODUCT TYPE	Ideal Storage Temperature	Ethylene Production	Ethylene Sensitivity	Storage Life
Cauliflower	32°F	No	Yes (High)	4 weeks
Celery	32°F	No	Yes (High)	2–3 months
Cherries	30–32°F	Very Low	No	4–10 days
Chicory	32–35°F	No	No	3–5 days
Coconuts	32–35°F	No	No	2–3 weeks
Collards	32–36°F	No	Yes	5–7 days
Corn, sweet	32–34°F	No	No	5–7 days
Cranberries	36–40°F	No	No	2–4 months
Cucumbers	50–55°F	Very Low	Yes	10–14 days
Currants	34°F	Low	Yes (Low)	1–2 weeks
<b>E</b>				
Eggplant	50–54°F	No	Yes (High)	14 days
<b>F</b>				
Fig	30–32°F	Low	Yes	5–7 days
Fresh, Whole Garlic	30–32°F	No	No	3–6 months
<b>G</b>				
Ginger Root	54–57°F	No	No	4–6 weeks
Grapefruit	55–60°F	Very Low	No	6 weeks
Grapes	30–32°F	Very Low	Yes	1–2 weeks
Green Peas	32–40°F	No	Yes	2 weeks
Greens, leafy	32°F	No	Yes (High)	7–14 days
Guavas	42–50°F	Medium	Yes	15 days
<b>H</b>				
Herbs	32–35°F	No	Yes	2–3 weeks
Horseradish	30–32°F	Yes (Very Low)	Low	4–6 months
<b>J</b>				
Jicama	55–59°F	Very Low	No	2–4 months



# Fresh Produce Temperature Guide

PRODUCT TYPE	Ideal Storage Temperature	Ethylene Production	Ethylene Sensitivity	Storage Life
<b>K</b>				
Kale	32°F	No	Yes (High)	1–2 weeks
Kiwi	32–35°F	High when ripe, low when unripe	Very sensitive when unripe	1–4 weeks once ripe
<b>L</b>				
Leeks	32°F	No	Yes	5–14 days
Lemons	54–57°F	Very Low	Yes (Low)	3–6 weeks
Lettuce, Crisphead	32°F	No	Yes (High)	2–3 weeks
Lettuce, Romaine	32°F	Very Low	Yes (High)	2 weeks
Limes	50–55°F	No	Yes	1 month
Lychees	33–50°F	Very Low	Yes (Very Low)	5–7 days
<b>M</b>				
Mangos	50–55°F	Medium	Yes	5 days
Melons, Honey Dew	45–50°F	Medium	Yes	12–15 days
Mushrooms	32–35°F	Very Low	No	5–7 days
<b>N</b>				
Nectarines	31–45°F	High	No	2–4 weeks
<b>O</b>				
Okra	45–50°F	Very Low	Yes	1 week
Onions	32°F	No	No	2 months
Oranges	38–46°F	Very Low	No	10 days
<b>P</b>				
Papayas	45–55°F	Medium	Yes	5–7 days
Parsley	32°F	No	Yes	2 weeks
Parsnips	32–40°F	No	Yes	2 weeks
Peaches	30.5–32°F	High	Yes	3–5 days
Pears, Bartlett	30–32°F	High	Yes	5–12 days
Peas, green	32°F	No	Yes	3–5 days



## Tip

Some items, like apples, oranges, pears and peppers, can be displayed at room temperature. This will shorten their shelf life. If you display these items at room temperature during the day, be sure to refrigerate them at night.

# Fresh Produce Temperature Guide

PRODUCT TYPE	Ideal Storage Temperature	Ethylene Production	Ethylene Sensitivity	Storage Life
Peppers, hot chili	41–45°F	N/A	Most varieties sensitive (jalapeños are not)	3–5 weeks
Peppers, bell	41–45°F	Yes (Low)	Low	3–5 weeks
Persimmons	30–34°F	Low	Yes (High)	1–2 weeks
Pineapples	45–55°F	Very Low	No	4–5 days
Plums	30.5–32°F	High	Yes	3–5 days once ripe
Pomegranates	41–50°F	Very Low	No	2 months
Potatoes	42–50°F	Very Low	No	2–3 months
Pumpkins	50–59°F	Very Low	Yes	2–4 months
<b>R–W</b>				
Radicchio	32°F	Low	Yes	3–4 weeks
Radish	32°F	No	Yes	7–14 days (with tops), 21–28 days (without tops)
Raspberries	31–32°F	Very Low	No	1–7 days
Rhubarb	32–40°F	No	No	2–4 weeks
Rutabagas	32–35°F	Very Low	Yes (Low)	4–6 weeks
Salad Mixes	32–35°F	No	Yes	7–10 days (unopened)
Spinach	32°F	No	Yes (High)	3–7 days
Sprouts	32°F	No	Yes	5–9 days
Squashes, summer	41–50°F	Very Low	Yes	5–7 days
Strawberries	31–33°F	Very Low	No	3–7 days
Sweet Potatoes	55–59°F	Very Low	Yes	6–10 months
<b>T–W</b>				
Tangerines	41–46°F	No	Yes	2–6 weeks
Tomatoes	41–50°F	Yes	Yes	3–5 days
Turnips	32–40°F	No	Yes	4–5 months
Watercress	32°F	No	Yes	5 days
Watermelon	50–59°F	Very Low	Yes (High)	14 days



