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LOCAL GROCERY STORES HELPING CUSTOMERS CHOOSE HEALTHY FOODS

“Fresh for You is What We Do” – Trig’s store motto says it all! And this year, Trig’s grocery stores are trying something new to show their customers they care about their health and well-being. Trig’s of Rhinelander, Minocqua, Eagle River, and Manitowish Waters (a.k.a. Village Market) have partnered with Northwoods LEAN (Linking Education, Activity and Nutrition) to feature “Point-of-Decision Prompts”. A Point-of-Decision Prompt is an evidence based strategy which uses motivational signs to prompt a healthy behavior change, in this case one related to nutrition.



In the Northwoods, 76% of resident’s report eating few fruits and vegetables. Therefore, it’s critical we work together to raise awareness of this problem and help residents consume more healthy foods. Each month Trig’s will feature a new “Produce of the Month” along with a recipe card to show customers an example of how the produce can be incorporated into their diets. The goal of these signs is to inspire consumers to purchase the “Produce of the Month” and enjoy more fruits and vegetables, or perhaps buy something they’ve never tried before. There are a large variety of benefits associated with eating fruits and vegetables and the produce of the month helps bring to light some of the benefits behind each produce.

This month’s featured produce is beets! Beets are great for you and can help to lower blood pressure levels. So, next time you think about getting your groceries, be sure to stop on by a Trig’s location near you and check out the “Produce of the Month”.

Northwoods LEAN is a coalition that promotes a culture of healthy living through physical activity and nutrition in Oneida and Vilas Counties

www.NorthwoodsLEAN.org