



The Healthy Navajo Stores Initiative

PROGRAM TOOLKIT



COPE
Community Outreach &
Patient Empowerment

GROW
NAVAJO



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INTRODUCTION

The Navajo Nation is the largest federally recognized tribal nation, incorporating over 27,000 square miles and 300,000 enrolled tribal members (University of Arizona). Community members living on Navajo Nation face enormous barriers in their ability to access healthy foods. A lack of full-service grocery stores, vast distances between communities, inaccessible roads, and high food prices contribute to the Nation's classification as a food desert by the USDA. Recent surveys of community members report that approximately 50% of respondents travel more than one hour to buy food at a market center off-reservation because of a lack of healthy foods in Navajo grocery stores (Diné Policy Institute 2014). While these barriers to food security are daunting, the Diné people have been and continue to be adaptive and resilient. Diné people are tenaciously striving to return to a more just food system that fosters spiritual, emotional, mental, and physical wellness while re-establishing balance and harmony within Navajo communities.

Based on a Community Health Needs Assessment, Navajo small stores can play a supporting role within this process of reclaiming and revitalizing the Navajo food system. For many community members in Navajo, trading posts and convenience stores are the closest and most easily accessible food retailers. While many of these stores currently stock limited supplies of healthy foods, particularly fresh produce and traditional Diné foods, many storeowners have expressed interest in making changes to encourage consumption of healthy foods in their communities.

The Healthy Navajo Stores Initiative is excited to tap into the potential of small stores in Navajo. By promoting produce and traditional Diné foods through stocking, display, and promotional changes, we believe that store personnel, community partners, growers, and consumers can work together to reclaim a healthier Navajo Nation.

What is the Healthy Navajo Stores Initiative?

The Healthy Navajo Stores Initiative (HNSI) aims to increase the amounts of fruits, vegetables, and traditional Diné foods that are offered in small stores on Navajo Nation. HNSI is facilitated by COPE, a community health non-profit dedicated to serving Navajo. HNSI works closely with store and community partners to identify stocking and marketing changes, as well as community initiatives, that will help make healthy food available to their community. COPE provides technical support and resources throughout the healthy store changes.

Who is COPE:

Community Outreach and Patient Empowerment (COPE) Program works closely with community, tribal, and local partners to promote healthy, prosperous, and empowered Native communities. COPE's vision is to eliminate health disparities and improve the wellbeing of American Indians and Alaska Natives by providing community-based outreach to Native families; strengthening local capacity and partnerships to bring about system-level change; and increasing access to healthy foods and promoting food sovereignty in tribal communities. COPE works with the Navajo Nation Department of Health, Navajo Area Indian Health Services, Brigham & Women's Hospital, and Partners in Health, among other local partners.

What has been done to support this project?

During the summer of 2013, the Centers for Disease Control (CDC) and the Navajo Division of Health collaborated to collect data from 83 grocery and convenience stores across the Navajo Nation and bordering towns. As part of this collaboration, the Navajo Nation Nutrition Environment Measurement Survey was undertaken to provide a baseline assessment of the Navajo retail environment.

COPE and its community partners have also carried out baseline surveys of Navajo small stores. These assessments focused on the availability of fruits and

vegetables, as well as traditional Diné foods. Store surveys will continue to be conducted annually. Currently, COPE and its partners are working to interview small store managers about their challenges and strategies for stocking fruits and vegetables. Customers of some small stores are also being interviewed to better understand food purchasing patterns, barriers, and desires.

How to Use This Toolkit:

This manual includes technical, educational, and promotional resources for the implementation and management of the Healthy Navajo Stores Initiative. The manual includes two toolkits, one for the community partner and one for the participating store. Although there is some repetition between the toolkits, each includes strategies and resources specific to the distinct roles within the initiative.

The Community Partner Toolkit is designed for the community partner(s) working with the stores. The included materials are meant to prepare and guide the community partner in project implementation and support for the specific store and community in which they are working.

The Healthy Store Toolkit is designed for the owner and manager of the participating store. The materials are meant to inform and assist the store team throughout the healthy store conversion. The toolkit provides guidance and techniques for stocking and marketing healthy foods.

Familiarizing oneself with the expectations and resources presented in both toolkits is always recommended for a more complete understanding of the Healthy Navajo Stores Initiative.



Are you looking for more healthy food in your community?

Do you have changes that you want to see in your local store?

Is your church group looking for a volunteer project?

Are you a CHR, PHN, Chapter Official, motivated youth, or other involved community member?

If yes, think about becoming a Healthy Navajo Stores Initiative Community Partner.

Your help as a community partner is invaluable. By providing both your support to the store manager and outreach to your community, you will help to build a healthier community and food system for generations to come. This toolkit serves as a resource to help you design and execute your goals as a Healthy Navajo Stores Initiative Community Partner.

What is the Healthy Navajo Stores Initiative?

The Healthy Navajo Stores Initiative is working to harness the potential of small stores in Navajo. These stores, ranging from convenience stores to trading posts, are often the most readily accessible source of food for community members on Navajo Nation. By promoting produce and traditional Diné foods through stocking, display, and promotional changes, a Healthy Navajo Store can provide community members with healthier food options and become leaders in the effort to reclaim a healthier Navajo Nation.

What is the Community Partner's Role?

The community partner will work directly with the selected Healthy Navajo Store to support its efforts in increasing stock and sales of produce and traditional Diné foods. Marketing, technical, educational, and networking support can take the form of:

- Assistance in improving store layout for storage and display
- Community outreach to current and new customers living and working near the store
- Event organization to promote usage of fruits and vegetables (recipe contests, cooking demonstrations, etc.)
- Presentations about the HNSI at local Chapter Houses and schools
- Connections between local growers and the store to increase local produce offerings

This list is not intended to be definitive and community partners are encouraged to bring their unique skillsets, interests, and community connections to the Healthy Navajo Stores Initiative.

Store Selection Process

COPE recruits stores to participate in the HNSI primarily based on the store's interest in the program and motivation to make positive in-store changes. In the first cycle of this initiative, COPE is focusing on small stores in Navajo, such as convenience stores and trading posts. By focusing on these small stores, rather than full-service grocery stores or off-reservation food retailers, COPE hopes to make the largest impact on produce availability possible.

COPE is always open and excited to work with new communities and stores in Navajo. If you know of a small store that may be interested in this program, or if you know of someone eager to get more produce into their community, please have them contact us and we would be very interested in finding ways to collaborate. Contact information is located on page 2.

Project Process

PHASE ONE: Store and Community Outreach

COPE approaches small stores in Navajo, develops relationships with the storeowners, and explains the project's steps and goals. If the storeowner in a particular community is interested in participating, COPE identifies a community member who may be interested in serving as a HNSI community partner. After explaining the project and securing their interest to participate, COPE brings together store and community partners to review project goals, responsibilities, and expectations.

PHASE TWO: Project Development

COPE and the community partner will work with the selected store to identify small, healthy changes that are achievable and of interest. These changes will make up the "store collaboration plan." This plan outlines the store's goals, as well as the support needed and the time frame expected to achieve these goals. The store partner, community partner, and COPE review and agree upon this plan before it is finalized.

- 1 | COPE will use results from annual store surveys to gain a better understanding of the store's inventory, layout, and infrastructure. This data will also serve as the baseline for future evaluations of the project.
- 2 | COPE and/or the community partner will conduct an interview with the storeowner to better understand his or her background, store vision, business model, sales, and customers.
- 3 | COPE and the community partner will develop a store collaboration plan, informed by the store assessment and manager interview. The proposed plan will have a variety of different collaboration options, each with a different depth of store involvement. The draft will be presented to the store manager for feedback, and all three parties will work together to agree on a final draft. Each step in the store collaboration plan should have a timeline for completion and the specific support required by COPE and the community partner.

- 4 | The HNSI collaboration plan is finalized and the store manager, community partner, and COPE representative sign a Participation Agreement.

PHASE THREE: Project Implementation

COPE and the community partner will work with the store partners to implement their conversion goals while providing community outreach and technical support.

- 1 | The community partner facilitates community outreach efforts as described in the collaboration plan (ex: mural painting, recipe contests/demos, healthy food promotional events, presentations in Chapter Houses, etc.).
- 2 | COPE develops promotional materials with input from the community and store representatives. The community partner provides support for the store partner in strategically placing and using these promotional materials.
- 3 | The community partner engages customers and community members to provide feedback to store partners regarding their conversions and stocking strategies. Through this feedback gathering, the community partner can help the store tailor its offerings to meet community demand.
- 4 | COPE will work with the store to facilitate acceptance of WIC and SNAP. If the store is already an approved WIC and SNAP vendor, efforts will be made to increase community awareness of this resource.
- 5 | COPE and the community partner will reach out to local growers and the store partner to gauge interest in local produce and retail collaborations. If there is an interest, all parties will strategize to increase local food availability in the store or on store premises (farmers markets, local food section of store, vendor requirements, product specifications, etc).

PHASE FOUR: Project Follow-up and Evaluation

Follow-up and evaluation is an ongoing process and involves collaboration among store partners, community partners, and COPE.



- 1 | The community partner should regularly visit the store and check-in with the store partner. While COPE will be conducting more formal check-ins with the stores, frequent and informal community partner visits can foster an important relationship with the store, while also providing support and troubleshooting before issues arise.
- 2 | The community partner will work with COPE to measure specific outcomes from the Healthy Navajo Stores Initiative, including amounts and diversity of produce and traditional foods, as well as customer satisfaction and utilization.
- 3 | COPE and the community partner will schedule regular calls to check-in regarding the project, conversion goals, and community-store dynamics. COPE will also schedule similar calls with the store representative.
- 4 | COPE will conduct quarterly interviews with the community partner and the store partner to evaluate and understand the Healthy Navajo Stores Initiative from the perspectives of its primary partners.

Marketing and Promotional Tools

Strategic promotion of produce and traditional foods is crucial to the success of healthy store changes. Simply increasing fruit and vegetable options in a store unfortunately does not guarantee that they will make it onto the plates of community members. Through collaboration between the community partner, store partner, and COPE, a dynamic and culturally aware marketing strategy can help customers make healthy purchasing decisions more easily. The strategies described in this toolkit fall under two categories: On-Site Marketing and Community Marketing. By combining strategies from both categories, stores can become more inviting and approachable, while increasing shoppers' awareness and interest in healthy food options.

On-Site Marketing Strategies

These strategies focus on physical changes in and around the store that promote awareness and sale of healthy foods. The basics of on-site marketing include altering store layout to put healthy food in high visibility areas, providing clear, attractive signs and displays, and improving the store's overall physical appearance.

1 | Store Layout

A store's layout can help guide consumers to make healthy choices.

Display produce at the register counter

- Having a basket of fresh-looking fruit at the checkout counter can encourage customers to grab a banana or apple instead of a candy bar for a quick snack!
- Use a wicker or wire basket with a cloth or padding in the bottom to prevent bruising of fruit.
- Price the fruit by individual piece rather than weight. Choose a price that is similar to other snack items.
- Display a Healthy Navajo Stores Initiative sign nearby.

Create a special display area or "health zone."

