

Cambridge Healthy Neighborhood Markets: Participation Guidelines

Market will agree to stock:

At least 5 grocery items that meet the following:

- Less than 10 grams of sugar per serving
- Minimum of 2 grams of fiber per serving
- Maximum of 200 calories per serving

Fruits and Vegetables (must stock minimum \$20 of fresh produce)

- At least 2 fruit
- At least 2 vegetables

*of these 4, 2 must be fresh; the others may be frozen or canned

Market owner and manager will agree to:

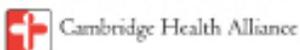
- Order and stock identified products on a regular cycle
- Place identified products where they can be seen upon entry and/or determine an alternate and mutually agreed upon location
- Merchandise, label and promote healthy items in an attractive manner
- Identify approved items with designated signage
- Participate in business development programs provided through the Cambridge Community Development Department

For more information, please call Tara Rose at 617-665-3845 or email trose@challiance.org
or contact Chris Basler of Economic Development at cbasler@cambridgema.gov



a Mass in Motion Initiative sponsored by the Massachusetts Department of Public Health

CAMBRIDGE PUBLIC HEALTH DEPARTMENT



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Many neighborhood markets in communities across the United States are increasing visibility and sales by providing healthier food and beverage selections to their customers. The Cambridge Public Health Department (CPHD) has teamed up with the Cambridge Community Development Department (CDD) and other local organizations to launch a Healthy Neighborhood Market Program in the City of Cambridge. We hope you will participate in this program to help make the healthy choice the easy choice in your community.

Participating stores may be provided with some of the following merchandising materials: signage, window clings, produce labels, and baskets. The CDD and CPHD staff will also provide eligible neighborhood markets with technical assistance on how to build attractive merchandising displays, marketing strategies and provide access to grants for equipment. Participating stores will also benefit from being acknowledged as Healthy Markets on the CPHD web site as well as at CPHD events.

We are inviting you and your store to partner with us and join our existing Healthy Markets. We hope that this partnership will help grow your business as well as improve the overall health environment of the surrounding community.



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**CAMBRIDGE
CDD@344**

COMMUNITY DEVELOPMENT DEPARTMENT
344 Broadway