



ID #: _____ - _____

HEALTHY-FOOD ASSESSMENT SURVEY¹

Observer(s): _____ Date (mm/dd/yy): _____

Start Time: _____ Stop Time: _____

SECTION I: INITIAL OBSERVATIONS

Store Name: _____

Address: _____ City _____ Zip _____.

1. Is the store a chain?

- No
- Yes, local chain
- Yes, regional chain
- Yes, national chain
- Don't know

2. Number of ads in front display windows:

3. Number of ads for healthy foods (i.e. fruit, vegetables, etc):

4. Name of Store Manager/Store rep. spoken to: _____

Title: _____

SECTION II: PRODUCE OBSERVATION

5. Does the store offer fresh fruits and vegetables?

- Yes
- No → Go to question 10

6. How many types of fruit are offered?

7. How many types of vegetables are offered?

¹ Adapted from Observational Protocol (Grocery Stores) Survey Instrument, developed by UC Davis and Saint Louis University

8. Where is the fruit and vegetable section?

- Front \longrightarrow First major section? Yes or no _____
- Back

9. Please rate the quality of fresh fruit and vegetables listed in the tables below.

Circle **one** response for each column (color, no dirt or insects, firm/crisp, and undamaged). Record the lowest price for **one** of the possible measurements: per pound, bunch, bag, or number, i.e., “4 for a \$1.00” should read “.25 each”.

If the store does *not* carry an item, circle *NA* in column one.

FRUITS	Color	No dirt or insects	Firm, Crisp	Undamaged	Lowest Price (per pound, bunch, bag, or number)
<i>EXAMPLE:</i> <i>Apples (Gala)</i>	Excellent	<u>Very clean</u>	Firm/Crisp	<u>Perfect</u>	<i>.69 per pound</i>
NA	Good	Clean	<u>Mostly firm or crisp</u>	Some Damage	
	Fair	Some dirt	Mushy/wilted	A lot of damage	
	Poor	Very dirty			
Apples (<u>Most</u> expensive type: _____)	Excellent	Very clean	Firm/Crisp	Perfect	
NA	Good	Clean	Mostly firm or crisp	Some Damage	
	Fair	Some dirt	Mushy/wilted	A lot of damage	
	Poor	Very dirty			
Apples (<u>Least</u> expensive type: _____)	Excellent	Very clean	Firm/Crisp	Perfect	
NA	Good	Clean	Mostly firm/crisp	Some Damage	
	Fair	Some dirt	Mushy/wilted	A lot of damage	
	Poor	Very dirty			
Oranges (<u>Most</u> expensive type: _____)	Excellent	Very clean	Firm/Crisp	Perfect	
NA	Good	Clean	Mostly firm or crisp	Some Damage	
	Fair	Some dirt	Mushy/wilted	A lot of damage	
	Poor	Very dirty			
Oranges (<u>Least</u> expensive type: _____)	Excellent	Very clean	Firm/Crisp	Perfect	
NA	Good	Clean	Mostly firm or crisp	Some Damage	
	Fair	Some dirt	Mushy/wilted	A lot of damage	
	Poor	Very dirty			



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FRUITS	Color	No dirt or insects	Firm, Crisp	Undamaged	Lowest Price (per pound, bunch, bag, or number)
Pears (<u>Most</u> expensive type: _____) NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Pears (<u>Least</u> expensive type: _____) NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Grapefruit NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm/crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Tangerines NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm/crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Bananas NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Strawberries NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm/crisp Mushy/wilted	Perfect Some Damage A lot of damage	



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FRUITS	Color	No dirt or insects	Firm, Crisp	Undamaged	Lowest Price (per pound, bunch, bag, or number)
Cantaloupe NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Other Melon (type: _____ _____) NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Kiwi NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Peaches NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Grapes NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Avocados NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	