- Creating a special health display will draw customers' attention to healthy items and will encourage them to try new products.
- Set up the display at the end of the aisle where more customers will need to pass by.
- If possible, set up the display so that customers see it upon first entering the store.
- Arrange the display nicely, with each product having its own basket or box. Make supplies look abundant by using smaller baskets.
- Display educational posters and recipe cards in this area. Recipe cards can include shopping lists for other items in the 'Health Zone' area.
- Place signs throughout the store that direct customers to the 'Health Zone.' The candy aisle is a great place to put up directions to the store's fresh fruit!

2 | Exterior Renovations

Improvements to the exterior of a store can make the space more attractive and welcoming for community members and new customers. Be sure to advertise that this business is a part of the Healthy Navajo Stores Initiative.

- Consolidate posters covering the front windows so that customers can see into the store.

- Create a community board for flyers. This will encourage community members to see the store as an active and positive part of their community.
- Replace unhealthy promotional posters (ex: cigarettes or soda) with Healthy Navajo Store signs.
- Make WIC and SNAP signs more prominent (if applicable).
- If the store manager is interested, organize a community group to design and paint a mural on the side of the store. If a mural isn't of interest, a re-painting party could achieve the same goal.
- Arrange the parking lot to provide space for a pop-up farmers market and local food vendors.

3 | Promotional Materials

Promotional materials sharing information about what foods are healthy and where to find them in the store can highlight new healthy food options and encourage customers to give them a try!

- Shelf-talkers, or small signs placed directly under the item on the shelf, can make healthy and traditional foods stand out from other options and grab a customer's attention.
- Posters encouraging healthy choices and consumption of fruits and vegetables can not only promote new produce, but also brighten up a store's walls.
- Recipe cards for healthy, easy meals can guide customers through a healthy shopping trip. Adding fruits and vegetables to a shopping routine can be overwhelming if you don't know what to purchase or how to use them. By combining an easy recipe with its ingredient list, buying and using fruits and vegetables can become much less overwhelming. Note: Recipes can also be developed for specific health concerns, such as diabetes.



Photo by Cabarrus Health Alliance — REACH Project



Photo by Gabriella Marks



Recipe cards from DC Central Kitchen's Healthy Corners project .

Photo from www.flickr.com/photos/dccentralkitchen

Community Marketing Strategies

Community marketing strategies encourage community members to purchase produce and traditional foods at the Healthy Navajo Store, through community outreach and organization. Community support is essential to the success of the Healthy Navajo Stores Initiative. When a community feels involved in and proud of their Healthy Navajo Store, they are more likely to support and encourage the store partner in making healthy changes.

1 | Community Engagement

Creating opportunities for community members to get involved in their Healthy Navajo Store will promote investment in the project.

- Host a volunteer party to help the store rearrange displays to promote the new produce.
- Organize a kick-off party to celebrate the launch of the Healthy Navajo Store. Live music, interviews with local media, cooking demonstrations, and recipe contests are great options!
- Work with local artists and youth to design and paint a mural on the side of the store. If the store manager is interested, this can spruce up the store's appearance in a fun, community-driven way.
- Encourage a community pledge to support the store by buying a certain amount of produce there on a weekly or monthly basis.
- Work with community youth, local schools, or colleges to organize a social media campaign encouraging the younger generation to buy produce and promote it to friends.
- Host a cooking competition at the store or other local venue. This can be a fun way to get people cooking and the competition supplies can be purchased from the Healthy Store.
- Organize a potluck to be hosted at the store or other local venue. Encourage people to bring dishes cooked with the store's produce.
- Connect local growers with the store to discuss stocking local produce. Offering the store manager a dish made with local produce to is a great way to begin conversation. COPE is excited to provide support and facilitation for these discussions.



Photo by Gabriella Marks



Photo by Gabriella Marks

2 | Advertise Locally

Local advertising can raise awareness of the project and the local availability of fruits and vegetables.

- Distribute flyers and other promotions at local chapter houses, churches, senior centers, and schools.
- Create PSA's for local radio stations and newspapers. Navajo Technical University, Diné College, and local middle or high schools might have a student group or class interested in helping with this.

3 | Healthy Food Incentives

Offering small incentives can promote the purchase and use of healthy foods from the Healthy Navajo Store.

- Creating a “Healthy Rewards Card” can encourage customers to purchase fruits and vegetables.



Rewards cards can take different approaches, but an easy option is rewarding customers with a free vegetable after a certain number of produce purchases. This promotion requires extra investment from the store and all Healthy Navajo Stores might not be able to adopt this strategy.

- Create PSA's for local radio stations and newspapers. Navajo Technical University, Diné College, and local middle or high schools might have a student group or class interested in helping with this.

Navajo Fruit & Vegetable Prescription Program

The Navajo Fruit and Vegetable Prescription Program (FVRx) is an innovative program that partners with health care providers and local food retailers to promote healthy eating. Developed by Wholesome Wave, FVRx programs have been successfully implemented throughout the United States. Navajo FVRx is the first FVRx program in a tribal setting. Enrolled customers receive FVRx prescription vouchers from their medical providers to purchase fresh and frozen fruits and vegetables at local participating Healthy Stores on Navajo Nation. Voucher amounts vary, but equal \$1 per day, per family member, to be spent on fresh and frozen produce. For a family of 5, that is \$35 per week to be spent on produce at a participating local store. COPE then reimburses the stores for the redeemed vouchers.

FVRx vouchers give shoppers more resources to buy produce, thus helping increase and guarantee produce sales in small stores. If you think a store in your community would be interested, please reach out to COPE and we can get the conversation started!



Photo by Gabriella Marks

Building a Relationship with the Store Partner

Creating a trusting and respectful relationship with the store partner is crucial to the success of the Healthy Navajo Stores Initiative.

- Understand and respect the store partners' commitments to the project. They have a lot of responsibilities outside of the project, just like you, and learning to balance these can take time.
- Visiting the store on a regular basis (weekly or biweekly) can help the store troubleshoot problems before they become larger. Ask them what time of day is most convenient for a visit, and try to stick to that time.
- If possible, purchase your own produce at the Healthy Navajo Store.
- Learn the store partner and employees' names. It is a small gesture but will go a long way.
- Gently encourage the store partners to become involved in the community. Invitations to community events are appreciated and will help community members to see the store as a positive presence.
- Encourage your church or child's sports events to purchase their snack items or meal ingredients at the Healthy Store.

Identifying Healthy & Traditional Foods to Stock

Store partners may need support in identifying what produce and traditional foods to stock. While COPE will provide support in this area, the community partner can assist as well. Gathering community feedback on what options they would like to see in the store can help inform stocking decisions. For more detailed information, see Healthy Store Toolkit page 28 and Appendix page 47.

- Hang posters in the store with the question, "What fruit or vegetable would you like your Healthy Navajo Store to stock?" Provide a marker attached to the poster and see what is jotted down over the course of a week.
- Through presentations at chapter houses or schools, encourage community members to ask the store manager if they have specific requests for traditional foods or produce. Chances are, the store will be grateful for this feedback!
- Inform the storeowner or manager of community events or ceremonies that might require specific foods. With advance notice, the store may be able to stock appropriate foods and community members or chapter houses can reduce travel time and invest locally.



Photo: COPE Program

Techniques for Sourcing Produce

Understanding where the store's produce is sourced from is an important part of improving your local food system.

1 | Wholesale Distributors

They often carry produce at a lower-than-retail price. Some small stores may work with distributors, however some may not be able to fill the necessary minimum order.

2 | Club Stores

Stores (like Sam's Club, Costco, etc.) serve as sources of produce for many small stores. Often store managers or employees make frequent trips to these stores to buy produce in small batches.

3 | Collective Purchasing

This is an exciting way for small stores to band together and increase their buying power. If store managers are interested, nearby small stores can place joint orders to wholesale distributors. Their combined orders may be large enough to secure lower prices. Choosing one centralized pick-up point can be a challenge, depending on refrigeration space, but patient organizing with store managers can often overcome this obstacle.

4 | Local Farms

Local farmers provide an amazing source of healthy, local produce and if organized correctly, can be the easiest source of fresh produce for a store to purchase. Stocking local food not only invests in the community, but it also avoids lengthy travel times and results in produce that lasts much longer. Depending on the store partner's interest, local produce can be sold on the store's shelves, or through a farmers market organized on the store's property. The community partner can help connect farmers to the store and get the conversation started! COPE and other local partners have resources to help farmers and store partners navigate farm-to-store planning.



Photo by Gabriella Marks

Stocking and Displaying Fresh Fruits and Vegetables:

See Store Toolkit (Page 25)

WIC and SNAP:

See Store Toolkit (Page 30)

Are you interested in offering more healthy food to your community?

Do you want support in making healthy stocking or marketing changes in your store?

Do you want more community members to be interested in shopping at your store?

Do you want to be involved in making your community healthier?



If yes, think about becoming a Healthy Navajo Store.

By stocking fruits and vegetables, as well as traditional Diné foods, you will not only attract new customers to your store, but you will become an invaluable partner in rebuilding healthier Navajo communities. This toolkit serves as a resource to help you design and execute your goals as a Healthy Navajo Store.

What is the Healthy Navajo Stores Initiative?

The Healthy Navajo Stores Initiative is working to harness the potential of small stores in Navajo. These stores, ranging from convenience stores to trading posts, are often the most readily accessible source of food for community members on Navajo Nation. By promoting produce and traditional Diné foods through stocking, display, and promotional changes, a Healthy Navajo Store can provide community members with healthier food options and become leaders in the effort to reclaim a healthier Navajo Nation.

Why Should I participate?

- Free produce displays
- Free marketing posters, tags, recipe cards
- More community interest in shopping at your store
- Technical support on produce handling, storage, marketing, and sourcing
- Become an advocate for healthy Navajo communities

Project Expectations

What do you commit to as a Healthy Navajo Store?

As a Healthy Navajo Store, your store will commit to a baseline set of healthy changes. Depending on your vision and needs, these baseline expectations will be tailored to match your store's unique situation. COPE and the community partner will work with you to create and execute your store goals. The general expectations for a Healthy Navajo Store include commitments to:

- Increase store's stock of fresh, frozen, and canned produce
- Increase store's stock of traditional Diné foods
- Display Healthy Navajo Store Initiative promotional materials
- If applicable, apply to accept WIC or SNAP benefits
- Discuss local produce procurement options with COPE and community partner
- Collaborate with the store's designated community partner

What support and resources can you expect from COPE?

COPE will provide technical and programmatic assistance to your Healthy Navajo Store, with the goal of helping you execute your healthy store goals. As a participating store, you can expect the following:

- Assistance in improving store layout, produce display, and produce storage
- Free marketing materials that promote your store as well as the produce/traditional foods that your store stocks. These materials include posters, shelf-talkers, recipe cards, and signs for outside of your store
- Facilitation of the relationship between you and your community partner, as well as assistance to the partner in carrying out promotional events
- Trainings and information on relevant topics, including how to source, stock, and market produce and traditional foods
- Connections to local growers and strategies for stocking local food
- Assistance with the WIC and SNAP application process
- Regular check-ins and store visits to understand how COPE can assist you further

What support and resources can you expect from your community partner?

