

# How-To Guide: Partnering with Grocery Stores

## Why should we partner with a grocery store?

- Reduce food costs by integrating donated foods into menu.
- Leverage expertise of grocery store regarding seasonal foods to reduce food costs.
- Establish a partnership to purchase foods wholesale to reduce food costs.
- Cross-promote your services.
- Help connect your participants to discount codes, coupons, or other health offerings at the grocery store.

## What are some potential partnership opportunities?

- Use food donations from grocery stores to stretch your budget.
  - Contact your AAA's registered dietitian or local food-service inspection agency for assistance on how to incorporate donated food to your menus.
  - Donated fresh produce is more likely to be seasonal and better-tasting.
- Provide or deliver shelf-stable items to participants.
- Cater meals for your program; many grocery stores have the capacity to cook for large groups.
- Increase your participants' access to healthy food by cross-promoting your local grocery store's SNAP "[double up](#)" produce programs or other similar programs in your state.
- Partner with grocery store pharmacies to offer your participants vaccines for COVID-19, flu, pneumonia, and other illnesses.

## Where do we start?

Assess the situation! Ask yourself:

- Is your organization achieving its strategic goals? If not, how can a partnership with a grocery store assist your organization in achieving its goals?
- Specifically, what problem is this partnership looking to solve?
- What can this partnership do that cannot be done in-house?
- What organizational metrics can be met by this partnership?
- If you plan to purchase food from the grocery store, what product, programmatic, business and pricing goals do you have for your anticipated collaboration?

## Where can we find more resources?

The [Nutrition and Aging Resource Center website](#) has links to many useful presentations, toolkits, and documents, including a [step-by-step guide](#) to collaborating with food retailers and a [section on groceries](#).

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