



BLUE ZONES PROJECT®



THE HEALTHY CHOICE CAN BE THE EASY CHOICE.

Boost Healthy Profits. Strengthen Your Community.

Blue Zones Project lines up perfectly with who Central Market is, providing great fresh food and easy selections and choices for families.

-Austin Jourde,
General Manager,
Central Market

A high-performing grocery store needs a strong customer community. The products you feature and the service you offer help draw shoppers and build loyalty. Sustaining your success means staying connected to what matters in your community.

Blue Zones Project is now at work in your community linking people, places, and policy to make healthy choices easy choices. You may have heard about the original blue zones—places where people live longer, with a higher quality of life and lower rates of disease. Blue Zones Project leverages findings about these places and other well-being research to create new Blue Zones Communities® across North America.

Grocery stores, restaurants, worksites, schools, faith-based organizations, civic groups, and city governments are vital parts of Blue Zones Communities. You can join the movement by taking the Blue Zones Project Grocery Store Pledge. Complete the pledge to unlock healthy benefits for your store and your community.

BENEFITS FOR GROCERY STORES

Healthy sales. Through Blue Zones Project involvement in Albert Lea, Minnesota, and seven Iowa communities, Hy-Vee grew sales of healthy product categories like whole grains, produce, frozen vegetables, and healthy snacks.

- 60% increase in space dedicated to produce at one Hy-Vee in Mason City, Iowa, led to a 75% or \$6,000 increase in weekly produce sales.
- Water sales rose from 39.6 to 48.7% of units sold in checkout-lane coolers in Spirit Lake, Iowa.
- Healthy changes in checkout aisles and beverage coolers resulted in an increase in overall revenue, with healthy snack bar sales increasing 99% and healthy beverage sales growing 151% in Cedar Falls, Iowa.



BLUE ZONES PROJECT®

Customer growth. Blue Zones Project social media, web, and community promotions connect your store to potential new customers and other involved organizations.

- Participating Iowa communities averaged 70% public awareness with several communities reaching nearly 90%. More than 50% of residents reported being highly engaged in the Project.

Customer and staff satisfaction. The Blue Zones Project Grocery Store Pledge fits with evolving consumer preferences for healthier foods. Participation helps you optimize and showcase these offerings. Involvement also sends a positive message to customers and employees: you're doing your part to help your community thrive.

WE MAKE IT EASY

Free access. Privately funded by sponsor organizations, Blue Zones Project experts, tools, and resources are available to you at no cost.

Proven practices. Blue Zones Project has identified evidence-based practices for shaping a grocery store environment that supports customers in making healthy choices, and many can be implemented at low or no cost.

Flexible approach. You decide which practices best suit your store, from promoting healthy food specials to adjusting beverage sizes at checkout lanes. You can suggest and include your own pledge actions as part of completing the Blue Zones Project Grocery Store Pledge.

Hands-on support. Local Blue Zones Project team members—working onsite in your community—provide resources, expertise, signage, and other collateral to help you and your staff take chosen actions. You can connect with other participating organizations and community leaders through local Blue Zones Project events.

Clear metrics. Blue Zones Project is committed to measuring action and results. Our team of experts will help you set relevant measures, track return on your store's healthy changes, and measure impact across the community. Community-wide well-being improvement progress will be tracked annually or bi-annually with a population survey.

Collaborative strength. With more than 200 interventions across organizations, Blue Zones Project aims to reach all the places people live, work, learn, and play. Healthy behaviors spread within and outside your store, connecting you, your staff, and your customers to a thriving community where healthy and easy become one and the same.

Positive recognition. Blue Zones Project has a strong record of generating positive media coverage, with benefits for store and community recruitment, retention, and economic health.

MAKE THE HEALTHY CHOICE THE EASY CHOICE. AT YOUR STORE. IN YOUR COMMUNITY.

Generate more revenue from healthy sources. Show customers and staff that your store cares about community well-being. Contact your Blue Zones Project team to get started with the Blue Zones Project Grocery Store Pledge.