The community partner is a motivated member of your community and will work directly with you to support your efforts in increasing fruit and vegetable stock and sales. Marketing, technical, educational, and networking support can take the form of:

- Assistance in improving store layout for storage and display
- Community outreach to current and new customers living and working near the store
- Event organization to promote usage of fruits and vegetables (recipe contests, cooking demonstrations, etc.)
- Connections to local growers and strategies for stocking local food
- Presentations about the HNSI at local Chapter Houses and schools
- Regular store visits to check-in regarding the project

This list is not intended to be definitive and the community partner(s) are encouraged to bring their unique skills, interests, and community connections to the Healthy Navajo Stores Initiative. It is also important to understand and respect the community partners' commitments to the project. They have a lot of responsibilities outside of the project, just like you, and learning to balance these can take time.

Store Selection Process

COPE would love to partner with you on the Healthy Navajo Store Initiative! Currently COPE is focusing on small stores in Navajo, such as convenience stores and trading posts, with the hopes of making the largest impact possible on produce availability.

COPE is always open and excited to work with new communities and stores in Navajo. If you know of another small store that may be interested in this program, or of someone eager to get more produce into their community, please have them contact us and we would be very interested in finding ways to partner. Contact information is located on page 2.



Photo by Gabriella Marks

Project Process

PHASE ONE: Store and Community Outreach

COPE approaches, or is approached by small stores in Navajo, develops relationships with the storeowners and managers, and explains the project's steps and goals. If the storeowner or manager in a particular community is interested in participating, COPE identifies a community member who may be interested in serving as a HNSI community partner. After explaining the project and securing their interest to participate, COPE brings together store and community partners to generate project goals, responsibilities, and expectations.

PHASE TWO: Project Development

COPE and the community partner will work with the selected store to develop a store collaboration plan. This store collaboration plan outlines the store's goals, as well as the support needed and the time frame expected to achieve these goals.

- 1 | COPE will use results from the Navajo Store Assessment Survey to gain a better understanding of the store's inventory, layout, and infrastructure. This data will also serve as the baseline for future evaluations of the project.
- 2 | COPE and/or the community partner will conduct an interview with the storeowner or manager to better understand his or her background, store vision, business model, sales, customers, and sourcing.
- 3 | Informed by the store assessment and manager interview, COPE and the community partner develop a store collaboration plan. The proposed plan will have a variety of conversion options, with different depths of store involvement. The draft is presented to the store manager for feedback, and all three parties work together to agree on a final draft. Each step in the overall collaboration plan should have a date to be completed by and the specific support required by COPE and the community partner.
- 4 | The HNSI collaboration plan is finalized and the store manager, community partner, and COPE representative sign a Participation Agreement.

PHASE THREE: Project Implementation

COPE and the community partner will work with the store partners to implement their conversion goals while providing community outreach and technical support.

- 1 | The store works to fulfill the conversion goals identified in the store collaboration plan, by the agreed upon date. COPE and the community partner will provide technical support during this time.
- 2 | COPE develops promotional materials (posters, shelf-talkers), with input from the community and store representatives. The store strategically places and uses these promotional materials, with support from the community partner and COPE.
- 3 | The store is supportive as the community partner facilitates the community outreach efforts described in the collaboration plan (ex: mural painting, recipe contests/demos, healthy food promotional events, presentations in Chapter Houses, etc).
- 4 | The community partner engages customers and community members to provide feedback to store partners regarding their conversions and stocking strategies. The store works to tailor its offerings to meet community demand, when possible.
- 5 | COPE works with the store to facilitate acceptance of WIC and SNAP. If the store is already an approved WIC and SNAP vendor, efforts will be made to increase community awareness of this resource.
- 6 | COPE and the community partner reaches out to local growers and the store manager to gauge interest in local food and retail collaborations. If there is an interest, all parties will strategize to increase local food availability in the store or on store premises (farmers markets, local food section of store, vendor requirements, product specifications, etc.)

PHASE FOUR: Project Follow-up & Evaluation

Follow-up and evaluation is an ongoing process and involves collaboration among all partners: storeowners or managers, community organizers, and COPE.

- 1 | The storeowner or manager works with COPE to measure specific outcomes from the Healthy Navajo Store Initiative, including amounts and diversity of produce, as well as customer satisfaction and utilization.
- 2 | COPE and the storeowner or manager will have regularly scheduled calls to check-in regarding the project and conversion goals. COPE will also schedule similar calls with the community organizer.
- 3 | The community organizer will conduct regular and informal store visits to provide support to the storeowner or manager and trouble-shoot any problems.
- 4 | COPE will conduct quarterly interviews with the storeowner or manager and community organizer to evaluate and understand the Healthy Navajo Stores Initiative from the perspectives of its primary partners.



Generating the Store Collaboration Plan

When you choose to become a Healthy Navajo Store, COPE will support you in developing a “Store Collaboration Plan.” This plan outlines your store’s goals, as well as the support needed and the time frame expected to achieve these goals. The store partner, community partner, and COPE review and agree upon this plan before it is finalized. To ensure a successful and sustainable store collaboration plan, it is helpful to ask yourself the following important questions:

- What are your motivations for becoming a Healthy Navajo Store?
- What are your store’s strengths? Weaknesses?
- What healthy changes are you most excited about making in your store?
- What healthy changes do you think your customer base will be the most excited by?
- Will produce/traditional foods need to immediately turn a profit in your store, or will they be supplementary to your main profit-pulling items?
- Will you need to make any infrastructural changes? New coolers or shelves? Will these require additional electric costs?
- Looking at your store’s space, where can you place fresh produce so that it can be easily seen by customers?
- Does your store have dry, refrigerated, and or frozen storage for back stock?
- What type of assistance, training, and information do you need?

Marketing and Promotional Tools

Strategic promotion of fruits and vegetables is crucial to the success of a healthy store conversion. Simply increasing fruit and vegetable options in a store unfortunately doesn't guarantee that they will make it onto the plates of community members. Through collaboration among the community partner, storeowner, and COPE, a dynamic and culturally aware marketing strategy can help customers more easily make healthy purchasing decisions. The strategies described in this toolkit fall under two categories: On-Site Marketing and Community Marketing. By combining strategies from both of these categories, stores can become more inviting and approachable, while shoppers become more aware and interested in healthy food options in their local store.

On-Site Marketing Strategies

These strategies focus on physical changes in and around the store that promote an awareness and sale of healthy foods. The basics of on-site marketing include altering store layout to put healthy food in high traffic, high visibility areas, providing clear and attractive signs and displays, and improving the store's overall physical appearance.

1 | Store Layout

A store's layout can help guide consumers to make healthy choices.

Display produce at the register counter

- Having a basket of fresh-looking fruit at the checkout counter can encourage customers to grab a banana or apple instead of a candy bar for a quick snack!
- Use a wicker or wire basket with a cloth or padding in the bottom to prevent bruising of fruit.
- Price the fruit by individual piece rather than weight. Choose a price that is similar to other snack items.
- Display a Healthy Navajo Stores Initiative sign nearby.

Create a special display area or "health zone."

- Creating a special health display will draw customers' attention to healthy items and will encourage them to try new products.
- Set up the display at the end of the aisle where more customers will need to pass by.
- If possible, set up the display so that customers see it upon first entering the store.
- Arrange the display nicely, with each product having its own basket or box. Make supplies look abundant by using smaller baskets.
- Display educational posters and recipe cards in this area. Recipe cards can include shopping lists for other items in the 'Health Zone' area.
- Place signs throughout the store that direct customers to the 'Health Zone.' The candy aisle is a great place to put up directions to the store's fresh fruit!

2 | Exterior Renovations

Improvements to the exterior of a store can make the space more attractive and welcoming for community members and new customers. Be sure to advertise that this business is a part of the Healthy Navajo Stores Initiative!

- Consolidate posters covering the front windows so that customers can see into the store.
- Create a community board for flyers. This will encourage community members to see the store as an active and positive part of their community.
- Replace unhealthy promotional posters (ex: cigarettes or soda) with Healthy Navajo Store signs.
- Make WIC and SNAP signs more prominent (if applicable).
- If the storeowner is interested, organize a community group to design and paint a mural on the side of the store. If a mural isn't of interest, a re-painting party could achieve the same goal!
- Arrange the parking lot to provide space for a pop-up farmers market and local food vendors.



Fresh fruits and vegetables at the Teec Nos Pos Trading Post, a store in the Navajo Nation where PIH launched a healthy eating program in April.

Photo by Cecille Joan Avila / Partners In Health



Photo: COPE Program



In-store display for DC Central Kitchen's Healthy Corners project.

Photo from www.flickr.com/photos/dccentralkitchen

3 | Promotional Materials

Promotional materials sharing information about what foods are healthy and where to find them in the store can highlight new healthy food options and encourage customers to give them a try!

- Shelf-talkers, or small signs placed directly under the item on the shelf, can make healthy and traditional Diné foods stand out from other options and grab a customer's attention.
- Posters encouraging healthy choices and consumption of fruits and vegetables can not only promote new produce, but also brighten up a store's walls.
- Recipe cards for healthy, easy meals can guide customers through a healthy shopping trip. Adding fruits and vegetables to a shopping routine can be overwhelming if you don't know what to purchase or how to use them. By combining an easy recipe with its ingredient list, buying and using fruits and vegetables can become much less overwhelming. Note: Recipes can also be developed for specific health concerns, such as diabetes.

Community Marketing Strategies

Community marketing strategies encourage community members to purchase fruits and vegetables at the Healthy Navajo Store, through community outreach and organization. Community support is essential to the success of the Healthy Navajo Stores Initiative. When a surrounding community feels involved in and proud of their Healthy Navajo Store, they are more likely to support and encourage the store partner in making healthy changes.

1 | Community Engagement

Creating opportunities for community members to get involved in their Healthy Navajo Store will promote investment in the project.

- Host a volunteer party to help the store rearrange displays to promote the new produce.
- Organize a kick-off party to celebrate the launch of the Healthy Navajo Store. Live music, interviews with local media, cooking demonstrations, and recipe contests are great options!

- Work with local artists and youth to design and paint a mural on the side of the store. If the store manager is interested, this can spruce up the store's appearance in a fun, community-driven way.
- Encourage a pledge among community shoppers to support the store by buying a certain amount of produce there on a weekly or monthly basis.
- Work with community youth, local school, or college to organize a social media campaign encouraging the younger generation to buy produce and promote it to friends.
- Host a cooking competition at the store or other local venue. This can be a fun way to get people cooking and the competition supplies can be purchased from the Healthy Store.
- Organize a potluck to be hosted at the store or other local venue. Challenge people to bring dishes cooked with the store's produce.
- Connect with local growers to discuss offering local produce in the store. COPE is excited to provide support and facilitation for these discussions, if desired.



Photo by Gabriella Marks

2 | Advertise Locally

Local advertising can raise awareness of the project and the local availability of fruits and vegetables.

- Distribute flyers and other promotions at local chapter houses, churches, and schools.
- Create PSA's for local radio stations and newspapers.

