

# Healthy Food Choices: Grocery-shopping tips for healthy foods *How to use shelf talkers*





## What is a “shelf talker”?

Shelf talkers are promotional tags attached to a store shelf to attract people's attention to specific items displayed on that shelf. The shelf labels we are sending you identify **healthy foods**. The goal is to provide simple, **customer-friendly, point-of-purchase nutrition information** to the customers in order to help them make healthy choices when they shop for food.

The shelf labels were designed to make the task of healthy food shopping easier using colourful labels that identify the best food choices in the store as well as in different categories of food (e.g., best choices when you shop for beverages). These labels are based on the *Nunavik Food Guide* and complement the information already provided with this tool.



**Five labels** are launched this season, but more will follow to keep up customers' interest!

## Using shelf talkers can be a plus for your store and customers

It is a great opportunity for you in the form of **free advertising and promotional materials**. It can also help you to diversify the products you sell. Furthermore, using these colourful signs might improve the store's overall appearance.

This tool will help your customers to increase their knowledge on healthy eating and **develop skills in selecting healthy store-bought food**. Best of all you will contribute to make your community healthy!

## Material available

Promotional materials include **5 different types of labels** (in Inuktitut/English and Inuktitut/French). **One poster** was also created to promote the labels to the customers. Each label is associated with a specific category of food. The labels are designed to be **placed on the shelves** in the **aisles** and on the **shelves** of the **refrigerators** and **freezers**. The tool kit also includes 2 kinds of label holders in order to fit the different types of shelves.

*Labels and poster*

1

Look for a variety of colours when choosing vegetables, berries and fruit

Don't forget frozen and canned vegetables, berries and fruit; they are as nutritious as fresh ones.

**For healthy skin, good eyes and less illness**

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2

Milk and alternatives are good for you everyday

Milk, chocolate milk, yogurt, drinkable yogurt, yogurt in tubes, cheese and cheese strings make healthy snacks.

**For strong bones and teeth**

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3

Enjoy meals with meat and fish

Choose lean cuts of meat such as fish fillets and seafood, chicken, lean and medium ground beef, pork—for leaner meat trim fat—and traditional meats and wild game.

**For healthy muscles and blood**

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4

Complete your meals with grain products

Choose whole-wheat bread more often than white bread.

Choose whole-grain breakfast cereals.

**For energy**

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5

Drink wisely when thirsty

Choose water, milk, small amounts of 100% pure fruit juice and vegetable or tomato juice.

Choose 100% pure fruit juice (fresh or frozen) over fruit punch.

**Make water your main drink**

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Tips for healthy shopping  
Astuces pour une épicerie saine

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Look for the signs which help you choose healthy food.

Repez les affiches ; elles vous aideront à faire des choix saine.

**FRUIT**

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### *How to install the shelf talkers*

In the tool kit you will find shelf label holders to use with DATASTRIP™ molding or price rails to install the labels on the shelves. Make sure to put the labels at **eye level** (second or third shelf from the top). The labels are double-sided, so when placing them make sure that both sides are visible. You will also find suction cups with a SwivelKlip™ to place few labels on the refrigerator or freezer doors.



Check regularly to make sure that the labels are still in the **right place and in good condition**. If you move products promoted with a shelf label make sure to move their label as well.

The table below shows where to place each label in the store:

<b>Shelf talkers</b>	<b>Where to place it</b>
<b>1. Look for a variety of colours when choosing vegetables, berries and fruit.</b>	Refrigerator with fresh vegetables, berries and fruit  Freezer with frozen vegetables, berries and fruit  Aisle with canned vegetables and fruit
<b>2. Milk and alternatives</b> are good for you every day.	Refrigerator with dairy products ( <i>milk, yogurt and cheese</i> )  Shelf with Grand Pré™ milk and/or soy beverages
<b>3. Enjoy meals with meat and fish.</b>	Refrigerator with fresh meat  Freezer with frozen meat  Shelf with canned fish
<b>4. Complete your meals with grain products.</b>	Aisle with breads, pasta and rice  Shelf with breakfast cereals
<b>5. Drink</b> wisely when thirsty.	Aisle with beverages  Cooler with fresh beverages
<b>6. Tips for healthy shopping (poster)</b>	Store entry: make sure that customers will be able to see it



## How to launch the shelf talkers

It is important to make sure that people notice these new promotional labels; we have to attract their attention if we want them to read them.

Here are some ideas of things you can do to **promote the shelf labels**:

- Put up the poster “Tips for healthy shopping”
- Radio announcement
- Message on the community’s or the store’s *Facebook* page
- Booth in the store to explain to customers how to use the shelf labels with samples of healthy food



For more information or to order new copies of the labels,  
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