# Ethylene in Fruits and Vegetables

**Correctly store fruits and vegetables to reduce food waste.**

## What is ethylene?

Ethylene is a gas released by some fruits and vegetables that causes produce to ripen faster. Some fruits and vegetables are more sensitive to ethylene than others.

## Why should I care?

Fruits and vegetables that are stored incorrectly spoil quickly. This could mean lost profit for you.

## What can I do?

- Do not store fruits and vegetables that produce ethylene with those that are sensitive to ethylene. For example, do not store bananas and apples next to each other. This applies to produce that is refrigerated and not refrigerated.
- Do not store produce in bags or sealed containers. This will trap the gas and cause the produce to ripen faster.



Do not display fruits and vegetables that are sensitive to ethylene near fruits and vegetables that produce it.

## ETHYLENE SENSITIVE

Apples  
Asparagus  
Avocados  
Bananas  
Broccoli  
Cantaloupe  
Collard Greens  
Cucumber  
Eggplant  
Grapes  
Honeydew  
Kiwi  
Lemons  
Lettuce  
Limes  
Mangos  
Onions  
Peaches  
Pears  
Peppers  
Squash  
Sweet Potatoes  
Watermelon

## ETHYLENE PRODUCERS

Apples  
Avocados  
Bananas  
Cantaloupe  
Kiwi  
Peaches  
Pears  
Peppers  
Tomatoes

## NOT ETHYLENE SENSITIVE

Beans (Snap)  
Blueberries  
Cherries  
Garlic  
Grapefruit  
Oranges  
Pineapple  
Potatoes  
Raspberries  
Strawberries  
Tomatoes  
Yucca

# Value-Added Product Ideas

## Increase your profits by turning produce into ready-to-eat foods.

### Snack Packs

- Cut fruit in containers: grapes, mango, apples, watermelon, cantaloupe
- Mixed fruit salads
- Cut vegetables and dip in containers: celery with peanut butter, carrots with hummus, or bell peppers with low-fat ranch dip

### BONUS!

- Snack packs offer children a healthier choice than chips.
- Pre-made fruit and vegetable containers can be sold at a higher price than whole produce.

### Ready-to-Eat Salads

- Create a ready-to-eat salad but make sure to avoid adding products with excessive fat and sodium content.

Keep apples from turning brown by brushing lemon juice on them.

### Meal Starter Kits

*Simply cut up and package vegetables as kits.*

- **Winter Vegetable Soup Kit:** Squash, potatoes, sweet potato, onions and turnips
- **Gazpacho (Cold Soup) Kit:** Cucumber, tomatoes, garlic, onions and red bell peppers
- **Soup Kit:** Potatoes, carrots, celery and onions
- **Stir-Fry Kit:** Broccoli, carrots, red bell peppers, zucchini and mushrooms
- **Grilling Vegetables Kit:** Zucchini, bell peppers, onions, eggplant and potatoes
- **Ready-To-Eat Guacamole Kit:** Avocados, jalapeños, onion, garlic and tomatoes

### BONUS!

- Meal Starter Kits can be sold at a higher price than selling the products whole.
- Meal Starter Kits can reduce your food waste.

All produce must be washed prior to cutting. Refrigerate prepared items and clearly label containers with the name and date.

Check state and local ordinances to make sure you have the proper equipment and licenses before selling prepared food in your store.



# Value-Added Product Ideas

## Smoothies

*Blend frozen fruit into a healthy, tasty drink.*

- Freeze overripe produce, such as bananas, for future use in smoothies.
- Cut your own fruit instead of buying it pre-cut to save money.

