Once you’ve identified a store in your target project areas, the next step is to visit the store to get a feel for the owner’s willingness to participate in the Healthy Small Food Store Initiative. The following criteria may help you determine if the store is ready to be a part of the healthy small food store initiative. Consider existing information about county demographics and geography, resource feasibility, and county assets and capacity. Feel free to consider additional criteria that align with your project objectives.

|  |  |  |  |
| --- | --- | --- | --- |
| **Recruitment Criteria** | **Yes/No** | **Notes** | **Store Owner’s Feedback and Challenges**  **(if applicable)** |
| Is the store located in a high need area? (Determined by mapping food deserts, identifying if it accepts WIC/SNAP, talking with community members, etc.) |  |  |  |
| Is the store located within a community where there are potential partners who can help facilitate and sustain the store changes? |  |  |  |
| Does the owner express an interest in providing healthier options for the community? |  |  |  |
| Do the owner and/or staff positively engage with their customers? |  |  |  |
| Does the owner believe that selling healthy products will be successful? |  |  |  |
| Does the owner show enthusiasm for the Healthy Small Food Store Initiative? |  |  |  |
| Is the store owner willing to implement the project independently and take responsibility for maintaining changes (with assistance by partners during initial phases)? |  |  |  |