



Make the healthy choice the easy choice!



Convenience stores play a key role in our initiative to improve access to fresh fruits and vegetables. We are trying to implement a variety of innovative strategies that are working in other locations across the country. We are looking for ways to increase access to healthy items, but will also ultimately help you turn a profit while offering these items. We want to partner with

you to improve the health of the residents of West Virginia, and ultimately, all of your customers.

Fresh Fruits and Vegetables in Convenience Stores

- West Virginians are less likely than other Americans to have the nutrition that supports a healthy weight. We rank third highest in the nation for people who eat fewer than five fruits or vegetables daily. If your customers had fresh fruits and vegetables as a choice in convenience stores, we could potentially improve this statistic.
- Individuals are consistently trying to make healthier choices. Parents want healthier options for their children. More than 25 percent of adults in America and 17 percent of children are obese, according to the Centers for Disease Control and Prevention. Adding fresh fruits and vegetables to your inventory as a snack selection would be pleasing to your customers who are looking for healthy options.
- Profit margins on fresh products are often higher than on packaged snacks and canned goods.
- Many of your customers live in rural areas and travel to grocery stores only bi-monthly or monthly. We need to make sure that these individuals have access to fresh fruits and vegetables in between trips by being able to purchase some items at their local convenience store.