### BONUS!

- Customers love smoothies as an easy, healthy snack option.
- Smoothies are also a great way to use produce before it goes bad.

The price for a 12-ounce smoothie is typically \$4–\$7.

Try these flavor combinations or create your own.

## How To Make a Great Smoothie

*Just add one item from each column and blend!*

Base	Liquid	Fruit	Extras
Banana	Low-Fat Milk	Mango	Flaxseeds
Low-Fat Yogurt	Orange Juice	Pineapple	Peanut Butter
Ice	Soy Milk	Strawberries	Protein Powder
Frozen 100% Juice	Almond Milk	Blueberries	Honey



# Fresh Produce Pricing and Markup

Learn how to set the right price to make a profit.

## Ways to Determine Sale Price

### Steps

1. Start with **COGS**.
2. Decide your **Markup**.
3. Use **Profit Margin** to determine **Sale Price**.

$$\text{COGS} \times \text{Markup} = \text{Profit Margin}$$
$$\$25.00 \times 30\% = \$7.50$$

$$\text{COGS} + \text{Profit Margin} = \text{Sale Price}$$
$$\$25.00 + \$7.50 = \$32.50$$

Your cost of goods was \$25 and you applied a 30% markup, giving you a sale price of \$32.50 and a profit margin of \$7.50 for a box of oranges.

### Steps

1. Start with **COGS**.
2. Decide your **Markup**.
3. Use **Markup Multiplier** to determine **Sale Price**.

$$\text{COGS} \times \text{Markup Multiplier} = \text{Sale Price}$$
$$\$0.39 \times 2 = \$0.78$$

Your cost of goods was \$0.39 and you applied a 100% markup, giving you a sale price of \$0.78 and a profit margin of \$0.25 for an orange.



### Definitions

#### **COGS** (Cost of Goods Sold)

What you paid for a product

#### **Markup**

How much more than the COGS you want to charge the customer

#### **Markup Multiplier**

The number 1 added to the Markup percentage

#### **Profit Margin**

The difference between the Sale Price and the COGS

#### **Sale Price**

What the consumer pays for a product

### 30-, 60-, 90-Day Rule

Often store owners can expect to lose money on produce in the first 30 days after introduction, break even after 60 days and start earning profit after 90 days.



# Fresh Produce Pricing and Markup



## Pricing Produce

### Use This Formula if You Want to Sell by the Unit

1 case = 88 apples (units) = \$22

COGS ÷ Units = Cost per Unit  
 $\$22 \div 88 = \mathbf{\$0.25 \text{ per apple}}$

Cost per Unit x Markup Multiplier  
 = Sale Price per Unit  
 $\$0.25 \times 1.30 = \mathbf{\$0.33 \text{ per apple}}$

### Use This Formula if You Want to Sell by the Pound

40lb case of bananas = \$15

COGS ÷ Weight = Cost per Pound  
 $\$15 \div 40 = \mathbf{\$0.375 \text{ per pound}}$

Cost per Pound x Markup Multiplier  
 = Sale Price per Pound  
 $\$0.375 \times 1.30 = \mathbf{\$0.49 \text{ per pound}}$

### Use This Formula to Determine the Break-Even Point

COGS (case of apples) ÷ Sale Price per Unit = Break-Even Point  
 $\$22 \div \$0.33 = \mathbf{67 \text{ apples}}$

COGS (40lb case of bananas) ÷ Sale Price per Pound = Break-Even Point  
 $\$15 \div \$0.49 = \mathbf{31 \text{ pounds}}$

#### Break- Even Point

The point at which  
COGS is equal to  
sales or no profit is  
lost or gained.

*This formula can help to guide future  
purchasing decisions about quantities  
and types of produce to sell.*

# Pricing and Promotions

**Use in-store promotions to increase store traffic and sales.**

## IDEA

### Temporary Price Reductions

*Reduce the price of a popular product to increase sales.*

## EXAMPLES

- Bags of fresh-cut produce for \$1
- Children eat free
- Buy 1, get 1 free
- Create a student or senior discount

### Seasonal Specials and Kits

*Use holiday themes and flavors to increase sales.*

- BBQ kits in the summer
- Healthy kits with foods grouped for healthy recipes
- Holiday meal starter kits with healthy products

### Events

*Let customers and clients come into your store to taste, touch, smell and see your products.*

- Host parties in different seasons or near holidays, during peak hours and/or days so more customers will attend
- Free samples of healthy foods
- Cooking demonstrations
- Deli promotions

