

Healthy Store Environment Tool

INSTRUCTION SHEET

Aim:

The aim of this tool is to:

Enable an overview of a store's healthiness taking into consideration: the availability of healthier products, their placement and promotion, as well as limiting availability and activity around less healthy choices

Contents & Instructions

Observational checklist

1. Fruit & Vegetables – Fresh, frozen, canned/dried
2. Drinks – Bottled water, sugar sweetened beverages, juice, cordial
3. Snack foods – Healthier snacks, lollies, chocolate, chips, ice-creams, sweet biscuits & cakes, savoury biscuits
4. Meals/convenience foods – Ready-to-eat, Heat-and-eat
5. Breads & Cereals – Bread, breakfast cereals, pasta/rice/noodles
6. Meat & Seafood – Refrigerated/frozen, canned, deli meats
7. Dairy & Eggs – Milk, cheese, yoghurt, eggs

The 4 P's

Product

- Consider multiple locations in the store, e.g. fridges, front of store, checkout
- Only consider what is available at the time of completing the tool
- Discussion around usual product availability can be noted at the end

Placement

- Consider the main section as well as any displays

Price

- Refers to price promotion: Sales, discounts, deals, specials that are visibly advertised
- Does not include regular everyday price tickets inserted into shelf stripping
- Does not include pricing policy (i.e. subsidies) unless visibly advertised in-store
- Does not include markdowns (e.g. for "going out-of-date" products) unless there is associated promotion (e.g. clearance display, signage)

Promotion

- Refers to promotional materials or activities NOT relating to price
- Includes posters, signage, ticketing, recipe cards, give-aways and demonstrations
- May include promotional material placed separately from the promoted product (e.g. poster promoting water in the fruit and vegetable section)
- Also includes distributor branding e.g. branded fridges, ice-cream freezer, other displays. Does not include price promotions

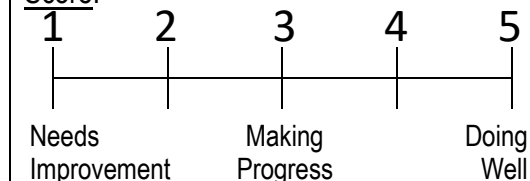
1. Fruit & Vegetables

	Product availability Check fridges, shelves, front of store, checkout	Placement Consider main section and displays	Price	Promotional material or activity
Fresh fruit	Loose fruit (well stocked)..... Y <input type="checkbox"/> N <input type="checkbox"/> Pre-cut fruit..... Y <input type="checkbox"/> N <input type="checkbox"/> Fruit packs..... Y <input type="checkbox"/> N <input type="checkbox"/>	Visible on entering store. Y <input type="checkbox"/> N <input type="checkbox"/> At or near checkout..... Y <input type="checkbox"/> N <input type="checkbox"/> Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Junk-food in fruit section*</i> Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on fruit and/or vegetables?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc): Is the price promotion visible/easy to see?..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there promotional material or activity on fruit and/or vegetables?.. Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, shelf labels etc): Does the promotion stand out?..... Y <input type="checkbox"/> N <input type="checkbox"/>
Fresh vegetables	Loose veggies (well stocked)... Y <input type="checkbox"/> N <input type="checkbox"/> Pre-cut vegetables..... Y <input type="checkbox"/> N <input type="checkbox"/> Soup/salad/veg packs..... Y <input type="checkbox"/> N <input type="checkbox"/>	Visible on entering store. Y <input type="checkbox"/> N <input type="checkbox"/> At or near checkout Y <input type="checkbox"/> N <input type="checkbox"/> Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Junk-food in vegetable section*</i> Y <input type="checkbox"/> N <input type="checkbox"/>		
Frozen fruit and vegetables	Frozen vegetables (well stocked and other than potato chips)... Y <input type="checkbox"/> N <input type="checkbox"/> Frozen fruit..... Y <input type="checkbox"/> N <input type="checkbox"/>	Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> At eye level/arm's reach. Y <input type="checkbox"/> N <input type="checkbox"/>		
Fruit: Canned/dried	Tinned fruit in natural juice (well stocked) Y <input type="checkbox"/> N <input type="checkbox"/> Dried fruit (no added sugar/salt)... Y <input type="checkbox"/> N <input type="checkbox"/>	Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> At eye level/arm's reach. Y <input type="checkbox"/> N <input type="checkbox"/>		
Vegetables: Canned/dried	Tinned vegetables (well stocked)..... Y <input type="checkbox"/> N <input type="checkbox"/> Legumes (e.g. 4 bean mix, kidney) Y <input type="checkbox"/> N <input type="checkbox"/>	Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> At eye level/arm's reach. Y <input type="checkbox"/> N <input type="checkbox"/>		

