

Shelf talker instructions:

For best results, print these shelf talkers on heavyweight paper, such as card stock. Cut out each card along the dashed black lines, and fold along dashed gray line. Score them to make them easier to fold, and laminate them so they will last longer. Scoring and lamination can be done at most copy centers.

For juice that states "100% juice" on the packaging

For juice that states "100% juice" on the packaging

Make the healthier choice...

100% fruit juice

*No added sugar,
lots of vitamins*



Stock Healthy



Shop Healthy

UNIVERSITY OF MISSOURI EXTENSION

Make the healthier choice...

100% fruit juice

*No added sugar,
lots of vitamins*



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<p>For chips that state "baked" on the packaging</p>	<p>For chips that state "baked" on the packaging</p>
<p>Make the healthier choice...</p> <hr/> <p>Baked chips</p> <p><i>Fewer calories, same crunch</i></p>  <p>Stock Healthy  Shop Healthy</p> <p><small>UNIVERSITY OF MISSOURI EXTENSION</small></p>	<p>Make the healthier choice...</p> <hr/> <p>Baked chips</p> <p><i>Fewer calories, same crunch</i></p>  <p>Stock Healthy  Shop Healthy</p> <p><small>UNIVERSITY OF MISSOURI EXTENSION</small></p>

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For rice that states "brown" on the packaging

For rice that states "brown" on the packaging

Make the healthier choice...

Brown rice

*Nutty-tasting
whole grain
for good
health*



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Make the healthier choice...

Brown rice

*Nutty-tasting
whole grain
for good
health*



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For canned fruit that states canned in "100% juice" on the packaging

For canned fruit that states canned in "100% juice" on the packaging

Make the healthier choice...

Fruit canned in juice

Less sugar, more fruit flavor



Make the healthier choice...

Fruit canned in juice

Less sugar, more fruit flavor



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For tuna that states "canned in water" on the packaging

For tuna that states "canned in water" on the packaging

Make the healthier choice...

**Tuna canned
in water**

*Low in fat,
great protein
source*



Stock Healthy  **Shop Healthy**

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Make the healthier choice...

**Tuna canned
in water**

*Low in fat,
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For any canned vegetable

For any canned vegetable

Make the healthier choice...

**Canned
vegetables**

*Rinse before using
to lower sodium*



Stock Healthy



Shop Healthy

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Make the healthier choice...

**Canned
vegetables**

*Rinse before using
to lower sodium*



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For any dried fruit, such as raisins, prunes, cranberries, etc.

For any dried fruit, such as raisins, prunes, cranberries, etc.

Make the healthier choice...

Dried fruit

*A healthy addition
to salad, cereal
or snack*



Stock Healthy



Shop Healthy

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Make the healthier choice...

Dried fruit

*A healthy addition
to salad, cereal
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Stock Healthy



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For dried and canned beans such as pinto and kidney
– not for green beans

For dried and canned beans such as pinto and kidney
– not for green beans

Make the healthier choice...

Dried or canned beans

*High in protein and fiber, low in fat
and sodium*



Make the healthier choice...

Dried or canned beans

*High in protein and fiber, low in fat
and sodium*



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For any frozen fruits or vegetables

For any frozen fruits or vegetables

Make the healthier choice...

Frozen fruits and vegetables

Same nutrients as fresh, much longer storage



Make the healthier choice...

Frozen fruits and vegetables

Same nutrients as fresh, much longer storage



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For any fruit cup that uses 100% juice

For any fruit cup that uses 100% juice

Make the healthier choice...

Fruit cups

*Sweet and delicious,
ready to eat,
100% juice*



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Make the healthier choice...

Fruit cups

*Sweet and delicious,
ready to eat,
100% juice*



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For any granola bar

For any granola bar

Make the healthier choice...

Granola bars

Try this healthy snack instead of a candy bar



Make the healthier choice...

Granola bars

Try this healthy snack instead of a candy bar



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For 1%, ½% and nonfat (skim) milk, yogurt or cheese

For 1%, ½% and nonfat (skim) milk, yogurt or cheese

Make the healthier choice...

