



# Blue Zones Project Approved Grocery Stores Overview

## Support the health of your community and your business:

- ❑ Increased sales of healthy food and beverage options through evidence-based best practices.
- ❑ Promotion of your store through Blue Zones Project® social media and website.
- ❑ Access to Blue Zones Project resources, support, and marketing collateral.
- ❑ Recognition for being part of an important community-wide project to improve well-being.

## FIVE STEPS TO BECOMING BLUE ZONES PROJECT APPROVED™

- 1. Strategize:** Discuss the current state and importance of well-being for your grocery store. Identify which best practices and metrics of success your store has in place and which ones you would like to pursue. Keep in mind how these practices align with your organizational goals.
- 2. Implement:** Complete chosen best practices and track metrics of success.
- 3. Validate:** When implementation efforts are completed, contact a Blue Zones Project team member to review the work you've done.
- 4. Celebrate:** Acknowledge and celebrate your grocery store's status as a Blue Zones Project Approved Grocery Store!
- 5. Sustain:** Maintain your Blue Zones Project Approved status by establishing a sustainability plan.

## REQUIREMENTS

- ❑ Earn at least 55 out of 84 possible points by implementing best practices.
- ❑ Complete at least one pledge action from each category: Promote Healthier Beverages, Environment, and Education & Promotions.

## BEST-PRACTICE EXAMPLES

- ❑ **Promote Healthier Beverages:** Eliminate sugar-sweetened beverages completely from checkout-lane coolers, and offer only water, diet soda, and non-sugar-sweetened beverages. Label water in all store locations as a healthy alternative to sugar-sweetened beverages.
- ❑ **Environment:** Create a Blue Zones checkout lane. Place a produce display near the front entrance of the store.
- ❑ **Education & Promotion:** Highlight produce that is locally grown (produced less than 400 miles away). Conduct in-store food demonstrations with foods from the Blue Zones Food List.

*The Blue Zones Project team is here to partner with your organization by offering resources and expertise to help you achieve Blue Zones Project Approved status.*