* Items in italics are NOT considered good practice

Notes:

Score:



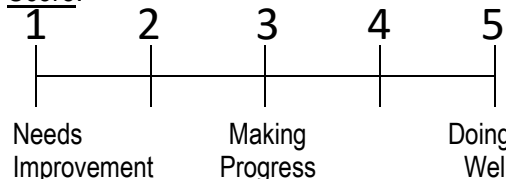
2. Drinks

	Product availability Check fridges, shelves, front of store, checkout	Placement Consider main section and displays	Price	Promotional material or activity
Bottled water	Refrigerated..... Y <input type="checkbox"/> N <input type="checkbox"/> On the shelf..... Y <input type="checkbox"/> N <input type="checkbox"/>	Visible on entering store. Y <input type="checkbox"/> N <input type="checkbox"/> At front of store..... Y <input type="checkbox"/> N <input type="checkbox"/> In all drinks fridges..... Y <input type="checkbox"/> N <input type="checkbox"/> easy to find?..... Y <input type="checkbox"/> N <input type="checkbox"/> Refrigerated water at child eye level/arm's reach..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on water or diet drinks?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (discounts, deals etc):	Is there promotional material or activity on water or diet drinks?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc):
Soft Drinks Sports & energy Drinks and Juice	Smaller bottles/cans(<375mL) Y <input type="checkbox"/> N <input type="checkbox"/> Diet soft drinks..... Y <input type="checkbox"/> N <input type="checkbox"/> Diet sports drinks..... Y <input type="checkbox"/> N <input type="checkbox"/> Fruit juice (≤250mL)..... Y <input type="checkbox"/> N <input type="checkbox"/>	<i>Any sugary drinks*:</i> -Visible on entering store Y <input type="checkbox"/> N <input type="checkbox"/> -At or near checkout..... Y <input type="checkbox"/> N <input type="checkbox"/> -In high traffic area..... Y <input type="checkbox"/> N <input type="checkbox"/> -At child eye level/ reach. Y <input type="checkbox"/> N <input type="checkbox"/> No-added-sugar option including water: -Near regular option..... Y <input type="checkbox"/> N <input type="checkbox"/> -At eye level/arm's reach Y <input type="checkbox"/> N <input type="checkbox"/> -Same or more space as sugary drinks..... Y <input type="checkbox"/> N <input type="checkbox"/>	Product type (water, diet drinks, diet cordial, other): Is the promotion visible/easy to see?..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Is there advertised price promotion on sugary drinks?*</i> Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (discounts, deals etc): Product type (sugary drinks, cordial, other):	Product type (water, diet drinks, diet cordial, other): Does the promotion stand out?..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Is there promotional material or activity on sugary drinks?*</i> Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc): Product type (sugary drinks, cordial, other):
Cordial	Diet/no-added-sugar cordial..... Y <input type="checkbox"/> N <input type="checkbox"/>	Diet/no-added-sugar option: - Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> - Near regular option..... Y <input type="checkbox"/> N <input type="checkbox"/> - Same or more space as regular cordial..... Y <input type="checkbox"/> N <input type="checkbox"/>	Type of promotion (discounts, deals etc): Product type (sugary drinks, cordial, other):	Type of promotion (displays, posters, signs etc): Product type (sugary drinks, cordial, other):

* Items in italics are NOT considered good practice

Notes:

Score:

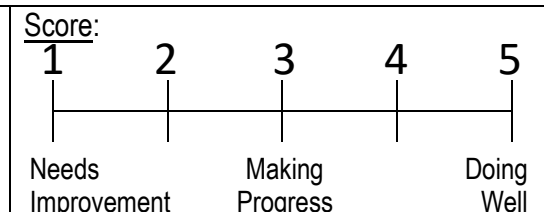


3. Snack Foods

	Product availability Check fridges, shelves, front of store, checkout	Placement Consider main section and displays	Price	Promotional material or activity
Healthier snack foods (individual portions)	Dried fruit &/or nuts (unsalted) Y <input type="checkbox"/> N <input type="checkbox"/> Small tin/tub fruit (natural juice). Y <input type="checkbox"/> N <input type="checkbox"/> Pieces of fruit (whole/cut up)..... Y <input type="checkbox"/> N <input type="checkbox"/> Boiled eggs..... Y <input type="checkbox"/> N <input type="checkbox"/> Small yoghurt (no added sugar). Y <input type="checkbox"/> N <input type="checkbox"/> Cheese & crackers pack.. Y <input type="checkbox"/> N <input type="checkbox"/> Tuna & crackers/beans Y <input type="checkbox"/> N <input type="checkbox"/> Small tin baked beans..... Y <input type="checkbox"/> N <input type="checkbox"/>	At eye level/arm's reach.. Y <input type="checkbox"/> N <input type="checkbox"/> At or near checkout..... Y <input type="checkbox"/> N <input type="checkbox"/> Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on healthier snack foods?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc): Product type (individual portion snacks, healthier sweet biscuits/cakes, healthier savoury biscuits):	Is there promotional material or activity on healthier snack foods?.... Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc): Product type (individual portion snacks, healthier sweet biscuits/cakes, healthier savoury biscuits):
Lollies Chocolate & Chips	Limited range of lollies..... Y <input type="checkbox"/> N <input type="checkbox"/> Limited range of chocolate Y <input type="checkbox"/> N <input type="checkbox"/> Limited range of chips..... Y <input type="checkbox"/> N <input type="checkbox"/> Confectionery with toy*.... Y <input type="checkbox"/> N <input type="checkbox"/>	Only in one area of store Y <input type="checkbox"/> N <input type="checkbox"/> Limited shelf space..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Any junk-food*:</i> -Visible on entering store Y <input type="checkbox"/> N <input type="checkbox"/> -Visible at or near checkout..... Y <input type="checkbox"/> N <input type="checkbox"/> -In high-traffic areas..... Y <input type="checkbox"/> N <input type="checkbox"/> -At child eye level/ reach. Y <input type="checkbox"/> N <input type="checkbox"/>	Is the price promotion visible/easy to see?..... Y <input type="checkbox"/> N <input type="checkbox"/> Is there advertised price promotion on less healthy snack foods?*.... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals, etc): Product type (lollies, chocolate, chips, ice creams, sweet biscuits/cakes – less healthy, savoury biscuits – less healthy)	Does the promotion stand out?..... Y <input type="checkbox"/> N <input type="checkbox"/> Is there promotional material or activity on less healthy snack foods?* Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc) Product type (lollies, chocolate, chips, ice creams, sweet biscuits/cakes – less healthy, savoury biscuits – less healthy)
Ice-creams (single serve)		Visible on entering store* Y <input type="checkbox"/> N <input type="checkbox"/> At or near checkout*..... Y <input type="checkbox"/> N <input type="checkbox"/> In high-traffic areas*..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on less healthy snack foods?*.... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals, etc): Product type (lollies, chocolate, chips, ice creams, sweet biscuits/cakes – less healthy, savoury biscuits – less healthy)	Is there promotional material or activity on less healthy snack foods?* Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc) Product type (lollies, chocolate, chips, ice creams, sweet biscuits/cakes – less healthy, savoury biscuits – less healthy)
Sweet Biscuits and cakes	Healthier options meeting nutrient criteria (criteria) Y <input type="checkbox"/> N <input type="checkbox"/> Limited range of less healthy options..... Y <input type="checkbox"/> N <input type="checkbox"/>	Healthier easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> Less healthy options: -Limited shelf space..... Y <input type="checkbox"/> N <input type="checkbox"/> -At or near checkout*..... Y <input type="checkbox"/> N <input type="checkbox"/> -At end-of-aisle*..... Y <input type="checkbox"/> N <input type="checkbox"/>	Type of price promotion (discounts, deals, etc): Product type (lollies, chocolate, chips, ice creams, sweet biscuits/cakes – less healthy, savoury biscuits – less healthy)	Type of promotion (displays, posters, signs etc) Product type (lollies, chocolate, chips, ice creams, sweet biscuits/cakes – less healthy, savoury biscuits – less healthy)
Savoury biscuits	Healthier options(<10g fat/100g e.g. Vita-Weat, Cruskits, Ryvita, Sakata rice crackers) Y <input type="checkbox"/> N <input type="checkbox"/> Limited range of less healthy options..... Y <input type="checkbox"/> N <input type="checkbox"/>	Healthier option: -Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> -Near regular option..... Y <input type="checkbox"/> N <input type="checkbox"/> -At eye level/arm's reach Y <input type="checkbox"/> N <input type="checkbox"/>	Type of price promotion (discounts, deals, etc): Product type (lollies, chocolate, chips, ice creams, sweet biscuits/cakes – less healthy, savoury biscuits – less healthy)	Type of promotion (displays, posters, signs etc) Product type (lollies, chocolate, chips, ice creams, sweet biscuits/cakes – less healthy, savoury biscuits – less healthy)