**Low-fat or
nonfat dairy**

*Same nutrition as
whole milk*



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Make the healthier choice...

**Low-fat or
nonfat dairy**

*Same nutrition as
whole milk*



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For any yogurt that states "low fat" or "reduced fat" on the packaging

For any yogurt that states "low fat" or "reduced fat" on the packaging

Make the healthier choice...

Low-fat yogurt

*Creamy and delicious
treat for strong
bones*



Stock Healthy



Shop Healthy

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Make the healthier choice...

Low-fat yogurt

*Creamy and delicious
treat for strong
bones*



Stock Healthy



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For products that state "low sodium/salt" or "reduced sodium/salt" on the packaging

For products that state "low sodium/salt" or "reduced sodium/salt" on the packaging

Make the healthier choice...

No salt or reduced sodium

Reduce the risk of high blood pressure



Stock Healthy



Shop Healthy

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Make the healthier choice...

No salt or reduced sodium

Reduce the risk of high blood pressure



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For any oatmeal or bulk oats, including instant oatmeal

For any oatmeal or bulk oats, including instant oatmeal

Make the healthier choice...

Oats

Quick, hot breakfast, lowers cholesterol



Make the healthier choice...

Oats

Quick, hot breakfast, lowers cholesterol



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For any nuts (peanuts, walnuts, almonds, etc.) labeled "unsalted" or without salt in the list of ingredients

For any nuts (peanuts, walnuts, almonds, etc.) labeled "unsalted" or without salt in the list of ingredients

Make the healthier choice...

Unsalted nuts

¼ cup is a high-protein, heart-healthy snack



Stock Healthy



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Make the healthier choice...

Unsalted nuts

¼ cup is a high-protein, heart-healthy snack



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For applesauce that states "unsweetened" on the packaging

For applesauce that states "unsweetened" on the packaging

Make the healthier choice...

**Unsweetened
applesauce**

*Healthy fruit
choice*



Stock Healthy



Shop Healthy

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Make the healthier choice...

**Unsweetened
applesauce**

*Healthy fruit
choice*



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For tea that states "unsweetened" on the packaging

For tea that states "unsweetened" on the packaging

Make the healthier choice...

Unsweetened tea

*A calorie-free choice,
same tea flavor*



UNIVERSITY OF MISSOURI EXTENSION

Make the healthier choice...

Unsweetened tea





*A calorie-free choice,
same tea flavor*



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<p>For any bottles or jugs of water</p>	<p>For any bottles or jugs of water</p>
<p>Make the healthier choice...</p> <hr/> <p>Water <i>Best choice for quenching thirst, no calories</i></p>  <p>Stock Healthy  Shop Healthy</p> <p><small>UNIVERSITY OF MISSOURI EXTENSION</small></p>	<p>Make the healthier choice...</p> <hr/> <p>Water <i>Best choice for quenching thirst, no calories</i></p>  <p>Stock Healthy  Shop Healthy</p> <p><small>UNIVERSITY OF MISSOURI EXTENSION</small></p>

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For bread that lists a whole grain (oats, wheat, etc.) as the first ingredient on the nutrition facts panel

For bread that lists a whole grain (oats, wheat, etc.) as the first ingredient on the nutrition facts panel

Make the healthier choice...

Whole-grain bread

Fill up with fiber, vitamins, minerals



Stock Healthy  **Shop Healthy**

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Whole-grain bread

Fill up with fiber, vitamins, minerals



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For cereal that lists a whole grain (oats, wheat, etc.) as the first ingredient on the nutrition facts panel

For cereal that lists a whole grain (oats, wheat, etc.) as the first ingredient on the nutrition facts panel

Make the healthier choice...

Whole-grain cereal

Nutty taste and good nutrition



Stock Healthy



Shop Healthy

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Make the healthier choice...

Whole-grain cereal

Nutty taste and good nutrition



Stock Healthy



Shop Healthy

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