

Model Memorandum of Understanding for Healthy Checkout Lanes

Date: _____

Dear [name of store]:

Thank you for agreeing to increase healthy options in your store! [Name of organization] would like to support your efforts to promote and increase access to healthier beverages, nutritious snacks, and fresh produce, particularly near checkout. Studies show that impulse purchases occur most often at checkout, leading to excess calorie consumption. This agreement outlines how we can support your business in these efforts.

[Name of organization] agrees to:

- Provide technical assistance to implement healthier changes at checkout, for example, helping to solve problems, identify healthy items, adopt nutrition standards, and support nutrition education.
- Assist with marketing that increases the visibility of healthy options.
- [Any other assistance you can offer, such as equipment, promotional signage, PR, etc.]

[Name of store] agrees to:

- Help improve the health of customers and the community by offering at least one healthy checkout aisle in each store.
- Ensure that at least one healthy checkout aisle is always open.
- Designate at least one employee per store to be responsible for stocking the healthy checkout aisles. This person must be trained to handle produce.
- Accept SNAP and WIC benefits.
- Work with vendors to provide and prominently display products that are healthier for customers.
- Provide at least one advertisement, sign, or other form of promotion (such as a display stand or floor sticker) for healthier food and beverages in or near the healthy checkout aisle.
- Agree to not place advertisements, signs, or promotions for tobacco or unhealthy food and beverages (including alcohol) next to the healthy checkout aisle.
- Limit displays of unhealthy foods and beverages, including candy and soda, as well as alcohol and tobacco, in the remaining checkout aisles (those not designated as “healthy”).
- Adhere to the following standards for snack offerings:
 - Provide a variety of good quality fresh fruits at reasonable prices.
 - Stock snacks that contain no more than 200 calories per package only.

- Stock snacks low in saturated fat (no more than 10% of calories), sugar (no more than 35% of calories), and sodium (no more than 200 mg per item) only.
- Adhere to the following standards for beverage offerings:
 - Dedicate at least one row of the cooler to water.
 - May offer carbonated water with no caloric sweeteners.
 - Stock 100% fruit juice (no juice drinks with added sugars).
 - Stock coffee or tea beverages with no added caloric sweeteners.
 - Stock low-calorie beverages that have no more than 40 calories per container.
- Dedicate space in the healthy checkout aisle to non-food options that appeal to children, such as school supplies, stickers, books, and small toys.

The terms of this agreement begin on the date indicated below and extend by mutual agreement as long as the parties meet the terms of agreement outlined herein.

[Name of organization]

[Name of store owner]

Date

Date