* Items in italics are NOT considered good practice

Notes:



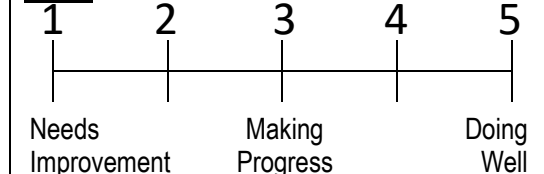
4. Meals/Convenience foods

	Product availability Check fridges, shelves, front of store, checkout	Placement Consider main section and displays	Price	Promotional material or activity
Cold 'Ready to Eat' items	- Sandwiches/rolls/wraps.. Y <input type="checkbox"/> N <input type="checkbox"/> - Salads..... Y <input type="checkbox"/> N <input type="checkbox"/> - Fruit salad..... Y <input type="checkbox"/> N <input type="checkbox"/> - Other healthier option (e.g.) _____	Healthier option: - Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/> - Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on healthier meals/convenience foods?..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there promotional material or activity on healthier meals/convenience foods?..... Y <input type="checkbox"/> N <input type="checkbox"/>
Hot 'Ready to Eat' items	Pie warmer..... Y <input type="checkbox"/> N <input type="checkbox"/> Bain marie..... Y <input type="checkbox"/> N <input type="checkbox"/> Healthier options <i>if applicable</i> : - Lean meat & veg meals.. Y <input type="checkbox"/> N <input type="checkbox"/> - Reduced fat/salt pies..... Y <input type="checkbox"/> N <input type="checkbox"/> - Reduced fat/salt sausage roll/pastie..... Y <input type="checkbox"/> N <input type="checkbox"/> - Other healthier option (e.g.) _____	Healthier option: - Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/> - Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> - Near regular option..... Y <input type="checkbox"/> N <input type="checkbox"/> - Same or more space as less healthy option.... Y <input type="checkbox"/> N <input type="checkbox"/>	Type of price promotion (discounts, deals etc): Product type: Cold RTE items Hot RTE items Frozen heat & eat meals Shelf stable heat & eat Other	Type of promotion (displays, posters, signs etc): Product type: Cold RTE items Hot RTE items Frozen heat & eat meals Shelf stable heat & eat Other
Frozen 'Heat & Eat' items	Microwave..... Y <input type="checkbox"/> N <input type="checkbox"/> Healthier frozen meat & veg meals (Per 100g: <10g fat; <400mg sodium) Y <input type="checkbox"/> N <input type="checkbox"/> Reduced fat/salt frozen pie Y <input type="checkbox"/> N <input type="checkbox"/> Reduced fat/salt sausage roll/pastie..... Y <input type="checkbox"/> N <input type="checkbox"/> Other healthier option (e.g.) _____	Healthier option: - Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> - Near regular option..... Y <input type="checkbox"/> N <input type="checkbox"/> - Same or more space as less healthy options... Y <input type="checkbox"/> N <input type="checkbox"/>	Is the price promotion visible/easy to see?..... <i>Is there advertised price promotion on less healthy meals/convenience foods?*</i> Y <input type="checkbox"/> N <input type="checkbox"/> <i>Type of price promotion: (discounts, deals etc):</i> Y <input type="checkbox"/> N <input type="checkbox"/>	Does the promotion stand out?..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Is there promotional material or activity on less healthy meals/convenience foods?*</i> Y <input type="checkbox"/> N <input type="checkbox"/> <i>Type of promotion (displays, posters, signs etc):</i> Y <input type="checkbox"/> N <input type="checkbox"/>
Shelf-stable 'Heat & Eat' items	Canned soups..... Y <input type="checkbox"/> N <input type="checkbox"/> Reduced-salt baked beans Y <input type="checkbox"/> N <input type="checkbox"/> Shelf-stable meat & veg meals (Per 100g: <10g fat; <400mg sodium)... Y <input type="checkbox"/> N <input type="checkbox"/>	Healthier option: - Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> - Near regular option..... Y <input type="checkbox"/> N <input type="checkbox"/> - Same or more space as less healthy options... Y <input type="checkbox"/> N <input type="checkbox"/>	<i>Product type:</i> Deep Fried Regular fat/salt options Other	<i>Product type:</i> Deep Fried Regular fat/salt options Other