3 | Healthy Food Incentives

Offering small incentives can promote the purchase and use of healthy foods from the Healthy Navajo Store.

- Creating a “Healthy Rewards Card” can encourage customers to purchase fruits and vegetables. Rewards cards can take different approaches, but an easy option is rewarding customers with a free vegetable after a certain number of purchases. This promotion requires extra investment from the store and all Healthy Navajo Stores might not be able to adopt this strategy.
- Creating recipe cards and/or shopping lists for easy, culturally appropriate meals can be inexpensive to produce, but customers will be very appreciative! COPE will provide stores with the recipe cards included in the appendix.
- Hosting food demonstrations and taste tests at the Healthy Navajo Store can get customers very excited about trying new produce.
- Offering a Fruit and Veggie Passport for kids helps involve the whole family in making healthy shopping decisions. The passport can be a simple paper product that is stamped at the register when their family tries a new fruit or vegetable!



Navajo Fruit & Vegetable Prescription Program

The Navajo Fruit and Vegetable Prescription Program (FVRx) is an innovative program that partners with health care providers and local food retailers to promote healthy eating. Developed by Wholesome Wave, FVRx programs have been successfully implemented throughout the United States. Navajo FVRx is the first FVRx program in a tribal setting. Enrolled customers receive FVRx prescription vouchers from their medical providers to purchase fresh and frozen fruits and vegetables at local participating Healthy Stores on Navajo Nation. Voucher amounts vary, but equal \$1 per day, per family member, to be spent on fresh and frozen produce. For a family of 5, that is \$35 per week to be spent on produce at a participating local store. COPE then reimburses the stores for the redeemed vouchers.

FVRx vouchers give shoppers more resources to buy produce, thus helping increase and guarantee produce sales in small stores. If you think your store would be interested, please reach out COPE and we can get the conversation started!

Building a Relationship with the Community Partner

Creating a trusting and respectful relationship with the community partner is crucial to the success of the Healthy Navajo Store Initiative.

- Understand and respect the community partner's commitments to the project. They have a lot of responsibilities outside of the project, just like you, and learning to balance these can take time.
- Be open to opportunities for community involvement. Expressing interest in attending or hosting community events goes a long way and will help community members to see your store as a supportive presence.



If the product is not something that you would buy for yourself, either because of appearance or price, customers will not buy it either.

Stocking and Displaying Fresh Fruits and Vegetables

With a few changes to your produce handling routine, your fruits and vegetables can last much longer and attract more customers!



- Check the expiration dates and quality of all produce when purchasing or accepting a delivery. If the produce is damaged, discuss this with the supply company and demand a refund or consider changing companies. You have a right to good quality food!
- Use the First In, First Out system. Record the date when a product arrives and make sure to move the older product forward to sell first.



- **Check all produce daily.**
 - If anything is not looking or feeling good, take it out. Customers usually will not buy anything if there is even one bad product in the box.
 - One rotten product in a box can turn the rest of the box rotten because of the ethylene gas that ripening fruit produces.
- **Reorganize produce to highlight abundance!**
 - Refill baskets to make your stock look larger. If there are only a few apples left in a basket, customers will think that they have been picked over, even if they are in great condition.
- **Store produce in bins with moist cloth or burlap over them at night.**
 - This keeps produce, like cabbages and peppers, moist and prevents them from becoming wrinkly.

- Make sure to wash these burlap bags or cloths at least once a week in a hydrogen peroxide and water solution.



All fruits and vegetables do not take to refrigeration equally. Knowing what produce should and should not be refrigerated will help to enhance flavor and appearance.

- **Always Refrigerate.**
 - Apples, Oranges, Grapes, Lemons, Limes, Cantaloupe, Berries, Mushrooms, Salad Mix, Spinach, Peppers, Eggplant, Summer Squash, Green Beans, Carrots
- **Never Refrigerate.**
 - Bananas, Tomatoes, Avocados, Potatoes, Winter Squash, Garlic, Watermelon

Note: These can all be refrigerated if you are worried that they will go bad. Refrigeration will sacrifice a bit of flavor though.
- **Temperature.**
 - It is important to check the temperature of your cooler. 35–40 degrees Fahrenheit is ideal. Keep in mind that produce does not need to be kept as cold as dairy products.



- Wicker tends to get moldy. Using wicker to store hard vegetables that will not spill or leak is the best strategy. Potatoes and onions are good candidates.
- Ideal storage boxes are solid wood or metal.
- Placing a paper, cardboard, or fabric pad in the bottom of the containers holding apples and oranges will help prevent damage and bruising.

- Putting paper covers on garlic/potatoes/onions if stored in direct sunlight will help them last longer without sprouting.
- Pay attention to ethylene when storing fruits and vegetables. Ethylene is a gas released by some fruits and vegetables that causes certain produce to ripen faster. Do not store fruits and vegetables that produce ethylene next to those that are sensitive to ethylene.
 - **Ethylene Sensitive:** Apples, avocados, bananas, broccoli, cantaloupe, cucumber, grapes, lemons, limes, lettuce, onions, peppers, squash, sweet potatoes, watermelon
 - **Ethylene Producers:** Apples, avocados, bananas, cantaloupe, peppers, tomatoes
 - **Not Ethylene Sensitive:** Blueberries, cherries, garlic, oranges, potatoes, strawberries, tomatoes



Display Strategies

- **Abundance, abundance, abundance!**
 - Use smaller baskets and turn them on an angle to appear more abundant.
- **Location, location, location!**
 - Display items that sell well next to the produce that does not.
Example: place apples next to strawberries
 - Place fruit that can be grabbed as a snack at the check-out counter.
Example: bananas, apples, and oranges in the place of candy bars.
 - Items that do not last long should be placed just below eye level to attract maximum attention and sell more quickly. Long lasting items, like potatoes and onions, can be placed on lower shelves.
- **Color, color, color!**
 - Alternate produce in display case by color to draw the eye.
Example: yellow apples, then red apples, then green apples; lettuce, then carrots, then beets

- **Play around with weight vs. individual item pricing.**
 - Sometimes pricing produce per item vs. weight can influence a customer’s decision. Try it out and you might find that customers are more willing to pay \$0.50 per banana than an equivalent price by weight.
 - Potatoes often sell just as well when they’re not in a bag, and they can bring in more revenue this way.



Produce Soaking

- Simply soaking certain types of produce in warm water can reinvigorate them! This usually works well for celery, cabbage, kale, swiss chard, and other leafy greens. This does NOT work for corn, broccoli, cauliflower, green onions, or leeks.
- **Steps:**
 - Cut 1 millimeter off of the stem and place the produce in lukewarm water to soak.
 - After soaking, place produce upside down and let drain for 10-15 minutes to avoid mold.
Note: It is important to catch the vegetables on the first day that they begin to become limp, otherwise soaking will not work as well.



Tricky Produce

- **Bananas:**
 - If you want to **ripen** green bananas: Put them in a covered box with a few yellow bananas and the ethylene gas that the ripe bananas give off will help turn the green bananas yellow.
 - If you want to **slow the ripening** of yellow bananas: Spread out bananas on a shelf and don’t keep them in a box
- **Other banana tips:**
 - Order them green so that they don’t bruise on the journey to the store.
 - Sometimes when you order bananas in the spring, they go from green to brown no matter what you do because they were picked so early.

- **Lettuce:**

- Keep in the plastic that it comes in for best storage.

- **Avocados:**

Having **3 storage stages** for avocados helps your consumers get them at the right stage.

- **First box:** Green avocados that are kept in storage fridge.
- **Second box:** Avocados that need to be ripened are kept in this non-refrigerated storage box.
- **Third box:** Ripe avocados are kept in this display and are ready for customers!



Making the Most of Turning Produce

Making Value-Added Products:

Remember to wash produce before cutting and to refrigerate, label, and date items after preparation.

- **Snack Packs:**

- **Fruit cups**
- **Parfaits** (Fruit cups with yogurt)
- **Cut vegetables with dip** (celery/peanut butter, carrots/hummus, peppers/ranch)

- **Meal Starter Kits:**

- **Kebab Kit** (Peppers, onions, zucchini, and meat)
- **Winter Vegetable Soup Kit** (Squash, potatoes, sweet potato, onion)
- **Stir-fry Kit** (Broccoli, carrots, red bell peppers, zucchini, and mushrooms)
- **Guacamole Kit** (Avocados, jalapeños, onion, garlic, and tomatoes)



Mark Downs

- **For products with an expiration date:**

A few days before that date, determine the cost for an individual product and then mark down to cover costs. You can do this with turning produce as well.

- To avoid hoarding of sale products, post a sign encouraging people to buy only one or two of the sale items so that more people have access to them.



Fruit Fly Tips

Fruit flies are attracted to ethylene gas that fruit gives off as it is ripening

- Apple cider vinegar in a fruit fly trap can distract flies from your produce.
 - Make a fruit fly trap by filling a small Dixie cup with apple cider vinegar, stretching plastic wrap over the top, and poking holes in the plastic wrap.
- Clean storage containers for fruits and veggies once per week in a water & hydrogen peroxide solution.



Frozen Produce

- Frozen packs that are mixed varieties often sell better than one type of fruit or veggie.
- Stock frozen options of the produce that you don't offer fresh. If you have it fresh, chances are people will not buy the frozen version as often.



Value Added Products

Although value added products require you and your employees to put a little bit of work into preparation, they allow you to charge a premium for the final product. Many customers will also appreciate the convenience of the items.

- **Examples:**

- Pre-made salads
- ½ melon filled with berries
- Frozen fruit or vegetable bags
- Canned fruits or veggies
- Fruit cups
- Parfaits (Fruit cups with yogurt)
- Kebab or stew packs
- Smoothies

*When preparing, remember food safety guidelines and keep a good separation between meats and produce.



Photo by Gabriella Marks

Identifying Healthy & Traditional Foods to Stock

Why are healthy foods important?

Healthy foods, including fresh produce and traditional Diné foods, are important for maintaining life-long health, avoiding chronic diseases, and allowing your customers to be their best selves. Fruits and vegetables are both high in vitamins, minerals, and fiber, and low in calories and fat. Traditional Diné foods contain similarly important nutrients and have kept the Diné people healthy and resilient for generations. For more information on these foods, see Appendix page 47.

Healthy Options to Stock

The following are recommendations for stocking healthy produce and traditional food options. However, you are the expert and should feel free to incorporate knowledge about your customer base and sales history to tailor these recommendations. Remember, when presented with new, healthy options, your customers will surprise you with their interest and may have requests!

