

Connecting Schools to Supermarkets: Turning Access in Schools into Retail Sales



Jeff Cady

Director of Produce & Floral

Tops Friendly Markets

Buffalo, New York

Engaging with Young Consumers

- Field Trips to Tops Stores
- Free Fruit for Kids
- Tops in Education
- Money back for buying fresh produce
- Cooking School
- Learning Gardens – Captain Planet & Dole
- Winter Garden Program
- Salad Bars to Schools



The **TOPS Field Trip Program** is open to all students/groups and their faculty. The program is designed to give students the opportunity to tour our TOPS stores and interact with our Store Operations Teams. Below is an outline of the program and all the benefits students will receive.

Arrival – Store Operations will greet the students, review the day’s activities and pass out a TOPS bag full of goodies outlined below to each student. To warm-up we will do 10 Jumping jacks and run in place for 30 sec. This will start the conversation of wellness. Then the tour begins!

TOPS Bag Contents:

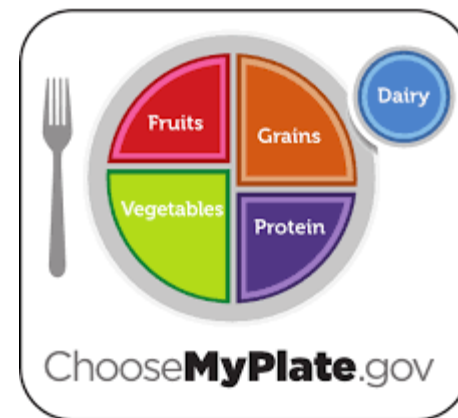
Tops ad, gas point flyer, Tops In Education brochure, Natural & Organic Flyer, (Tops bag, with Nutritional Coloring sheet (attached), Tops granola bar, water, Paper Hat, Kid friendly recipes & Tops pencil or trinket)

**Recipe should be retrieved from our web site and be age appropriate. The pencil is ordered from Community relations. Product is rung under customer satisfaction.

- **Students get to tour the entire store**
- **Tour is based on helping kids making healthy choices**
- **We provide some tools to help support**



Students will walk the Produce Department, meet with the Store’s Produce Manager and discuss the positive benefits of fruits and vegetables! Following their tour of the department each student will receive an apple for their bag.



Fresh Fruit for Kids while shopping Tops





EARN
FREE
MONEY
FOR YOUR
SCHOOL



TOPS in Education

At TOPS Friendly Markets, we are committed to helping the communities we serve. Schools are a big part of those communities.

That's why we are excited to bring you TOPS in Education, a program that makes it easier to get additional money for school improvements and programs.

Here's how it works:

1. **Register** your TOPS BonusPlus®.
2. Select your school(s) of choice (grades K-12) from the list of schools that have registered (you may select up to three schools).
3. Purchase participating TOPS brand, Full Circle™, TopCare®, Tippy Toes, Paws™, Pure Harmony™, Valu Time® and Best Yet® products with your TOPS BonusPlus® throughout the 2017-2018 TOPS in Education program year.
4. TOPS contributes up to 5% of your purchase to the school(s) you have chosen. The more you shop, the higher percentage we donate!



**EARN
UP TO
5% FOR YOUR
FAVORITE SCHOOL!**

[Find out how >](#)



TOPS
YOUR NEIGHBORHOOD
STORE WITH **MORE**



Independent Health's Nutrition Benefit

We understand achieving good health and well-being takes some effort. From finding the time to exercise to incorporating healthy food choices, leading a healthy lifestyle isn't always easy. That's why we've designed a variety of Pathways SM that help make it easier to take charge of your health.

Your Pathway to Better Nutrition

Exclusively from Independent Health, our nutrition benefit offers the opportunity to earn money-back rewards on fresh fruits and vegetables* – up to \$500 as an individual or \$1,000 as a family each year! This unique benefit makes it easy for you to incorporate healthy food choices into your life, and save money while doing so. The best part? It's included as a wellness benefit option within many of our individual and small group market products, and is often available on large group health plans.

How It Works

For every \$2 you spend on fresh produce with each transaction, you'll receive \$1 credit toward a quarterly rewards card*, which you can use on future in-store grocery purchases at TOPS Friendly Markets (excluding tobacco products). Be sure to use your **TOPS BonusPlus®** or BonusCard every time you check out to earn credit. Your Nutrition Rewards will be printed at the bottom of every receipt, and there is no minimum requirement to earn a quarterly rewards card.



- **For every \$2 spent on Fresh Produce at Tops Markets, Independent Health will issue \$1 credit toward a quarterly rewards card**
- **The rewards card can then be redeemed at Tops Markets on future purchases!**



the
cooking school
presented by **Tops**

Your Healthy Lifestyle

YOUR HEALTHY LIFESTYLE NUTRITION EXPERTS

We have a staff of Registered Dietitians and nutrition experts who teach all of the Your Healthy Lifestyle classes at the Cooking Schools.