### Nutrition Incentives

*Offer incentives on healthy foods in your store.*

- Offer customers a discount on healthy foods purchased in your stores
- Participate in a nutrition education program that rewards customers with free healthy food for participating
- Apply for a nutrition incentive program such as GusNIP



# Advertising Your Business

**Use simple marketing ideas to make customers feel welcome.**

## Outside Your Store

*Attract customers' attention as they pass by your store.*

- Put A-frame signs on the sidewalk.
- Install banners, neon signs or murals.
- Install window wraps advertising healthy products and programming happening in your store. *Local regulations may limit how much of your window space can be covered.*
- Install SNAP/ WIC window clings if you accept these benefits.



## Inside Your Store

*Get new customers, keep the old ones.*

- Ask customers for feedback to learn what customers like.
- Invite customers back to your store.
- Give out flyers and coupons.
- Give out calendars with monthly specials.
- Incorporate culturally relevant foods and tailor offerings to your customers.
- Create a contact list for customers to sign up to hear about specials.

**Healthy Tip:** Make your store healthier by removing advertising for tobacco and other unhealthy products.

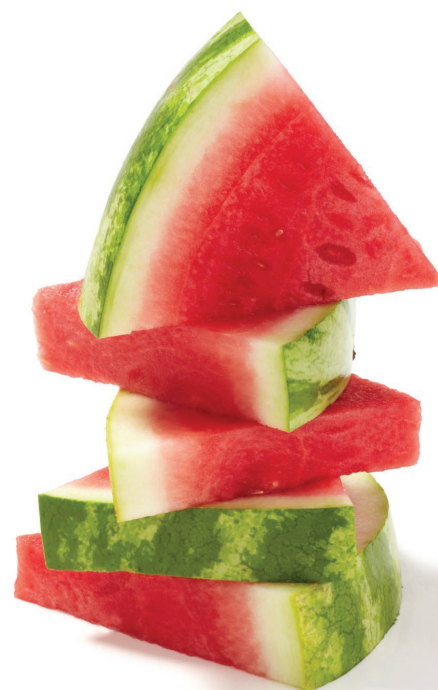


*Offer product samples.*

- Give customers samples to try before buying the food, especially during peak hours.
- Hand out menus to advertise your products and attach coupons to encourage customers to try new things.

*Create specials.*

- Promote healthier products in your store with specials to increase sales.
- Offer breakfast specials until 11am (for example, Buy any breakfast item, and get a free small 100% juice or piece of fruit).
- Offer lunch specials from 11am until 3pm (for example, Get a sandwich, piece of fruit and water or 100% juice for \$5.50).



# Customer Feedback

**Learning what your customers want will help you make good business choices.**

## Talk to Customers

- Talk to customers who are shopping in your store. Customers usually enjoy conversations with store owners. Conversations make them feel like their opinion matters.
- Ask the customer, “What item would you like in this store?”
- Ask the customer, “What can we do to better serve you?”
- Inform the customer of current sales or specials.

## Keep Track of the Information

- Keep a log book of customer requests.
- Create a chart or board of specific products that you are thinking about to your store. Ask customers to mark which items they are interested in.
- Create comment cards that ask for feedback from customers.

**Healthy Tip:** Encourage customers to eat healthy and tell them about new healthy products in your store.



## Use Feedback to Make Business Decisions

- Use customer feedback to decide what to buy for your store.
- When you place orders, buy new items that customers have requested and see if they sell in your store.
- Create sales and specials for your store based on customer interest.
- Incorporate culturally relevant foods whenever possible.

# Maximizing Your Space

## Maximize your space to improve product display and attract more customers.

### Appearance

- Keep your store neat, clean and organized.
- Keep aisles clear and maintain a clear path for people to enter your store.
- Clearly display prices and sales. Keep signage simple and easily visible.
- Clean dust and remove expired food.

### Product

- Place healthy perishables, like fruits and vegetables, towards the front of the store where they will sell faster.
- Place milk next to water and other healthy beverages in the refrigerator. This will encourage customers to buy other beverages too.
- Place the most healthy products, such as low-sodium canned goods or whole wheat products, just below eye-level.

### Display and Variety

- Give customers variety by introducing new brands.
- Do not put more than 2 rows of the same product on shelves. This uses up space and limits the amount of goods you display.
- Move extra inventory to the storage room.
- Replace slow-selling products with healthy options to increase profits.

Limit quantity on shelves to show more product variety.

Reminder:  
If you move products around in the store, corresponding signage should be moved as well.



