

- **NO** coupons. “Rewards Card” pricing OK.
- “Acceptable Quality” = >50% of produce available is of a quality that you would buy and eat.

MEASURE	DETAILS
Measure #1: Produce - Fresh Fruit	<ul style="list-style-type: none"> • When no scale is available: Mark N/A in the price/lb box and ‘weight of 3 pieces.’ Record the price per piece in the ‘Lowest price’ column. In the comments area, describe the type, variety and size • Strawberries: may be different sized containers; determine which option is the cheapest per pound. • Watermelon, Cantaloupe, and Honeydew Melon are usually sold per piece (i.e. 1 watermelon for \$5.99). Do NOT weigh 3 pieces of these fruits even when are priced per piece. Specify size in comments. • When counting total number of fruit or vegetables: Each type is counted separately – apples, bananas, and grapes count as 3 different types. Count different varieties of the same fruit/vegetable as only one type. • If the same type is available both loose and commercially bagged, only count that type once.
Measure #2: Produce - Fresh Vegetables	<ul style="list-style-type: none"> • Celery sold in a bag IS included in this section. • Tomatoes: always record the cheapest variety available regardless of size, variety or packaging. • When counting total number of vegetables, do NOT include potatoes.
Measure#3: Convenience-Added Produce	<ul style="list-style-type: none"> • Do NOT count produce in jars or cans or party trays. • Containers of ‘mixed fruit’ count as one variety even if available in different combinations. • When counting bagged varieties, each different type of lettuce or salad mix counts as 1 type (i.e. baby spinach, Caesar, iceberg, and baby greens count as 4 different varieties). • Include loose lettuce when located in the same section as the rest of the lettuce and convenience-added produce. • Do NOT include ‘salad kits’ with dressing, croutons, cheese, etc. packaged with them. • To record the lowest price: Calculate cost in cents per ounce by dividing cost per pound, without the decimal, by 16. If priced by container, divide total cost of the container (without the decimal) by the total weight (i.e. if the container costs \$3.99 and it weighs 6oz then divide 399/6 = 66.50/oz).
Measure #4: Dairy-Milk	<ul style="list-style-type: none"> • Only include milk/milk substitutes located in the refrigerated dairy section. Do NOT include shelf stable soymilk. • With the exception of vanilla lactose-free & soymilk, do NOT include flavored milks (i.e. chocolate, strawberry, etc.).
Measure #5: Dairy-Yogurt, Cottage Cheese	<ul style="list-style-type: none"> • Do NOT count yogurt varieties with ‘mix-ins’ attached in a separate container • Do NOT count drinkable yogurts or yogurt tubes. • Do NOT include packs or boxed sets.
Measure #7: Canned Fruit	<ul style="list-style-type: none"> • Do NOT include fruit gels or fruit suspended in/mixed with other ingredients. • Compare any size (i.e., 8, 16, 28 oz) and any cut (i.e., whole, sliced, etc) of each item.
Measure #8: Canned Vegetables	<ul style="list-style-type: none"> • Compare any size (i.e., 14, 20 oz) and any cut (i.e., whole, diced, no-salt-added, etc). • Do NOT include vegetables with other ingredients (sauce, seasoning, other veggies, etc)
Measure #9 Canned Beans / Legumes	<ul style="list-style-type: none"> • Include any size (i.e., 14, 20 oz). • Do NOT count beans with added ingredients, flavors or sauces.
Measure #10: Grains-Cereal	<ul style="list-style-type: none"> • Include all forms of packaging and sizes (i.e., boxed, bagged, family-size, etc). • Do NOT count items in bulk bins.
Measure #11: Sliced Bread / Baked Goods	<ul style="list-style-type: none"> • Exclude baked goods prepared in the store bakery, e.g., in a separate bakery section. • Exclude items prepared in-store, even if located in the same area as commercially-prepared items. • For whole grain items, only count items with these exact words on the package: “100% whole grain” or “100% whole wheat.”
Measure #12: Grains & Beans	<ul style="list-style-type: none"> • Do NOT include bulk items. Do NOT include grains or beans in packages over 5 lbs. • For pasta, count all shapes and sizes, (i.e., penne, spaghetti, couscous, etc). • Do NOT count wild rice or other flavored rice mixes.
Measure #13: Bulk Section	<ul style="list-style-type: none"> • For pasta, count all shapes and sizes, (i.e., penne, spaghetti, couscous, etc). • Do NOT count wild rice or other flavored rice mixes
Measure #14: Frozen Foods	<ul style="list-style-type: none"> • Only count produce with no added sugars and/or sauces (i.e. syrup, butter, cheese, etc). • Sometimes frozen fruit is found in the frozen dessert section

Conversion Chart	
Ounces	Pounds
1	0.06
2	0.13
3	0.19
4	0.25
5	0.31
6	0.38
7	0.44
8	0.50
9	0.56
10	0.63
11	0.69
12	0.75
13	0.81
14	0.88
15	0.94
16	1.00

Example:

3 pounds 12 ounces = 3.75 pounds

4 pounds 6 ounces = 4.38 pounds

To obtain cents per ounce for item priced in dollars:

Divide total price (without decimal) by ounces.

Example:

A 6 ounce yogurt cost \$0.55

$55/6 = 9.1666$ or **9.17 cents**

Healthy Option Shelf Space

Skim entire shelf space for measure to see how much space is used for healthy (1%, soy or skim milk; light cottage cheese or yogurt; fat-free, reduced fat, 2% cheese) items. If healthy items take up more than half (> 50%) of total shelf space in area, mark 'yes'. If not, mark 'no'.