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Notes:

Score:

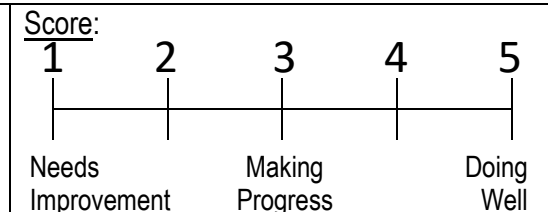


5. Breads & Cereals

	Product availability Check fridges, shelves, front of store, checkout	Placement Consider main section and displays	Price	Promotional material or activity
Bread	Wholemeal..... Y <input type="checkbox"/> N <input type="checkbox"/> Multi-grain..... Y <input type="checkbox"/> N <input type="checkbox"/> High Fibre fortified white... Y <input type="checkbox"/> N <input type="checkbox"/>	Wholemeal/multigrain: -Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> -At eye level/arm's reach Y <input type="checkbox"/> N <input type="checkbox"/> -Same or more space as regular white bread..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on healthier breads and cereals?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc):	Is there promotional material or activity on healthier breads and cereals?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc):
Breakfast cereals	Weet-Bix..... Y <input type="checkbox"/> N <input type="checkbox"/> Rolled Oats..... Y <input type="checkbox"/> N <input type="checkbox"/> Other healthier options meeting nutrient criteria: Y <input type="checkbox"/> N <input type="checkbox"/> (Per 100g: Sat fat <2g; Fibre >5g; Sugar <20g – no dried fruit or <25g with dried fruit. e.g. Sultana Bran, All Bran, Sustain, Uncle Toby's Plus)	Healthier option: - Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> -At eye level/arm's reach Y <input type="checkbox"/> N <input type="checkbox"/> -Same or more space as less healthy options..... Y <input type="checkbox"/> N <input type="checkbox"/>	Product type (wholemeal/multigrain bread, healthier breakfast cereals) Is the price promotion visible/easy to see?..... Y <input type="checkbox"/> N <input type="checkbox"/>	Product type (wholemeal/multigrain bread, healthier breakfast cereals) Does the promotion stand out?..... Y <input type="checkbox"/> N <input type="checkbox"/>
Pasta/rice/noodles	Pasta..... Y <input type="checkbox"/> N <input type="checkbox"/> Rice..... Y <input type="checkbox"/> N <input type="checkbox"/> Noodles (e.g. hokkein, rice noodles, low-fat instant) Y <input type="checkbox"/> N <input type="checkbox"/>		<i>Is there advertised price promotion on less healthy breads and cereals?*</i> Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc): Product type (less healthy breakfast cereals)	<i>Is there promotional material or activity on less healthy breads and cereals?*</i> Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc): Product type (less healthy breakfast cereals)

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Notes:



6. Meat & Seafood

	Product availability Check fridges, shelves, front of store, checkout	Placement Consider main section and displays	Price	Promotional material or activity
Fridge/ freezer	- Skinless chicken..... Y <input type="checkbox"/> N <input type="checkbox"/> - Lean beef/lamb/pork. Y <input type="checkbox"/> N <input type="checkbox"/> - Lean mince..... Y <input type="checkbox"/> N <input type="checkbox"/> - Other lean meats (kangaroo, rabbit, offal etc.) Y <input type="checkbox"/> N <input type="checkbox"/> - Fish/seafood meeting nutrient criteria (Per 100g: <1000kj; <5g sat. fat; <450mg sodium) Y <input type="checkbox"/> N <input type="checkbox"/>	Healthier option: - Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/> - Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> - Near regular option..... Y <input type="checkbox"/> N <input type="checkbox"/> - Same or more space as regular option..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on healthier meat & seafood?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc):	Is there promotional material or activity on healthier meat & seafood?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc):
Canned	Low fat/salt corned beef.... Y <input type="checkbox"/> N <input type="checkbox"/> Canned fish/seafood..... Y <input type="checkbox"/> N <input type="checkbox"/>	Healthier option: - Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/> - Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> - Near regular option..... Y <input type="checkbox"/> N <input type="checkbox"/>	Product type (fresh or frozen, canned, deli meat) Is the price promotion visible/easy to see?..... Y <input type="checkbox"/> N <input type="checkbox"/> Is there advertised price promotion on less healthy meat & seafood?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc): Product type (fatty meats, regular fat/salt corned beef):	Product type (fresh or frozen, canned, deli meat) Does the promotion stand out?..... Y <input type="checkbox"/> N <input type="checkbox"/> Is there promotional material or activity on less healthy meat & seafood?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc): Product type (fatty meat, regular fat/salt corned beef)
Deli meats	Lower fat/salt option Per 100g: <1000kj; <3g sat. fat; <750mg sodium Y <input type="checkbox"/> N <input type="checkbox"/>			

