“Healthy Choice, Easy Choice is a campaign to encourage cooperation across the food chain, promoting healthier food choices. If you see our logo, it means this supermarket is working with us to make healthy snacks more visible in-store, using marketing strategies to promote healthier choices while ensuring consumers retain full freedom of choice.”



WHAT IS IT ABOUT ?

Healthy Choice, Easy Choice is a campaign to **promote healthier food choices to consumers**, with the collaboration of retailers. The focus of this initiative is to place **healthy snacks visibly at the checkouts of your shop.**

WHY PARTICIPATE ?

- ✓ MEET GROWING CUSTOMER DEMAND FOR HEALTHIER OPTIONS
- ✓ SHOW SOCIAL RESPONSIBILITY
- ✓ STAND OUT WITH INDEPENDENT RECOGNITION
- ✓ GAIN INSIGHTS ON SHOPPER BEHAVIOUR AND STORE LAYOUT
- ✓ SUPPORT HEALTH WITHOUT HURTING SALES

This initiative builds on similar experiences in the **UK and the Netherlands**, **where policymakers have tested changes to shop layouts and marketing to encourage healthier choices and improve public health.**



PRACTICAL EXAMPLE

Set up a **“Healthy Checkout”:**

1) PICK A SELECTION OF YOUR HEALTHIER PRODUCTS

2) PLACE THEM AT THE CHECKOUT

3) DISPLAY OUR SIGN NEXT TO YOUR SELECTION

No extra stock needed, **just better visibility.**

You will encourage **better choices and learn from consumer behaviour.**



WHO ARE WE ?

This initiative is a cooperation between **Healthy Food Healthy Planet**, a movement focused on **transforming food systems in Europe**, and **SAFE Food Advocacy Europe, representing and protecting consumers in the EU.**

Together with retailers, we are helping create **shopping environments that better support consumers’ well-being.**

Learn more about us:

www.safefoodadvocacy.eu

HEALTHY CHOICE, EASY CHOICE

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Healthy Food Healthy Planet