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VEGETABLES	Color	No dirt or insects	Firm, Crisp	Undamaged	Lowest Price (per pound, bunch, bag, or number)
Lettuce (<u>Most</u> expensive type _____) NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Lettuce (<u>Least</u> expensive type _____) NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Tomatoes (<u>Most</u> expensive type _____) NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Tomatoes (<u>Least</u> expensive type _____) NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Carrots (bunch, topped) NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	



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VEGETABLES	Color	No dirt or insects	Firm, Crisp	Undamaged	Lowest Price (per pound, bunch, bag, or number)
Collard Greens NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Mustard Greens NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Broccoli NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Cauliflower NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Sweet Potatoes NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Potatoes, Russet NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	

VEGETABLES	Color	No dirt or insects	Firm, Crisp	Undamaged	Lowest Price (per pound, bunch, bag, or number)
Green Beans NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Celery NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Cucumbers NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Spinach NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Onions NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	
Zucchini squash NA	Excellent Good Fair Poor	Very clean Clean Some dirt Very dirty	Firm/Crisp Mostly firm or crisp Mushy/wilted	Perfect Some Damage A lot of damage	

10. Does the store sell fresh herbs (e.g. parsley, fresh basil, cilantro)?

- No —————> Go to question 11
- Yes, How many types of fresh herbs are offered?

11. Does the store sell dried fruits (e.g. dried prunes, apricots, figs) ?

- No —————> Go to question 12
- Yes, How many types of dried fruit are offered?

SECTION III: MEAT AND DAIRY OBSERVATION

12. Does the store sell fresh meat?

- No —————> Go to question 14
- Yes, complete the table below.

Type	Available		Expiration Date on first package	Lowest price per pound
	Yes	No		
<i>EXAMPLE:</i> Whole Chicken	√		9/28/01	1.09 per pound
Whole Chicken				
Skinless Chicken Breast				
Regular Ground Beef				
Lean Ground Beef (10%)				
Extra Lean Ground Beef (5%)				
Pork				
Lean or Extra Lean Pork				
Ground Turkey/Turkey Sausage				
Fresh Fish (How many types of fish: _____)				

13. Does this store carry BRAND NAME chicken? (e.g., Zacky, Foster Farms)

- No —————→ Go to question 14
- Yes

List brand name(s) _____

14. Does the store sell dairy and/or soy products?

- No —————→ Go to question 15
- Yes, complete the table

Type		Available		Expiration Date	# of Brands (1, 2, 3..)	Lowest Price
		Yes	No			
Dairy	Quart of Milk					(Quart only)
	Whole Milk					
	1 Percent Milk					
	2 Percent Milk					
	Fat Free (Skim) Milk					
	8 oz. of Yogurt					(8oz only)
	Regular					
	Non-fat					
	16 oz. of Butter					(16oz only)
	Regular Butter					
	Low-Fat Substitute					
	8 oz. of Cheese					(8oz only)
	Regular Cheese					
	Low-Fat Cheese					
	Non-Fat Cheese					
Soy						
	Soy Milk					
	Tofu					

SECTION IV: GENERAL GROCERY OBSERVATION

15. Does the store sell bread?

- No → Go to question 16
- Yes, complete the information listed below

Type	Available		Number of Brands	Lowest price per loaf
	Yes	No		
White Bread				
100% Whole Wheat				
Other Dark Bread				

16. Does the store sell rice?

- No → Go to question 17
- Yes, complete the information listed below

Type	Available (check one)		Number of Brands (1, 2, 3..)	Lowest Price (16oz)
	Yes	No		
Dry—White				
Dry—Brown				

17. Does the store sell pasta?

- No → Go to question 18
- Yes, complete the information listed below

Type	Available (check one)		Number of Brands (1, 2, 3..)	Lowest Price (16oz)
	Yes	No		
Dry/Bulk				
Whole Wheat				

18. Does the store sell cold and/or hot cereals?

- No _____ → Go to question 19
- Yes, complete the information listed below

Type	Available		Number of Brands (1, 2, 3, etc...)
	Yes	No	
Cold Cereals			
Whole Grain (w/o Sugar)			
Whole Grain (w/Sugar)			
Hot Cereals			
Oatmeal			
Grits			