Laura Gill, MS, RD, CDN

Sarah Stimpson, RD, CDN

Ann Marie Nowicki, MS, RD

These great classes taught by a Registered Dietitian are covered in part by select local Health Insurance Companies. (Please call the Cooking School for details). Come join us to learn how to make good lifestyle choices. Included in each class is information and handouts on the class topic, along with a generous sampling of each recipe made. Some classes offer product samples as well. ** Vegetarian Friendly Recipe or Class*



FAMILY COOKS TOGETHER (Hands-on) FAMILY/KIDS 7 & UP

Sarah Stimpson, RD, CDN

TOPS FRIENDLY MARKETS TO OFFER CARS FOR DADDY COOKING CLASS FOR LITTLE CHEFS

WILLIAMSVILLE, N.Y. —Tops Friendly Markets, a leading full-service grocery retailer in New York, northern Pennsylvania, western Vermont, and north central Massachusetts is pleased to be able to offer a special class for little chefs just in time to spend some quality time with dad or grandpa for Father's Day! Cars for Daddy is a great class for youth ages 3-6 years old where youngsters with their dad and/or grandfather can enjoy preparing/ eating tasty treats including:

• Hot Dog Racers • Red Apple Cars • Banana and Strawberry Cars

FAMILY COOKS TOGETHER (Hands-on) FAMILY/KIDS 7 & UP

Sarah Stimpson, RD, CDN

These classes will be geared to all family members, starting at age 8. Children ages 8 to 16 must be accompanied by an adult. In years past, family time was always spent around the dinner table, where conversations would be personal in nature, where families could feel close to each other. Family life today is all too busy, with less time spent on families eating meals together, more time going to the nearest fast food place. If each family member had a role in getting a healthy meal on the dinner table, there would be more time available to stay home and enjoy the meal together. Let us help you start getting back to family basics, while enjoying the healthy meal that you helped to prepare! **(Please bring closed toed shoes like sneakers; hair must be pulled back if long. NO WET BOOTS/ SHOES allowed for safety reasons.**

These classes are covered under the Healthy Lifestyle classes. All Insurance information will be needed for all attending, and will be taken when you reserve the class, along with your credit card information.

The cost without covered Insurance for the Family Cooks classes is \$30 per adult, \$16 per child ages 14 and under.

FOOD SAFETY AND KITCHEN SKILLS

Friday, October 13, 6-8:30 pm Amherst

Friday, October 20, 6-8:30 pm West Seneca

The whole family can learn how to practice food safety in your kitchen at home. Learn tips on storage to optimize freshness for foods. Also, learn how long food is good for and how to navigate food dating. *Spider Crackers*, Cream of Tomato Soup*, Butternut Squash and Parmesan Bread Pudding*, Chocolate Spider Web Cookies*

HOLIDAY MEAL PLANNING

Friday, November 3, 6-8:30 pm Amherst

Tuesday, November 7, 6-8:30 pm West Seneca

Come get the whole family involved in preparing a delicious holiday meal. Enjoy these healthier recipes and see the comparison to traditional holiday offerings. Learn some great meal planning tips to help keep the family on track with a healthful diet over this holiday season! *French Onion Dip with Fresh Veggies*, Turkey Shepherd's Pie, Sweet Potato Macaroni and Cheese*, Spiced Pumpkin Cookies**

Tops
YOUR NEIGHBORHOOD
STORE WITH MORE

Dole Packaged Foods joins Tops Friendly Markets and Captain Planet Foundation to celebrate Project Learning Garden at Hillel Community Day School



"We are thrilled to provide this Learning Garden to Hillel Community Day School "said Kathy Romanowski, Public & Media Relations Specialist, Tops Friendly Markets. "Giving back to the neighborhoods we serve is incredibly important to us, and we are always looking for ways to improve the quality of the life for children through education around nutrition and healthy living."



TOPS FRIENDLY MARKETS
Winter Garden



The John R. Oishei Children's Hospital has plenty of space for families to stretch out, but especially in the two-story Winter Garden. It's a green space where kids and their family members can escape during their hospital stay, no matter what the weather is like outside.

"Some kids that are in the hospital for months and months and months can't get outside to go an experience nature," says Dr. Turkovich. "To put some of those challenges behind them for a little bit and immerse themselves in a completely different experience, that is something really unique to this hospital."

Kids will even be able to grow their own plants in the winter garden.



“Salad Bars to Schools”



UNITED FRESH START FOUNDATION

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Tops Markets and United Fresh Start Foundation Celebrate National Nutrition Month by Donating Salad Bars to Four Buffalo Public Schools

“Let’s Move Salad Bars to Schools” program responds to children’s needs for fresh fruits and vegetables

**An additional 2,500 Students get to interact
with fresh produce daily at school in Buffalo!**



“Salad Bars to Schools”



“Not the
cafeteria I
remember!”

