

City: _____ Supermarket Local Market Specialty Market

Date: _____

Fresh Fruit			
	# of varieties		Price range (\$/lb)
Apples		Red delicious	
Bananas		Banana	
Berries		Navel orange	
Citrus			
Grapes			
Melons			
Soft fruit			
Pears			
Other			

Organic Fresh Fruit			
	# of varieties		Price range (\$/lb)
Apples			
Bananas			
Berries			
Citrus			
Grapes			
Melons			
Soft fruit			
Pears			
Other			

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Fresh Vegetables			
	# of varieties		Price range (\$/lb)
Bell peppers		Iceberg lettuce	
Broccoli		Russet potatoes	
Cabbage		Tomatoes	
Carrots		Yellow onions	
Cauliflower			
Celery			
Corn			
Cucumbers			
Green beans			
Leafy greens			
Mushrooms			
Onions			
Peppers (other)			
Potatoes/ yams			
Squash			
Tomatoes			

Other

Organic Fresh Vegetables			
	# of varieties		Price range (\$/lb)
Bell peppers			
Broccoli			
Cabbage			
Carrots			
Cauliflower			
Celery			
Corn			
Cucumbers			
Green beans			
Leafy greens			
Mushrooms			
Onions			
Peppers (other)			
Potatoes/ yams			
Squash			
Tomatoes			

Other

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Prepared/ Packaged Fresh Vegetables			
No. of brands			Price range (\$/lb)
	Check list	Broccoli	
Cauliflower		Baby carrots	
Carrots		spinach	
Snap peas			
Spinach			
Spring greens			
Romaine			
Caesar			
Coleslaw			
Other greens			
Other vegetables			

Size of fresh produce section: Length (ft) _____ Width (ft) _____

Proportion of produce that was fresh (not over-ripe or wilted)

All fresh Most fresh Some fresh Most not fresh

Deli			
	# of varieties	Price range (\$/oz)	Linear feet
Fresh Vegetables/ salads			
Cooked vegetable dishes			
Fresh Fruit/ fruit salads			

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Juices (100%) – cartons refrigerated			
No. of brands:	Check list	Linear feet:	Price range (\$/carton)
Orange		Orange	
Grapefruit		Grapefruit	
Pineapple			
Mixed berry			
Mixed citrus			
Other			

Juices (100%) – frozen concentrate			
No. of brands:	Check list	Linear feet:	Price range (\$/can)
Orange		Orange	
Grape		Grape	
Pineapple			
Mixed berry			
Mixed citrus			
Other			

Juices (100%) – non-refrigerated			
No. of brands:	Check list	Linear feet:	Price range (\$/oz)
Carrot		Cranberry	
Cranberry		Grape	
Exotic (guava, pom)		Tomato	
Grape			
Grapefruit			
Mixed berry			
Orange			
Peach			
Pear			
Pineapple			
Tomato			
Vegetable			
Other			

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Canned fruit			
No. of brands:		Linear feet:	
	Check list		Price range (\$/oz)
Apple sauce		Apple sauce	
Apple sauce +		Peaches	
Berries		Pineapple	
Oranges			
Grapefruit			
Peaches			
Pears			
Pineapple			
Mixed			
Other			

Canned vegetables			
No. of brands:		Linear feet:	
	Check list		Price range (\$/oz)
Artichoke		Green beans 12 oz	
Asparagus		Kernel corn 12 oz	
Beets		Peas 12 oz	
Carrots			
Corn			
Green beans			
Mushrooms			
Peas			
Tomatoes			
Yams			
Mixed vegetables			
Black beans			
Garbanzo			
Hominy			
Kidney			
Navy beans			
Other beans			
Pinto			
Other			

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Frozen fruit			
No. of brands:		Linear feet:	
	Check list		Price range (\$/oz)
Berries		Strawberries	
Peaches		Blueberries	
Pears			
Pineapple			
Melons			
Mixed			
Other			

Frozen vegetables			
No. of brands:		Linear feet:	
	Check list		Price range (\$/oz)
Green beans		Corn	
Peas		Green beans	
Corn		Peas	
Carrots			
Mushrooms			
Soybeans			
Mashed potatoes			
Mixed			
Other			

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Health Promotion Displays					
	Item	(Size)	Visibility	Sponsor	Target
1		_____	<input type="checkbox"/> Obscure <input type="checkbox"/> Visible <input type="checkbox"/> Highly visible	<input type="checkbox"/> Store <input type="checkbox"/> Industry <input type="checkbox"/> Other _____	<input type="checkbox"/> Fiber <input type="checkbox"/> Cholesterol <input type="checkbox"/> Vitamins/anti-oxidants <input type="checkbox"/> Low fat <input type="checkbox"/> Type of fat <input type="checkbox"/> Calories <input type="checkbox"/> Healthy lifestyle <input type="checkbox"/> Other _____
2		_____	<input type="checkbox"/> Obscure <input type="checkbox"/> Visible <input type="checkbox"/> Highly visible	<input type="checkbox"/> Store <input type="checkbox"/> Industry <input type="checkbox"/> Other _____	<input type="checkbox"/> Fiber <input type="checkbox"/> Cholesterol <input type="checkbox"/> Vitamins/anti-oxidants <input type="checkbox"/> Low fat <input type="checkbox"/> Type of fat <input type="checkbox"/> Calories <input type="checkbox"/> Healthy lifestyle <input type="checkbox"/> Other _____
3		_____	<input type="checkbox"/> Obscure <input type="checkbox"/> Visible <input type="checkbox"/> Highly visible	<input type="checkbox"/> Store <input type="checkbox"/> Industry <input type="checkbox"/> Other _____	<input type="checkbox"/> Fiber <input type="checkbox"/> Cholesterol <input type="checkbox"/> Vitamins/anti-oxidants <input type="checkbox"/> Low fat <input type="checkbox"/> Type of fat <input type="checkbox"/> Calories <input type="checkbox"/> Healthy lifestyle <input type="checkbox"/> Other _____
4		_____	<input type="checkbox"/> Obscure <input type="checkbox"/> Visible <input type="checkbox"/> Highly visible	<input type="checkbox"/> Store <input type="checkbox"/> Industry <input type="checkbox"/> Other _____	<input type="checkbox"/> Fiber <input type="checkbox"/> Cholesterol <input type="checkbox"/> Vitamins/anti-oxidants <input type="checkbox"/> Low fat <input type="checkbox"/> Type of fat <input type="checkbox"/> Calories <input type="checkbox"/> Healthy lifestyle <input type="checkbox"/> Other _____