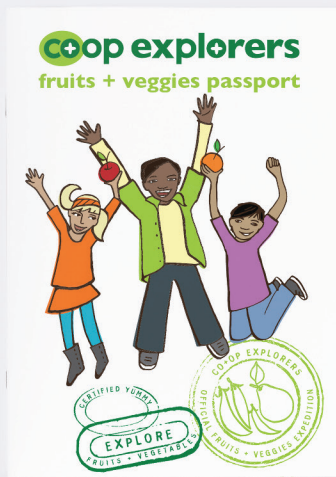




name of your fruit or veggie: _____

Object: _____

fruit or veggie or add a picture of one.

What was it like?

☐ sweet ☐ sour ☐ smooth
☐ soft ☐ juicy ☐ crunchy
☐ bitter ☐ hard ☐ weird
☐ spicy ☐ chewy

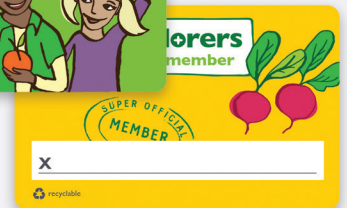
Was there anything that **surprised** you about how it tasted? _____

Was it local?

☐ yes ☐ no

Write the name of your fruit or veggie: _____ **is/are**

☐ pretty good ☐ one of my favorites
☐ good for me, but not my favorite



Co+op Explorers

Co+op Explorers is a free fruit program that makes it easy for NCG co-ops to engage family shoppers. Participating co-ops provide children age 12 and under a free banana (or other easy-to-eat fruit) to snack on while their parents shop. The program is designed to encourage healthy eating habits in children and make the co-op shopping experience more enjoyable for parents and their kids. Making the co-op a great place for families to shop strengthens the co-op brand position among consumers and in the greater community.

Key Benefits

The primary purpose is to increase shopper loyalty by building goodwill and easing the experience of grocery shopping with a child in tow. This program is a visible, consistent affirmation that the co-op is family-friendly and rooted in community. This program:

- Reinforces positive brand perception.
- Fosters shopper loyalty.
- Creates intergenerational connections between shoppers and staff.
- Offers built-in outreach materials to enhance the co-op's presence at community events.

Increase shopper loyalty by building goodwill and easing the experience of grocery shopping with a child in tow.

How It Works

NCG provides implementation guidelines and supporting marketing materials while co-ops are responsible for program costs and store execution.

- Co-ops keep a basket stocked with fruit — NCG recommends bananas — and Co+op Explorers stickers near the store entrance.
- Parents enroll their children in the program.
- Children are encouraged to take one piece of fruit to enjoy while their parents shop and wear a sticker to communicate their participation to co-op staff.
- Co-ops who implement the program will determine program execution details such as where sign up will occur, location of free fruit display, who will manage the program on the sales floor and how to track program participation and costs.
- Co-ops promote the program using newsletter copy, posters, ads and other marketing materials available from NCG. (Additional supplemental materials including membership cards, fruit and vegetable passports, temporary tattoos and recipe cards are available for purchase through the NCG Store and coloring sheets are available to download and print at no cost.)
- Fruit used to supply the program is charged at wholesale to the marketing department.

Pricing and Fees

There is no cost to participate in the program, though participating co-ops will incur some costs providing the fruit and program supplies. Those costs will vary based on participation rates and changes in cost of goods. A spreadsheet to help estimate program costs is available as a resource from the [Co+op Explorers program information page](#).

Program Commitment and Terms

There is no formal commitment required to participate in the program and no program participation agreement for usage. Co-ops are advised that consistent implementation is important for building goodwill among parents and children.



Contacts

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Resources

- [Co+op Explorers](#)
- [Co+op Explorers program materials](#)
- [Co+op Explorers merchandise](#)