

The Healthy Retail Environment

A healthy retail environment is one where it is easier to make healthy choices than unhealthy ones. It encourages the purchase and consumption of fruits, vegetables, water, and other nutritious products, and places reasonable controls on tobacco products, non-nutritious foods and beverages, and alcohol.



PRODUCTS

- Incentivize stores to stock nutritious foods and beverages
- Require stores to stock nutritious foods and beverages
- Encourage stores to participate in federal food benefit programs
- Prohibit stores from selling flavored tobacco products, including menthol cigarettes

PLACEMENT

- *Emerging policy option:* Require stores to create a healthy checkout area
- Prohibit self-service displays of e-cigarettes and other emerging tobacco products

PROMOTIONS

- Incentivize stores to increase signage for nutritious foods and beverages
- Limit the amount of storefront signage
- *Emerging policy option:* Require safety warnings on shelves or in stores that sell sugary drinks

PRICE

- Increase taxes on non-nutritious items and decrease taxes on nutritious items
- Require minimum prices for tobacco products
- Require minimum package sizes for tobacco products
- Require proportional pricing for tobacco products
- Prohibit price discounts for tobacco products
- Incentivize customers to spend federal food benefits on nutritious foods and beverages
- *Emerging policy option:* Apply pricing policies to non-nutritious foods and beverages and/or alcohol

PREVALENCE

- Limit the number, density, and location of tobacco retailers
- Limit the number, density, and location of alcohol retailers
- *Emerging policy option:* Restrict the location of retailers selling non-nutritious foods and beverages