- **On The Shelf:**

- **Fresh Fruits**

bananas, tomatoes, avocados

- **Fresh Vegetables**

squash, onion, garlic, potatoes

- **Canned Fruit**

canned in 100% fruit juice or no sugar added

- **Canned Vegetables**

sodium free or low sodium (<140mg sodium/serving)

- **Dry Traditional Foods:**

blue corn meal, yellow corn meal, white corn meal, blue corn pancake mix, dried steamed corn, Anaasázi beans, pinto beans, Navajo tea, juniper berries, wild potato

- **In The Cooler:**

- **Fresh Fruits**

apples, oranges, cantaloupes, watermelons, grapes, pears, strawberries, blueberries

- **Fresh Vegetables**

corn, lettuce, celery, carrots, cucumbers, chiles,

cauliflower, cabbage, spinach, jalapeño peppers, mushrooms, broccoli, summer squash, bell peppers

- **Traditional Foods**

mutton, wild onions, wild carrots, choke cherry

• **In The Freezer:**

- **Frozen Fruits**

strawberries, blueberries, peaches, mango, pineapple, mixed fruit

- **Frozen Vegetables**

corn, peas, green beans, carrots, spinach, broccoli, mixed vegetables

Techniques for Sourcing Produce

1 | Wholesale Distributors

Some small stores may work with distributors, however some may not be able to fill a necessary minimum order, if the distributor has one. It is important to ask wholesale distributors certain questions so that you know you are getting the best deal for your store. Consider asking the following:

- How often can you deliver to my store?
- What is the turnaround time between ordering, delivery, and payment?
- Do I have to order a minimum amount of product?
- Am I able to order half cases, broken packs, or even smaller volumes of produce?
- Is my purchasing agent also my delivery provider?

2 | Club Stores

Stores (like Sam's Club, Costco, etc.) may be the source of produce for many small stores. Often store managers or employees make frequent trips to these stores to buy produce in small batches.

3 | Collective Purchasing

This is an exciting way for small stores to band together and increase their buying power. If store managers are interested, nearby small stores can place joint-orders to wholesale distributors. Their combined orders may be large enough to secure lower unit prices. Choosing one centralized pick-up point can be a challenge, depending on refrigeration

space, but patient organizing with other stores can often overcome this obstacle.

4 | Local Farms

Local farmers provide an amazing source of healthy, local produce and if organized correctly, can even be the easiest source of fresh produce for a store's stock. Stocking local food not only invests in the community, but it also avoids lengthy travel times and results in produce that lasts much longer. Depending on the store manager's interest, local produce can be sold on the store's shelves, or a farmers market can be organized on the store's property. COPE and the community partner can help connect farmers to the store managers and get the conversation started. COPE and other local partners have resources to help farmers and store partners navigate farm-to-store regulations.



Photo by Gabriella Marks

WIC and SNAP

WIC (USDA Special Supplemental Nutrition Program for Women, Infants, and Children) is a food and nutrition program designed to help pregnant women, breastfeeding moms, and young families. SNAP (Supplemental Nutrition Assistance Program) is a federal nutrition assistance program that helps eligible families stretch their budgets and buy healthy food.

Becoming a WIC and SNAP certified vendor allows you to make healthy food more affordable for your customers. Accepting these types of payment will help you increase your sales of healthy foods and expand your customer base. Although applying takes time and can be challenging, COPE is very willing to support you in filling out paperwork and understanding application steps. Once you are an authorized WIC and/or SNAP vendor, COPE will continue to work with you to meet the program requirements.

What Foods Can WIC and SNAP Buy?

Customers can buy a lot with their WIC and SNAP benefits; all fresh, frozen, and canned fruits and vegetables, blue cornmeal, tortillas, and many more products that you might already be stocking, such as yogurt, peanut butter and certain breakfast cereals.

Applying to Become a WIC Vendor

A WIC vendor applicant must meet certain criteria, including minimum WIC stock requirements and competitive pricing for WIC foods. A full list of eligibility criteria and further application instructions can be found here:

- For Arizona: <http://azdhs.gov/prevention/azwic/vendors/index.php#manual>
- For New Mexico: <http://archive.nmwic.org/grocers/pdf/VendorManual.pdf#page=13>

Applying to Become a SNAP Vendor

A SNAP vendor applicant must meet certain criteria as well. For example, a SNAP certified vendor must sell three varieties of qualifying foods in each of the four staple food groups, including meat, poultry, or fish; breads or cereals; fruits or vegetables; and dairy products. A full list of eligibility criteria and further application instructions are available here:

- For Arizona and New Mexico: <http://www.fns.usda.gov/snap/retailers-0>



All Photos by Gabriella Marks



RESOURCES

Food Handling and Safety

- **John Philpott**, La Montanita Coop [Gallup] and Silver Stallion Bread
Contact: jphilpott87@gmail.com
- **Alena Paisano**, New Mexico Farm to Table, Farm to Community Director
Contact: alena.paisano@gmail.com
- **Tawnya Laveta**, Local Food Contractor
Contact: tlaveta@gmail.com, 505-660-7779

Healthy Eating and Recipes

- **The Power to Heal Diabetes: Food For Life In Indian Country**
Part One: Healing Diabetes in Indian Country
https://www.youtube.com/watch?feature=player_embedded&v=TL5Od4ML4L4
Part Two: How To Use The Power of Your Plate
https://www.youtube.com/watch?feature=player_embedded&v=jSIEx-vxfC0
Part Three: Cooking Lessons by Chef Lois Ellen Frank, Ph.D.
<http://www.pcrm.org/health/diets/pplate/cooking-lessons-by-chef-lois-ellen-frank>
- **The Power to Heal Diabetes, Food For Life In Indian Country • Power Plate Resources and Recipes**
[http://www.pcrm.org/sites/default/files/pdfs/Navajo Nations/navajo-nations-diabetes-booklet.pdf](http://www.pcrm.org/sites/default/files/pdfs/Navajo%20Nations/navajo-nations-diabetes-booklet.pdf)
- **Food Hero:** <https://www.foodhero.org/>

Traditional Diné Foods

- **Diné Food Sovereignty Alliance**
Contact: Gloria Begay, gloria_begay2004@yahoo.com, 505-923-0378z
- **Navajo Terminology for Foods and Nutrients: Kindness, Caring, and Blessings Through Our Food**
By Frank Morgan and Navajo Nutrition Taskforce

- **COPE Program**

Contact: Ryan Dennison, Food Corp Service Member,
ryan@copeproject.org

Local Foods

- **New Mexico Farm to Table**

Contact: Alena Paisano, Farm to Community Director,
alena.paisano@gmail.com

Contact: Tawnya Laveta, Local Food Contractor,
tlaveta@gmail.com, 505-660-7779

- **Diné Food Sovereignty Alliance**

Contact: Gloria Begay, President,
gloria_begay2004@yahoo.com, 505-923-0378

- **Hasbídító Mobile Market**

Contact: hasbidito.vista@gmail.com and
ojosix@hotmail.com

- **COPE Program**

Contact: Taylor Wilmot, Food Access Coordinator
and former Hasbídító Americorp Vista,
taylor@copeproject.org, 908-938-8426

Food Policy

- **Harvard Food Law and Policy Clinic**

Contact: flpc@law.harvard.edu

Contact: Ona Balkus, Senior Clinical Fellow,
obalkus@law.harvard.edu

- **Navajo Food Policy Toolkit**

[http://www.chlpi.org/wp-content/uploads/2013/12/
Navajo-Food-Policy-Toolkit-May-2015.pdf](http://www.chlpi.org/wp-content/uploads/2013/12/Navajo-Food-Policy-Toolkit-May-2015.pdf)

Contact: Sonlatsa Jim-Martin, REACH Coalition
Manager, sonlatsa@copeproject.org

WIC

- **Navajo Nation WIC**

Contact: Valerie Tsosie, WIC Vendor Coordinator,
valerie.tsosie@nndoh.org, 928-871-7883

- **Arizona**

[http://azdhs.gov/prevention/azwic/vendors/
index.php#manual](http://azdhs.gov/prevention/azwic/vendors/index.php#manual)

- **New Mexico**

[http://archive.nmwic.org/grocers/pdf/VendorManual.
pdf#page=13](http://archive.nmwic.org/grocers/pdf/VendorManual.pdf#page=13)

SNAP

- **Arizona and New Mexico**

<http://www.fns.usda.gov/snap/retailers-0>

Other Healthy Store Projects

- **Healthy Corner Stores Network**

<http://www.healthycornerstores.org/>

- **The Food Trust: Sell Healthy Guide**

*A great resource for increasing healthy food sales
and attracting new costumers.*

[http://thefoodtrust.org/uploads/media_items/
phcsn-sell-healthy-guide.original.pdf](http://thefoodtrust.org/uploads/media_items/phcsn-sell-healthy-guide.original.pdf)

- **Delridge Healthy Corner Store Project: A Toolkit
for Community Organizers and Storeowners**

[http://www.healthycornerstores.org/wp-content/
uploads/resources/Delridge_HCS_Toolkit.pdf](http://www.healthycornerstores.org/wp-content/uploads/resources/Delridge_HCS_Toolkit.pdf)

- **Missouri Stock Healthy Shop Healthy: Community
and Retailer Toolkits**

*Follow through the prompts to download the retailer
and community toolkits.*

[http://extension.missouri.edu/stockhealthy/
downloads.aspx](http://extension.missouri.edu/stockhealthy/downloads.aspx)

- **Apache Healthy Stores Program**

[http://www.healthycornerstores.org/wp-content/
uploads/resources/AHSreport.pdf](http://www.healthycornerstores.org/wp-content/uploads/resources/AHSreport.pdf)

STORE OUTREACH LETTER

TO: Navajo Nation Trading Posts and Convenience Stores

Greetings!

COPE (Community Outreach & Patient Empowerment) is a local non-profit organization that works with many community partners to improve the health of Navajo people. We recently received funding from the CDC to partner with small stores throughout the Navajo Nation to promote local business and increase the availability of fresh fruits and vegetables for residents living far from grocery stores.

We are interested in working with stores on the following activities:

- Enhancing promotions & displays for healthy foods in the store.
- Increasing the availability of healthy food choices in the store.
- Becoming a Fruit & Vegetable Prescription program (FVRx) retailer. Vouchers will be given to local families who can redeem them to purchase fruits and vegetables at your store.
- Families will receive vouchers worth \$1 per household member per day, redeemable only at participating FVRx stores. Stores will be reimbursed for the vouchers by COPE.
- Exploring the feasibility of connecting stores with Navajo farmers to sell fresh, regional produce during the growing season.

We would like to invite your store to participate.

Why Should I participate?

- Free produce displays
- Free marketing posters, tags, recipe cards
- More community interest in shopping at your store
- Technical support on produce handling, storage, marketing, and sourcing
- Become an advocate for healthy Navajo communities

What does it involve?

- Participation in an in-store training(s)
- On-site meetings with COPE Store Team. Typically occur 2–3 months every year.
- Letting us conduct a survey of your store environment once a year for three years.
- We may ask to conduct 1–2 interviews with you for feedback. You would be compensated for your time.
- Allowing customer intercept surveys and/or promotional events at the store.

Please let us know if you have any questions. We look forward to hearing from you and hope you'll partner with us in providing fresh healthy food to Navajo Nation residents.

Memarie Tsosie

Food Access Manager
505.787.0276
memarie@copeproject.org

Onagh MacKenzie

Food Access Intern
585.944.3895
onagh@copeproject.org

Taylor Wilmot

Food Access Project Coordinator
908.938.8426
taylor@copeproject.org

COMMUNITY PARTNER OUTREACH LETTER

Dear Navajo Nation Community Members,

- Are you looking for more healthy food in your community?
- Do you have changes that you want to see in your local store?
- Are you a CHR, PHN, Chapter Official, motivated youth, or other involved community member?
- Is your church group looking for a volunteer project?

If YES, think about becoming a Healthy Navajo Stores Initiative Community Partner!

What is the Healthy Navajo Store Initiative?

COPE (Community Outreach & Patient Empowerment) is a local non-profit organization that works with many community partners to improve the health of Navajo people. The Healthy Navajo Stores Initiative, facilitated by COPE, is working to harness the potential of small stores in Navajo. By promoting produce and traditional Diné foods through stocking, display, and promotional changes, a Healthy Navajo Store can provide community members with healthier food options and become leaders in the effort to reclaim a healthier Navajo Nation. Your help as a community partner is invaluable. By providing support to the store manager and outreach to your community, you will help to build a healthier community and food system for generations to come.

What is the Community Partner's Role?

The community partner will work directly with the selected Healthy Navajo Store to support its efforts in promoting produce and traditional Diné foods. Marketing, technical, educational, and networking support can take the form of:

- Assistance in improving store layout for storage and display
- Community outreach to current and new customers living and working near the store
- Event organization to promote usage of fruits and vegetables (recipe contests, cooking demonstrations)
- Presentations about the HNSI at local Chapter Houses and schools
- Promote connections between local growers and the store to increase local food offerings

This list is not intended to be definitive and the community partners are encouraged to bring their unique skillsets, interests, and community connections to the Healthy Navajo Stores Initiative.

Please let us know if you have any questions. We look forward to hearing from you and hope you'll partner with us in providing fresh healthy food to Navajo Nation residents.

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USING THE COLLABORATION PLANS

Store Partner _____

Date _____

Community Partner _____

The following Collaboration Plans will help plan for your Healthy Stores Initiative project. The community partner and store partner should ideally set aside an hour to discuss these tools, in-person.

Before filling out the Collaboration Plans, the community partner should ask the store manager the following questions. Please write down their responses, for planning purposes. The community partner should share his or her own responses to these questions as well. The store partner will appreciate understanding why they are interested in this project. These questions are meant to start conversation and help with the more detailed planning document.

1. What are the store's main reasons or motivations for making healthy changes?

2. What are the store's main goals for this Healthy Store project?

Goal 1:

Goal 2:

Goal 3:

3. What main types of support will the store need to achieve these goals?

(Possible examples: display materials, promotional materials, storage materials, food demonstrations, staffing, produce handling training, community events)

4. Thinking about healthy changes in the store, what does the manager want the store to be like in one year?

After this initial conversation, please move into filling out the Collaboration Plans.

These are broken into different plans for:

- **Stocking**
- **Marketing**
- **Community Partnerships**

Each separate plan is then organized by level of involvement:

- **Healthy Store**
- **Healthy Store Hero**
- **Healthy Store Champion.**

Each increasing level of involvement corresponds to increasing incentives for the store.

Incentives are explained on Page 45.

Steps for filling out Collaboration Plans:

- 1 | Explain planning purpose of Collaboration Plan and how it is organized.**
- 2 | Enhancement:**
Begin with Stocking Collaboration Plan.
Explain each enhancement option.
Ask the store manager what options interest them.
- 3 | Current Status:**
For each enhancement option, ask the manager about the store's current status in relation to that enhancement and write this down. If you can, do a visual inspection before the planning session. This can reduce planning time and the store manager will appreciate that you have already gotten to know the store.
- 4 | Commitment:**
For the indicated enhancement options, ask the store manager what commitment they are willing to make. Write this down. Be very specific. For example, record exactly how many types of fresh fruit the store manager would like to increase.
- 5 | Support Needed:**
Ask the store manager what support they will need to accomplish these commitments. Write this down and be very specific. Indicate if there is a specific person who will be providing certain types of needed support and its estimated frequency.
- 6 | Timeline:**
Ask the store manager about an appropriate timeline for completing each enhancement to which they have committed. This does not need to be a specific date, but rather a general timeline, e.g. 1 year or 6 months.
- 7 | Repeat this process for the Marketing and Community Partnerships Collaboration Plans.**
- 8 | Both the store manager and community partner should retain a copy of the filled-in Collaboration Plans.**

Note:

Store managers do not need to commit to every enhancement within their specific involvement level. Healthy changes will only be successful if the store is willingly committed to them and they should never be pushed upon the store. Enhancements should only be agreed upon if the store has genuine interest.

STOCKING COLLABORATION PLAN

	Enhancement	Current Status	Commitment	Support Needed	Timeline
Healthy Store	Fresh Fruit				
	Fresh Vegetables				
	Frozen Fruit (No additives)				
	Frozen Vegetables (No additives)				
	Canned Fruit (100% fruit juice)				
	Canned Vegetables (No added salt)				
Healthy Store Hero	At least 4 varieties of each: <ul style="list-style-type: none"> • Fresh Fruits • Fresh Vegetables • Frozen Fruits • Frozen Vegetables • Canned Fruits • Canned Vegetables 				
	At least 2 traditional Diné foods				
Healthy Store Champion	At least 6 varieties of each: <ul style="list-style-type: none"> • Fresh Fruits • Fresh Vegetables • Frozen Fruits • Frozen Vegetables • Canned Fruits • Canned Vegetables 				
	At least 3 traditional Diné foods				
	Locally grown produce or traditional foods				

MARKETING COLLABORATION PLAN

	Enhancement	Current Status	Commitment	Support Needed	Timeline
Healthy Store	HNSI Signs (Inside and Outside)				
	WIC/EBT Signs				
	Fruit and Vegetable Shelf-talkers				
Healthy Store Hero	Display fruit at register				
	Display recipe cards near produce				
	Traditional foods shelf-talkers				
	Replace unhealthy posters on store windows with HNSI posters				
Healthy Store Champion	Create 'Health Zone'				
	Offer value-added healthy products (fruit cups, etc.)				
	Healthy Food Incentive Card				
	'Locally-grown' Shelf-talkers				
	Organize parking lot to allow for local produce vendors/market				

COMMUNITY PARTNERSHIPS COLLABORATION PLAN

	Enhancement	Current Status	Commitment	Support Needed	Timeline
Healthy Store	Collaboration with Community Partner to host food demonstrations				
	Apply for WIC/SNAP certification				
Healthy Store Hero	Work with Community Partner to host a 'Healthy Store' kick-off party				
	Work with Community Partner to create a community bulletin board				
Healthy Store Champion	Work with Community Partner to host a cooking event or community potluck				
	Allow local youth or artist to paint a mural on the side of the store				
	Fruit & Veggie Passport				

USING THE COLLABORATION FOLLOW-UP FORMS

After filling out the Collaboration Plans, the community partner should show the store manager the Follow-up Forms and describe how they will be used to check-in on progress. They are organized similarly to the Collaboration Plans, separated by Stocking, Marketing, and Community Partnerships, and then additionally by levels of involvement. It should be stressed that they are meant to serve as project tools, not evaluation forms.

Steps for filling out Follow-Up Forms:

1 | 3-month Check-in:

Communicate with the store manager and set up a time to do an in-person check-in at the store.

2 | Agreed Upon Commitment:

Copy the content from the 'Commitments' column of the Collaboration Plan into the 'Agreed Upon Commitments' column of the Follow-Up form.

3 | 3-Month Review:

At the store, do a visual inspection of the enhancements committed to by the store. Discuss the enhancements with the store manager. Keep in mind the agreed upon timeline when measuring progress. Record the progress in the column. Mark date of visit.

4 | If the store has not achieved an enhancement they committed to, do not react negatively. Remember to ask if they need any additional support and make a plan accordingly. Compliment any enhancements that have been completed or are in progress.

5 | 6-Month and 1-Year Reviews:

Let the store manager know that you will be doing a similar follow-up visit in 3 months. During that follow-up visit arrange a time for a third follow-up visit in 6 months time.

STOCKING FOLLOW-UP FORM

	Enhancement	Agreed Upon Commitment	3-Month Review Date: / /	6-Month Review Date: / /	1-Year Review Date: / /
Healthy Store	Fresh Fruit				
	Fresh Vegetables				
	Frozen Fruit (No additives)				
	Frozen Vegetables (No additives)				
	Canned Fruit (100% fruit juice)				
	Canned Vegetables (No added salt)				
Healthy Store Hero	At least 4 varieties of each: <ul style="list-style-type: none"> • Fresh Fruits • Fresh Vegetables • Frozen Fruits • Frozen Vegetables • Canned Fruits • Canned Vegetables 				
	At least 2 traditional Diné foods				
Healthy Store Champion	At least 6 varieties of each: <ul style="list-style-type: none"> • Fresh Fruits • Fresh Vegetables • Frozen Fruits • Frozen Vegetables • Canned Fruits • Canned Vegetables 				
	At least 3 traditional Diné foods				
	Locally grown produce or traditional foods				

MARKETING FOLLOW-UP FORM

	Enhancement	Agreed Upon Commitment	3-Month Review Date: / /	6-Month Review Date: / /	1-Year Review Date: / /
Healthy Store	HNSI Signs (Inside and Outside)				
	WIC/EBT Signs				
	Fruit and Vegetable Shelf-talkers				
Healthy Store Hero	Display fruit at register				
	Display recipe cards near produce				
	Traditional foods shelf-talkers				
	Replace unhealthy posters on store windows with HNSI posters				
Healthy Store Champion	Create 'Health Zone'				
	Offer value-added healthy products (fruit cups, etc.)				
	Healthy Food Incentive Card				
	'Locally-grown' Shelf-talkers				
	Organize parking lot to allow for local produce vendors/market				

COMMUNITY PARTNERSHIPS FOLLOW-UP FORM

	Enhancement	Agreed Upon Commitment	3-Month Review Date: / /	6-Month Review Date: / /	1-Year Review Date: / /
Healthy Store	Collaboration with Community Partner to host food demonstrations				
	Apply for WIC/SNAP certification				
Healthy Store Hero	Work with Community Partner to host a 'Healthy Store' kick-off party				
	Work with Community Partner to create a community bulletin board				
Healthy Store Champion	Work with Community Partner to host a cooking event or community potluck				
	Allow local youth or artist to paint a mural on the side of the store				
	Fruit & Veggie Passport				

INCENTIVE STRUCTURE

Commitment	Incentive	Requirement
<p>Participation in Healthy Navajo Store Initiative</p>		<p>Displays should only be used to display produce and traditional foods.</p> <p>Verified at 3-month visit</p>
<p>Commit to carryout and maintain at least 4 Healthy Store Enhancements</p> <p>Verified at 3-month visit</p>		<p>Displays should only be used to display produce and traditional foods.</p> <p>Verified at 6-month visit</p>
<p>Commit to carryout and maintain at least 4 Healthy Store Hero Enhancements</p> <p>Verified at 3-month visit</p>		<p>Displays should only be used to display produce and traditional foods.</p> <p>Verified at 6-month visit</p>
<p>Commit to carryout and maintain at least 4 Healthy Store Champion Enhancements</p> <p>Verified at 3-month visit</p>		<p>Displays should only be used to display produce and traditional foods.</p> <p>Verified at 6-month visit</p>

PARTICIPATION AGREEMENT

This participation agreement outlines the activities that will be performed by **COPE program**, **Community Partner:** _____, and **Store Partner:** _____.

