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

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

- 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?

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.

- 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.

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.

- 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?
- 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 dietician who can offer tips on healthy eating or teach a cooking class?
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?

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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 lb. bag of apples</td>
<td>$4.50</td>
</tr>
<tr>
<td>16 oz. jar of low-fat peanut butter</td>
<td>$2.50</td>
</tr>
<tr>
<td>32 oz. bag of baby carrots</td>
<td>$3.00</td>
</tr>
</tbody>
</table>

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.

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

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)
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](http://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 (1/2 inch diameter)

**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!

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

**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

**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.

**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

**HEADS UP**

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- Bananas and peanut butter
- Apple slices and pretzels
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- Carrot sticks and hummus
Healthy Kids Out of School is an initiative of ChildObesity180 at Tufts University. Funding for this pilot program is provided by Newman’s Own Foundation.

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