# Improving Your Store Exterior

**Make your store exterior more inviting to attract customers.**

## COST: \$

- Paint over graffiti on building walls.
- Plant trees and/or flowers in the ground or in pots.
- Pressure wash the lower half of the building and install weatherboard on the top half.
- Update your awning. Keep the wording simple and the design uncluttered.
- Display bright banners to attract customers and advertise products.
- Paint steps.

## COST: \$\$

- Add more lighting on the outside of the store to make it more inviting. This will also improve safety.
- Update entrance doors by replacing them or painting them (blue, gray or white looks good on smaller buildings).
- Replace windows or install thick window panes to increase energy efficiency.

## COST: \$\$\$


- Replace see-through security gates with solid gates. These look more inviting and are safer.
- Fix sidewalks. A damaged sidewalk can detract from the appeal of your store. You can do it yourself with concrete repair materials and tools or hire a local concrete professional.
- Replace railings, if needed.
- Replace steps, if needed.

**Healthy Tip:** Replace older signage with new signage advertising fruits and vegetables.



# Making Your Corner Store Green

## Environmental improvements can help save you money.

EQUIPMENT	COST	SAVINGS
<p><b>General</b></p> <p><b>\$:</b> At the end of the day, unplug equipment that you are not using, such as coffee machines and blenders.</p>	\$0	Up to \$10, monthly (electric bill)
<p><b>Lighting</b></p> <p><b>\$:</b> Use daylight (windows or skylights) to increase natural light in your store.</p> <p><b>\$\$:</b> Replace your T-8 or T-12 refrigeration case bulbs with LED bulbs, which last 5x longer.</p>	\$0  \$60 (5' lamp) 	10–20% (electric bill) if lights are turned off  About \$440 per bulb, yearly (electric bill)
<p><b>Refrigeration</b></p> <p><b>\$:</b> If using open cases, install night curtains (or use energy-efficient cases instead).</p> <p><b>\$:</b> Replace or adjust broken or poorly sealing refrigerator door gaskets.</p> <p><b>\$\$:</b> Replace old refrigerators with Energy Star-rated ones.</p> <p><b>\$\$:</b> Hire maintenance professionals to service your refrigerators annually.</p>	\$190 each for 4' night curtain + cut fee  \$30–60 per door  \$500–700 each + delivery + installation  \$75 per visit + cost for repairs	37–50% (electric bill)  Modest energy savings. Reduced wear on equipment.  \$100–200 each, yearly (electric bill)  10–15% (electric bill)
<p><b>Water</b></p> <p><b>\$:</b> Use high-efficiency spray nozzles, aerators or water-flow restrictors.</p>	\$40–200 each	About \$1,400, yearly (water bill)



# Making Your Corner Store Green

## EQUIPMENT

### Heating & Cooling

- \$:** Use shades to control the amount of sunlight in your store.
- \$:** Install window fans that can be set to exhaust heat during the day and switched to take in cool air at night.

### Heating & Cooling

- \$\$:** Install an awning on the side or front of your store.
- \$\$:** Plant a tree outside your store for shade.
- \$\$\$:** Replace old windows with Energy Star rated windows.



## COST

- \$120–168 per window
- \$50–150 each
- \$70–300 each + installation
- \$10–15 each + \$8 for soil
- \$1,350–3,000 each (including installation)

## SAVINGS

- \$10–45, yearly (electric bill)
- \$26, yearly (electric bill), when used 8 hours daily
- \$20–95 yearly (electric bill)
- 12% (electric bill), once tree reaches 20–25'
- 20–25% (electric bill)

## MORE GREEN IDEAS

### Recycling/Reusing

- \$:** Ask customers if they want a bag for their purchase. Some customers do not want a bag. Using less bags reduces expenses and litter outside of your store.
- \$:** Reuse packing materials, such as cardboard boxes, styrofoam and paper.
- \$:** Recycle. Use any sturdy household container (32 gallons or smaller) and write "Recycling" on the side. You can recycle metal, glass, paper, cardboard and plastic.
- \$:** Consider purchasing your own branded reusable shopping bags.



### Gardening

- \$:** Start a container garden in your store or in an area outside. They are small, easy to move and simple to care for. You can sell the items you grow in your store. Try tomatoes and peppers.



**PECO ENERGY SAVING TIPS**  
[peco.com/ways-to-save/for-your-home/year-round-savings-tips](http://peco.com/ways-to-save/for-your-home/year-round-savings-tips)