Through this agreement, a strong partnership between all parties will be formed with the goal of increasing healthy food access within Navajo communities. This participation agreement will be effective from _____ to _____.

Store Partner: _____ is committed to the health and wellbeing of its community and pledges to do the following with the support of the designated Community Partner and COPE staff.

- Stock fresh, frozen, and canned fruits and vegetables, and traditional Diné foods.
- Display Healthy Navajo Stores Initiative marketing materials, and other materials provided by COPE.
- Work with the community partner and COPE to establish community partnerships and host community events.

Community Partner: _____ is committed to the health and wellbeing of its community and pledges to do the following with the support of the designated Store Partner and COPE staff.

- Collaborate with the store partner and COPE to organize community events promoting the usage of produce and traditional foods.
- Support the store partner in store layout and healthy marketing strategies.
- Facilitate store/community partnerships and communication.

COPE will support the efforts of **Store Partner:** _____ and

Community Partner: _____ to increase access to healthy foods by:

- Providing resources, including Healthy Navajo Stores Toolkit, posters, shelf-talkers, and exterior signs.
- Providing technical assistance and relevant trainings in improving store layout, produce display, and produce storage.
- Facilitating the relationship between store partner and community partner.

Print Name

Print Name

Print Name

Sign

Sign

Sign

Date

Date

Date

Store Partner

Community Partner

COPE Staff

TRADITIONAL DINÉ FOODS CHART

Diné Food | *An insight, the impact of Colonization on Diné Food*

Our Diné ancestors and many indigenous tribes adapted to consume, survive, and thrive on foods native to particular homelands and ecosystems. These foods are cultivated plants, wild plants, herbs, wild life, minerals and fungi. Acknowledging any additional ingredients were acquired through trade with neighboring tribes and their homelands.

Three groups make Diné cuisine today:

- **Ancestral Food**

Includes cultivated and wild plants that were used pre-European conquest

- **Traditional Food**

Introduced upon the first European contact of the Americas but now inseparable from the tribe's identity.

- **Commodity Food**

Rations of packaged food by the U.S. government during the reservation period and still being distributed today.

Grains, Seeds & Minerals

Ancestral Food	- Juniper Tree Sap - Honey - Bee Pollen - Dleesh (white clay) - Juniper Berries	- Nashch'ii' (Piñon nuts) - Acorn - Sunflower Seeds - Nididliidii' (Rice Grass) - T'oh Dahakałii (Sacaton Grass)	- K'ostsé (Wild Mustard / Tumble Mustard Seeds) - T'ohdeii (Goosefoot)
Traditional Food	- Neeshjizhi (Dried Steam Corn) - Dahyistin (Chilled Corn Meal) - Hashch'éeé Dáá' (Corn Meal, Sumac Berries with Dleesh) - Bé'est'óní (Blue Corn Tamales) - Tóshchíín (Corn Meal Pudding)	- Naadaa doot'izhi Abe' Bee Neezmasí (Blue Corn Pancakes) - Tsé'ást'éeí (Piki Bread) - Tortillas - Corn Meal - Alkaan (Corn Cake) - Tamale	- Nitsidigo'l (Kneel Down Bread) - Roasted Corn - Blue Bread - Ts'ał Bee (Corn Coffee Creamer) - Hominy - Chokecherry Paddies
Commodity Food	- Fry Bread - Neeshch'ííłgai (Cashew) - Neeshch'ííłbáhí (Peanut) - Ha'ałtsédii (Walnut)	- Neeshch'íínímazí (Hazelnut) - Neeshch'íí' Hááheeshchii'í (Almond) - Neeshch'ííłchíí' (Chestnut)	- Flour - Baking Powder - Pasta

Herbs & Vegetables

Ancestral Food	- Dłohweeh (Telesperma Navajo Tea)	- Taa'niil (Juniper Ash) - Gad Bileeshchi' (Cedar Ash)	- Sage
Traditional Food	- Naadaa' (Corn) - Na'yízí (Squash) - Naayízí (Acorn Squash) - Naayízíts'ózí (Zucchini) - Náá'ádjjh (Wild Mushrooms)	- Na'ohí (Beans), - Azeedích'íí' (Peppers) - Dłohchin (Wild Onions) - Cháát'jni (Wild Carrots) - Naayízłch'íí' (Pumpkin)	- Waa' (Wild Spinach) - Pigweed - Beeweed - Nímasii (Wild Potatoes)
Commodity Food	- Ch'il łhichí (Tomatoes) - Ta'neesk'ání áłts'óózígíí (Cucumber) - Ch'il łgaií (Cauliflower)	- Ch'il Doot'izhí (Broccoli) - Ch'il łgaií (Cabbage/Lettuce) - Haza'aleehtsoh (Celery) - Dehydrated Potatoes	- Jádí Nát'oh/Ch'áldáá' (Asparagus) - Coffee - Sugar

Milk/Dairy

Ancestral Food	- Breast Milk		
Traditional Food	- Breast Milk	- Goat Milk	- Goat Milk Cottage Cheese
Commodity Food	- Cow Milk - Nonfat Dry and Evaporated Milk	- Cheese - Powered Eggs - Baby Formula	- Crackers - Bread

Fruits

Ancestral Food	- Hashk'aan (Banana Yucca Fruit) - Squash Blossoms - Ch'ééjyáán (Watermelon) - Chiikchin (Sumac Berries)	- Kinji'ahí (Gooseberry) - Ribes Cereum (Wax Currant) - Boxthorne Berries - Wolfberry	- Dah Woozh (Wild Strawberries) - Chi'l Na'at'o'ii (Wild Grapes) - Prickly Pear Fruit - Chokecherries
Traditional Food	- Didzétsoh (Peach) - Hashk'aan (Bananas) - Didzétsoh Yázhí (Apricot) - Ch'il Na'at'o'ii (Raisin)	- Chi'l na'at'o'iitsoh (Prune/Plum) - Ta'neesk'ání (Cantaloupe) - Ta'neesk'ání łagaií (Honeydew Melon) - Bilasáana (Apple)	- Ch'il łitsxooí Nitsaaígíí (Grapefruit) - Ch'il łitsxooí (Orange) - Didzétsoh łikaní (Nectarine) - Bilasáana Bitsee' Hólóní (Pear)
Commodity Food	- Dried Peaches - Bananas - Apricots	- Raisins - Prunes - Plums	- Nectarines - Pears

Meat/Fats

Ancestral Food	- Jádí (Deer, Pronghorn Antelope) - Dzééh (Elk) - Gaah (Rabbit)	- Dló'ii (Black Feet Ferret) - Tazhii (Turkey)	- Prairie Dog - Iyaani (Buffalo)
Traditional Food	- Tsétah Dibé (Churro Sheep/ Desert Bighorn Sheep) - Łii' (Horse) - Béégashii (Cow) - Bisóodi (Pig)	- Na'ahóohai (Chicken) - Naal'eełí (Duck) - Achii' (Sheep intestine with mutton fat) - Blood Sausage	- Ribs - Sheep Brain - Liver - Abid (Sheep Stomach)
Commodity Food	- Béégashii bitsj' yik'ánígíí (Ground Beef) - Béégashii bitsj' atk'íniilgizhígíí (Steak) - Bisóodi bitsj' (Pork)	- Corn Beef - Sardines - Chicken - Spam	- Lard - Vegetable Shortening - Corn Syrup

RECIPE CARDS



Vegetable Fritters

Vegetable Fritters

Prep Time: 10 min **Cook Time:** 10 min

Total Time: 20 min

Yield: 4 Servings

Batter Ingredients:

- 1/3 cup unbleached or whole-wheat flour (Healthy Tip: substitute oats for flour!)
- ½ teaspoon baking powder
- ½ teaspoon salt
- 1/3 teaspoon pepper
- 2 eggs (beaten)
- Oil for the pan (canola, coconut, or olive oil)

Batter Directions:

1. Mix together the ingredients to form a smooth batter.
2. Now add one of the following options and mix in gently.

Option 1: Summer Squash Fritter

- 3 cups of summer squash (zucchini or yellow squash) shredded
- 1/3 cup onion, chopped up small
- 1/3 cup bell pepper, chopped up small
- 2 cloves garlic, chopped up small
- 1 Tablespoon fresh parsley, chopped (optional)

* *Optional flavor: add fresh jalapeño, diced*

Option 2: Corn Fritter

- 2 cups fresh or frozen corn (low sodium)
- 2 Tablespoons milk

Option 3: Broccoli-Carrot Fritter

- 2 cups fresh or frozen broccoli (low sodium), chopped up small
- 1 cup fresh or frozen carrots (low sodium), shredded
- 2 cloves garlic chopped up small
- 1 Tablespoon fresh dill chopped (optional)

* *Optional flavor: add fresh jalapeño, diced*

Fritter Directions:

1. Lightly coat a frying pan with oil and heat to medium hot temperature.
2. Drop spoonfuls of batter onto the frying pan, like pancakes.
3. Make sure the fritters are not too thick otherwise the inside will take a long time to cook.
4. Fry one side until golden brown, then turn and cook on the other side until done. Enjoy!

Note: Feel free to add any other spices, herbs, or vegetables to the fritters!

* *Recipe adapted from the "Simply in Season".*

RECIPE CARDS



Three Sisters Stir-fry

Prep Time: 20 min **Cook Time:** 15 min

Total Time: 35 min

Yield: 4-6 Servings

Ingredients:

- 1 medium winter squash, peeled and cubed into dice-sized pieces (save time by roasting the squash first at 375° for 30 minutes and then peeling and cubing)
- 1 red bell pepper, diced
- ½ onion, diced
- ½ cup fresh or 1-4oz. can of green chilies
- 1-cup fresh or 1-15oz can diced tomatoes (low sodium)
- 1-cup fresh or frozen sweet corn (low sodium)
- ¾ cup dried black beans, cooked, or 1-15oz can black beans (low sodium)
- 1 Tablespoon black pepper
- 1 clove garlic or 1 Tablespoon garlic powder
- 1 Tablespoon cumin
- 1 Tablespoon canola oil
- Vegetable broth as needed (low sodium)

* *Optional: cook 2-3 cups brown rice to serve under stir-fry*

* *Optional flavor: Hot sauce, salsa, or avocado for topping*

Instructions:

1. In a large skillet, heat a splash of oil over high heat. (Healthy tip: skip the oil and stir-fry with water!).
2. Add the cubed squash. Reduce to medium-high and cook, stirring frequently.
3. Add vegetable stock as needed to prevent squash from sticking to the pan and drying out.
4. Once the squash starts to become tender (about 10 min), add onions and peppers. Continue to stir frequently.
5. Once onions, peppers, and squash have reached a desired tenderness, add the green chilies, diced tomatoes, corn, and black beans. Stir.
6. Cook for 1-2 min. Add black pepper, cumin, and garlic powder.
7. Give it a couple more good stirs.
8. Enjoy on its own or over a bed of brown rice.

* *Recipe adapted from coleadamrd.blogspot.com*

RECIPE CARDS



Blue Corn Mush

Prep time: 3 min **Cook time:** 15 min

Total time: 18 min

Yield: 2-3 Servings

Mush Ingredients

- 3 cups of water
- 1 Tablespoon juniper ash
- 1 cup blue cornmeal w/ 1 cup of cold water

Instructions

1. In a pot, mix 1 Tablespoon of juniper ash with 3 cups of water, bring to a boil.
2. In a separate bowl, whisk one cup of blue cornmeal and one cup of cold water together.
3. When pot of ash and water are boiling, lower the heat and slowly stir the cornmeal and continue to stir for 10-15 minutes
4. When desired consistency of mush has been reached, let it simmer and cool.
5. Enjoy as is or with delicious toppings!

Topping Ingredients

- Fruit (fresh, frozen, dried): berries, apples, melon, peaches, apricots, raisins
- Nuts: almonds, walnuts, pinons
- Other toppings: granola, honey oats

* Note: For a firmer mush, use less water. A firmer mush can be fried in chunks, not possible with a mush that contains too much water.

Blue Corn Bread Patties

Prep time: 3 min **Cook time:** 15 min

Total time: 18 min

Yield: 2-3 Servings

Complete the blue corn mush recipe.

Additional Ingredients

- ½-1 cup of dried blue corn meal
- 1 teaspoon salt in ½ cup cold water
- 1 Tablespoon canola or coconut oil

Instructions

1. Heat frying pan over medium heat.
2. In a bowl, add dried blue corn meal to the blue corn mush (already made), so that the consistency becomes firmer. It should be able to form a ball. If its too dry, add a small amount of water
3. After rolling into a ball, break off hand size pieces to make paddies. Dip each side of paddies into ½ cup of salt water.
4. Fry over pan until the corn meal is cooked on each side to enjoy.

* Delicious side dish to a Three Sisters Stir-fry or stew!

RECIPE CARDS



A.L.T.T. Wrap (Avocado, Lettuce, Tomato, Turkey)

Prep Time: 5 min

Yield: 2 Servings **Serving Size:** 1/2 wrap

Ingredients:

- 1 cup chopped lettuce
- ½ cup chopped tomato (1 small tomato)
- 1 Tablespoon light Ranch dressing
- ½ cup chopped avocado (1 small avocado)
- 1 cup turkey, chopped. Use fresh meat or leftovers when possible, lunchmeat if fresh is not available.
- 1 large (10" burrito size) whole-wheat tortilla (or blue corn tortilla)

* *Optional: onions, cucumbers, or alfalfa sprouts*

Instructions:

1. Put lettuce, tomatoes, and Ranch dressing in a medium bowl. Stir to combine.
2. Add avocado and turkey. Stir gently.
3. Pour onto tortilla. Wrap like a burrito.
4. Enjoy!

Other Yummy Wrap Combinations:

1. Light sour cream or cream cheese, cucumber, bell pepper, turkey, lettuce.
2. Egg Salad: 1-2 hard boiled eggs, grapes, lettuce, bell pepper, Greek yogurt.
3. Tuna Salad: 1 can tuna, celery, lettuce, bell peppers, low fat plain yogurt.

* Recipe adapted from Power Play Kids Cookbook

RECIPE CARDS



Healthy Fruit Crumble

Healthy Fruit Crumble

Prep Time: 10 min **Cook Time:** 25 min

Total Time: 35 min

Yield: 4 Servings

Ingredients:

- 2 ½ cups any fresh or frozen fruit: blueberries, strawberries, peaches, plums, or apples
- 1 Tablespoon granulated sugar, or honey
- 3 Tablespoons whole-wheat flour
- Juice squeezed from ½ orange, or use orange juice (about 1-2 Tablespoons)
- ½ cup rolled oats
- ¼ cup chopped almonds, pecans, walnuts, or your other favorite nut!
- 3 Tablespoons brown sugar
- ¼ Tablespoon ground cinnamon
- 2 Tablespoons canola oil, or coconut oil

Instructions:

1. Preheat oven to 400°F
2. Combine fruit with granulated sugar, 1 Tbs. flour and the orange juice. Place into a pie or baking dish.
3. Combine oats, nuts, brown sugar, the remaining 2 Tbs. flour, and cinnamon. Drizzle with oil and stir to combine.
4. Sprinkle oat mixture over the fruit mixture. Place the dishes on a baking sheet.
5. Bake until the fruit is bubbling and the topping is golden, 20 to 25 minutes. Let stand for at least 10 minutes before serving.

* *Tip: If you don't have access to an oven, cook the fruit over the stove until soft, and then microwave the fruit with the crumble for 10 minutes.*

* Recipe adapted from www.eatingwell.com

RECIPE CARDS



Southwest Dip and Veggies

Prep Time: 3 min

Yield: 4 Servings

Southwest Dip Ingredients:

- 1 cup plain low-fat yogurt (use Greek yogurt for thicker dip)
- ½ teaspoon cumin
- ½ teaspoon chili powder
- ½ teaspoon dried or fresh cilantro (optional)
- ¼ teaspoon salt
- ¼ teaspoon cayenne pepper

Instructions:

1. Combine all ingredients in a plastic container.
2. Adjust seasonings to personal taste.
3. Cut your choice of vegetables into bite sized pieces.
4. Dip those veggies in and enjoy!

Vegetable Dipper Options:

- Carrots, broccoli, cauliflower, celery, cucumbers, peas, peppers, or tomatoes

Ranch Dip and Veggies (alternative)

Prep Time: 3 min

Yield: 4 Servings

Ranch Dip Ingredients:

- 1 cup plain low-fat yogurt (use Greek yogurt for thicker dip)
- ½ teaspoon salt
- ½ teaspoon onion powder
- ½ teaspoon garlic powder
- 1 teaspoon fresh or dried dill
- 1 teaspoon fresh or dried parsley
- ½ teaspoon ground black pepper

Instructions:

1. Combine all ingredients in a plastic container.
2. Adjust seasonings to personal taste.
3. Cut your choice of vegetables into bite sized pieces.
4. Dip those veggies in and enjoy!

Vegetable Dipper Options:

- Carrots, broccoli, cauliflower, celery, cucumbers, peas, peppers, or tomatoes

RECIPE CARDS



Overnight Oatmeal

Overnight Oatmeal:

Prep Time: 5 min **Active Time:** 5 min

Total Time: Refrigerate overnight or at least 6 hrs

Yield: 1 Serving

This is an easy, healthy breakfast for on-the-go families. There are many different variations that are easy to try.

Ingredients:

- 1 clean jar with lid
- ½ cup – 1 cup rolled oats
- 1 cup milk
- 2 Tablespoons nuts or seeds (almonds, walnuts, pecans, pinons or sunflower seeds)
- 1 teaspoon of your favorite spice (cinnamon, nutmeg or pumpkin pie spice)
- 1 teaspoon of your favorite sweetener (brown sugar, maple syrup or honey)
- ¼ - ½ cup sliced fruit (bananas, apples, berries – fresh or frozen)

* *Optional: 2 Tablespoons peanut butter*

* *Optional: 4 Tablespoons low fat yogurt of choice*

Instructions:

1. In a jar or small bowl add milk, sweetener, and spices. Stir with a spoon to combine. If desired, add peanut butter now.
2. Add oats and stir a few more times. Make sure all oats are mixed with milk.
3. Cover with a lid or plastic wrap and set in the refrigerator overnight (or at least 6 hours).
4. Open up and top with fruit and nuts. Enjoy!

* *Overnight oats will keep in the refrigerator for up to 2 days.*

Yummy Combinations:

- 5. Peanut Butter Banana
- 6. Cinnamon Apple
- 7. Berry Medley (strawberry, blueberry, raspberry)
- 8. Blueberry Banana

* *Recipe adapted from minimalistbaker.com and hurrythefoodup.com*

PROMOTIONAL ITEMS



Shelf-Talkers are a great way to draw attention to your store’s healthy options or to advertise sales!

Be clever! Suggest certain fruits as “Tonight’s Dessert!” or use big, bold type to mark sale items. Write produce prices clearly. Customers have been shown to buy more produce when prices are clearly marked on shelf talkers.

Fruit and Veggie Passport

Be a Fresh Food Explorer!
Get your passport stamped every time you try a new fruit or veggie!

Fresh Produce Loyalty Card

A number will be stamped each time you buy a fresh produce item.
When 10 numbers are stamped, turn this card in for a free fresh-produce item.

1	2	3	4	5
6	7	8	9	10

DECODING NUTRITION LABELS

Amount Per Serving		% Daily Value*	
Calories 250 Calories from Fat 110			
Total Fat 12g			18%
Saturated Fat 3g			15%
Trans Fat 3g			
Cholesterol 30mg			10%
Sodium 470mg			20%
Total Carbohydrate 31g			10%
Dietary Fiber 0g			0%
Sugars 5g			
Proteins 5g			
Vitamin A			4%
Vitamin C			2%
Calcium			20%
Iron			4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	85g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g

For educational purposes only. This label does not meet the labeling requirements described in 21 CFR 101.9.

1 Serving Size

This section is the basis for determining number of calories, amount of each nutrient, and %DVs of a food. Use it to compare a serving size to how much you actually eat. Serving sizes are given in familiar units, such as cups or pieces, followed by the metric amount, e.g., number of grams.

2 Amount of Calories

If you want to manage your weight (lose, gain, or maintain), this section is especially helpful. The amount of calories is listed on the left side. The right side shows how many calories in one serving come from fat. In this example, there are 250 calories, 110 of which come from fat. The key is to balance how many calories you eat with how many calories your body uses. **Tip:** Remember that a product that's fat-free isn't necessarily calorie-free.

3 Limit these Nutrients

Eating too much total fat (including saturated and trans fat), cholesterol, or sodium may increase your risk of certain chronic diseases, such as heart disease, some cancers, or high blood pressure. The goal is to stay below 100%DV for each of these nutrients per day.

4 Get Enough of these Nutrients

Americans often don't get enough dietary fiber, vitamin A, vitamin C, calcium, and iron in their diets. Eating enough of these nutrients may improve your health and help reduce the risk of some diseases and conditions.

5 Percent (%) Daily Value

This section tells you whether the nutrients (total fat, sodium, dietary fiber, etc.) in one serving of food contribute a little or a lot to your total daily diet.

The %DVs are based on a 2,000-calorie diet. Each listed nutrient is based on 100% of the recommended amounts for that nutrient. For example, 18% for total fat means that one serving furnishes 18% of the total amount of fat that you could eat in a day and stay within public health recommendations. Use the Quick Guide to Percent DV (%DV): 5%DV or less is low and 20%DV or more is high.

6 Footnote with Daily Values (DVs)

The footnote provides information about the DVs for important nutrients, including fats, sodium and fiber. The DVs are listed for people who eat 2,000 or 2,500 calories each day.

— The amounts for total fat, saturated fat, cholesterol, and sodium are maximum amounts. That means you should try to stay below the amounts listed.