19. Does the store sell beans or peas?

- No _____ → Go to question 20
- Yes, complete the information listed below

Type	Available		Number of Brands	Lowest Price (16oz)
	Yes	No		
Dry/Bulk				
Canned				
Frozen				

20. Does the store sell 100% fruit juices?

- No _____ → Go to question 21
- Yes, complete the information listed below

Type	Available		Number of Brands	Lowest Price
	Yes	No		
Fresh—refrigerated (16 oz.)				
Frozen				
Bottled—shelves (32 oz.)				

21. Does the store sell vegetable oil?

- No _____ → Go to question 22
- Yes, complete the information listed below

Type	Available		Number of Brands (1, 2, 3, etc...)
	Yes	No	
Olive oil			
Canola oil			
Corn oil			
Safflower oil			
Vegetable oil			

22. Does the store sell spices and/or condiments?

- No _____ → Go to question 23
- Yes, complete the information listed below

Type	Available		Number of Brands (1, 2, 3, etc...)
	Yes	No	
Spices			
Regular Salt			
Salt substitutes			
Condiments			
Regular mayonnaise			
Low-fat mayonnaise			
Regular salad dressing			
Low-fat salad dressing			

23. Does the store sell snack foods?

- No _____ → Go to question 24
- Yes, complete the information listed below

Type	Available		Number of Brands (1, 2, 3, etc...)
	Yes	No	
Regular Crackers			
Low Fat Crackers			
<i>Low Salt</i> Crackers			
Regular Potato Chips			
Low Fat Potato Chips			
<i>Low Salt</i> Potato Chips			
Regular Cookies			
Low Fat Cookies			
<i>Sugar Free</i> Cookies			

24. Does this store have a Diabetic Foods Section?

- No
- Yes

25. Does this store have a Low-Salt (Sodium) Food Section?

- No
- Yes

26. Does the store provide any information promoting dietary guidelines through the Food Guide Pyramid?

- No _____ → Go to question 27
- Yes _____ → Where are the signs posted? Check all that apply.
 - Check-out stands
 - Counter display
 - End-shelves
 - Grocery carts
 - Grocery baskets
 - Other: _____



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V. GENERAL OBSERVATIONS

27. Are the customers in the store mostly.... (Please check only ONE per column)

Family Type	Age	Race	Gender	Residence
1 <input type="checkbox"/> Families	1 <input type="checkbox"/> Youth/Teen	1 <input type="checkbox"/> African American	1 <input type="checkbox"/> Male	1 <input type="checkbox"/> Live in community
2 <input type="checkbox"/> Couples	2 <input type="checkbox"/> Adult	2 <input type="checkbox"/> White	2 <input type="checkbox"/> Female	2 <input type="checkbox"/> Come from outside the community
3 <input type="checkbox"/> Singles	3 <input type="checkbox"/> Middle-aged	3 <input type="checkbox"/> Hispanic	3 <input type="checkbox"/> About equal	3 <input type="checkbox"/> Both
4 <input type="checkbox"/> Don't know	4 <input type="checkbox"/> Elderly	4 <input type="checkbox"/> Other	4 <input type="checkbox"/> Don't know	4 <input type="checkbox"/> Don't know
	5 <input type="checkbox"/> Don't know	5 <input type="checkbox"/> Don't know		

28. What is the overall size of the store? (please circle one response)

- 1 small
- 2 medium
- 3 large

29. How was the cleanliness of the store? (please circle one response)

- 1 Very clean
- 2 Somewhat clean
- 3 Somewhat dirty
- 4 Very dirty

30. How was the service at the store (Employees friendly, attentive, clean appearance) (please circle one response)?

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor

31. Please record any notes or additional comments here

Please return this completed form to your Project Coordinator. Thank you!

African Americans Building a Legacy of Health, A REACH 2010 Project of Community Health Councils, Inc.
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