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Notes:

Score:

1	2	3	4	5
Needs Improvement		Making Progress		Doing Well

7. Dairy & Eggs

	Product availability Check fridges, shelves, front of store, checkout	Placement Consider main section and displays	Price	Promotional material or activity
Milk	Fresh or UHT reduced fat... Y <input type="checkbox"/> N <input type="checkbox"/> Fresh or UHT full cream..... Y <input type="checkbox"/> N <input type="checkbox"/> Powdered reduced fat..... Y <input type="checkbox"/> N <input type="checkbox"/> Powdered full cream..... Y <input type="checkbox"/> N <input type="checkbox"/> Reduced fat flavoured milk. Y <input type="checkbox"/> N <input type="checkbox"/> Plain milk (individual serve)..... Y <input type="checkbox"/> N <input type="checkbox"/>	Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> At eye level/arm's reach. Y <input type="checkbox"/> N <input type="checkbox"/> Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on healthier products?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc): Product type (milk, cheese, yoghurt, eggs) Is the price promotion visible/easy to see?..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Is there advertised price promotion on less healthy products?*</i> Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc): Product type (Added sugar yoghurt, High fat/sugar dairy desserts)	Is there promotional material or activity on healthier products?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc): Product type (milk, cheese, yoghurt, eggs) Does the promotion stand out?..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Is there promotional material or activity on less healthy products?*</i> .. Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc): Product type (Added sugar yoghurt, High fat/sugar dairy desserts)
Cheese	Low-fat cheese..... Y <input type="checkbox"/> N <input type="checkbox"/> Regular cheese..... Y <input type="checkbox"/> N <input type="checkbox"/>	Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> At eye level/arm's reach. Y <input type="checkbox"/> N <input type="checkbox"/> Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/>	Is there advertised price promotion on less healthy products?..... Y <input type="checkbox"/> N <input type="checkbox"/> Type of price promotion (discounts, deals etc): Product type (Added sugar yoghurt, High fat/sugar dairy desserts)	Does the promotion stand out?..... Y <input type="checkbox"/> N <input type="checkbox"/> <i>Is there promotional material or activity on less healthy products?*</i> .. Y <input type="checkbox"/> N <input type="checkbox"/> Type of promotion (displays, posters, signs etc): Product type (Added sugar yoghurt, High fat/sugar dairy desserts)
Yoghurt	Low fat yoghurt (no added sugar) Y <input type="checkbox"/> N <input type="checkbox"/> Full fat yoghurt (no added sugar) Y <input type="checkbox"/> N <input type="checkbox"/>	Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> At eye level/arm's reach. Y <input type="checkbox"/> N <input type="checkbox"/> Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/>	Type of price promotion (discounts, deals etc): Product type (Added sugar yoghurt, High fat/sugar dairy desserts)	Type of promotion (displays, posters, signs etc): Product type (Added sugar yoghurt, High fat/sugar dairy desserts)
Eggs	Fresh eggs..... Y <input type="checkbox"/> N <input type="checkbox"/>	Easy to find..... Y <input type="checkbox"/> N <input type="checkbox"/> At eye level/arm's reach. Y <input type="checkbox"/> N <input type="checkbox"/> Well-presented..... Y <input type="checkbox"/> N <input type="checkbox"/>	Type of price promotion (discounts, deals etc): Product type (Added sugar yoghurt, High fat/sugar dairy desserts)	Type of promotion (displays, posters, signs etc): Product type (Added sugar yoghurt, High fat/sugar dairy desserts)

* Items in italics are NOT considered good practice

Notes:

