



Give your snacks an upgrade

Learn how to build a partnership with your local grocery store to get affordable healthy snacks for your team, troop, or afterschool program.





Upgrade your snacks for less

Whether you're a coach, Scout leader, or in charge of an afterschool program, children in your program can benefit from healthy snacks. Some leaders find that accessing healthy snacks can be difficult, and sometimes more expensive than serving less-healthy options like chips and cookies. That's where your local grocery may be able to help.

Here's how you can build a partnership to help kids snack smart, while staying within your budget.



Build your partnership in 3 easy steps

1

Gather Information

Collect the information below about your program ahead of time to ensure that you are well prepared for the conversation.

- What city or town is your program located in?
- How many children are enrolled in your program, and what age(s) are they?
- How often, and for how long, does your program meet?
- Is a snack served at every program session/meeting?
- What kinds of fruits and vegetables would you like to serve at your program? See the next page of this booklet for healthy snack ideas.
- How much does your program typically spend on snacks per day/week/month? How much do you spend per child?

2

Prepare Your Request

Think about what kind of discount would work best for your program. Keep in mind that the grocery store may suggest a different approach that's a better fit for them.

- Visit the store to price-out the items you'd like discounted. Record the generic store-brand price, as most stores will offer discounts on their store brand.
- What kind of discount would fit your needs? Some stores have offered a percentage discount (e.g. 5% off) or a flat-rate discount (e.g. \$5 off) on produce.
- When, and for how long, would you like the discount (i.e. one season, or year-round)? It can take time to set up a program, so plan ahead!
- What's in it for the store? Can you promote the store in your program's newspaper, or distribute coupons to parents?

3

Make the Call

Contact the grocery store and ask to speak with the store manager. The points below can be used as an outline for your conversation.

- Introduce yourself and your program, and describe your request. Explain why the grocery store is an ideal partner. Maybe mention its strong community presence or its great produce department.
- Describe how this discount will benefit the kids in your program as well as the store. If possible, offer to promote the partnership through your program's website or newsletter, for instance.
- If the store manager is open to providing a discount, discuss the details. What foods will be covered? Will the store provide the discount through a special coupon, store loyalty card, or some other method? Will you need to follow any special procedures?
- Does the store have any other wellness programs or services that could benefit the children in your program, such as a dietitian who can offer tips on healthy eating or teach a cooking class?





Conversation Cheat Sheet

Fill out this cheat sheet before you call so you'll be prepared for your conversation with the store manager.

Program Information

City or town: _____

Number of children: _____

Age range of children: _____

Frequency of program meetings: _____

When, and for how long, would you like the discount? _____

What snack items would you like discounted? _____

Why is this grocery store an ideal partner? _____

How can you promote the store's partnership with your program? (Example: Listing on your program's website or in the newsletter) _____

To meet your program's snack budget, it might be a good idea to price out the items you intend to buy and see exactly what kind of discount you'll need. Here's an example of how to do that.

Item	Price
5 lb. bag of apples	\$4.50
16 oz. jar of low-fat peanut butter.....	\$2.50
32 oz. bag of baby carrots.....	\$3.00

Total cost per meeting:.....\$10.00

Total budget per meeting:\$8.00

Difference per meeting:.....\$2.00 (or 20%)



Be sure to discuss:

- What items will be covered by the discount.
- How the store will provide the discount.
(Examples: coupons, store loyalty card)
- Any special procedures that you need to follow to use the discount.

Try these healthy snack ideas

Once you've built a grocery store partnership, check out these snack ideas that will help get your kids excited about eating healthy. Find even more ideas at www.HealthyKidsHub.org/snack-smart.

Celery Stop Light Snack

(Adapted from Super Healthy Kids)

Makes 12 Servings

Serving Suggestion: 2 Stop Lights



What You'll Need:

- 12 stalks of celery, each chopped in half
- 1 cup low fat or non-fat cream cheese or hummus
- 1 red, 1 yellow, and 1 green pepper
- Several tops from toothpaste tubes, or other small tops with circular openings (½ inch diameter)

Adult Preparation:

Cut medium strips of bell peppers, one strip of each color for every child. Spread cream cheese or hummus on celery sticks.

What Kids Can Do:

Kids can make red, yellow and green "stop lights" for their celery sticks! Using the larger opening of the toothpaste top (or other top you choose), help kids punch through the pepper strip to make their stop lights. Place the pepper circles in the cream cheese or hummus, and enjoy!



Quick and Healthy Snack Combos

These snack combinations meet the Federal requirements for a reimbursable snack.

- Celery and low fat cream cheese
- Bananas and peanut butter
- Apple slices and pretzels
- String cheese and clementines
- Carrot sticks and hummus

Red Apple Lady Bugs

Makes 12 Servings

Serving Suggestion: 2-3 Apple Slices



What You'll Need:

- 4-5 whole apples
- 24 toothpicks or pretzel sticks
- About 40 raisins
- 1 cup of peanut butter or low fat cream cheese
- Paper plates

Adult Preparation:

Slice red apples in half, from top to bottom. Scoop, slice or cut-out the core.

What Kids Can Do:

Have kids place the cut apples face down on their plates. Using a spoon and the peanut butter or cream cheese, have kids decorate their apples with lady bug spots. Kids can then place a raisin on each lady bug antenna (pretzel sticks or toothpicks) and with the help of an adult, stick them on the top of the apple.



For more resources to help kids in your program
Drink Right, Move More, and Snack Smart, visit
www.HealthyKidsHub.org.



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